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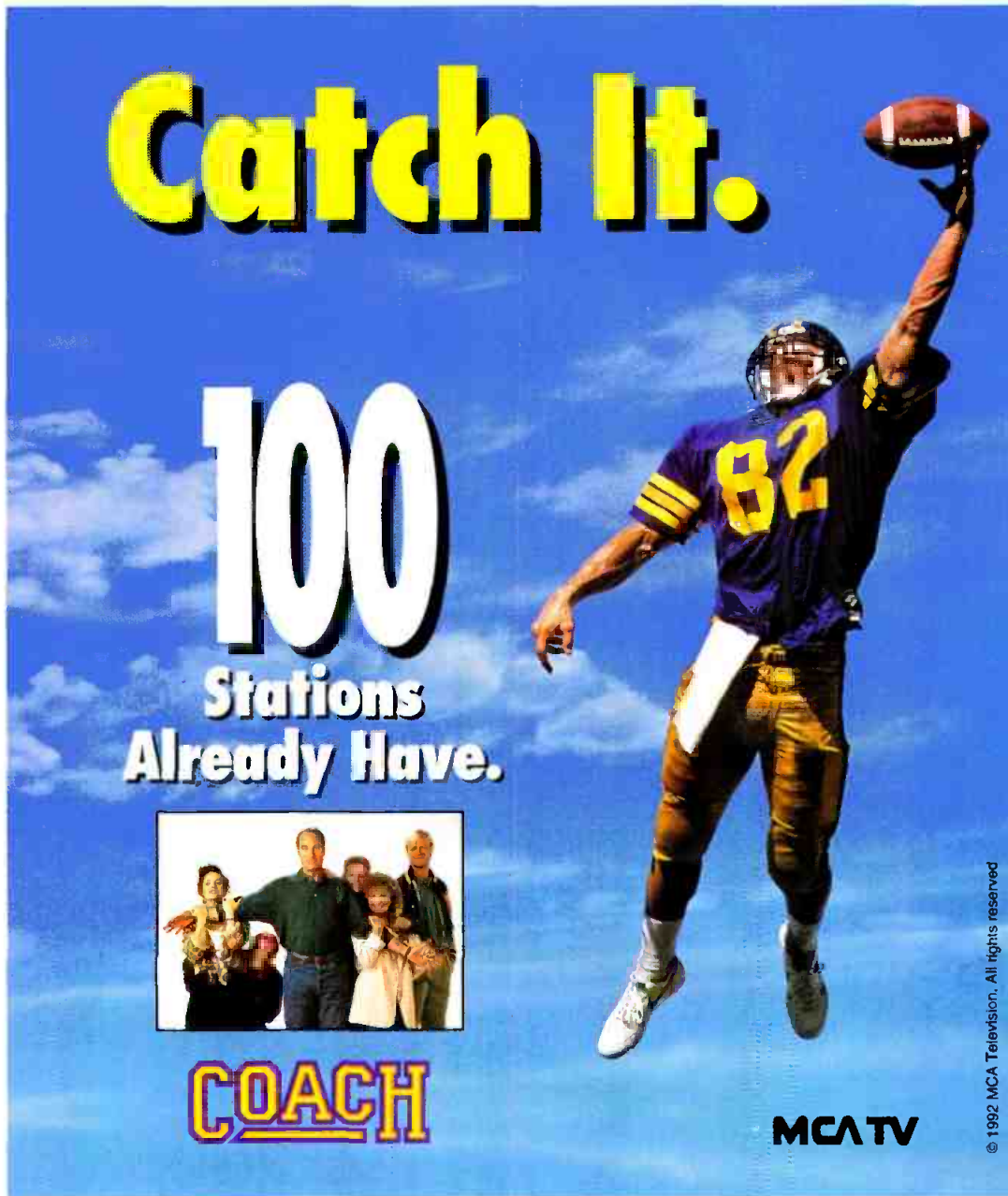
Broadcasting

61st YEAR

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1992  \$2.95

- '91-'92 NETWORK PRODUCTION DEFICITS: \$460 MILLION / 4
- SPELLING SUCCESS ENERGIZES IMAGE / 14
- LOCAL SPORTS TURNING TO PPV / 36



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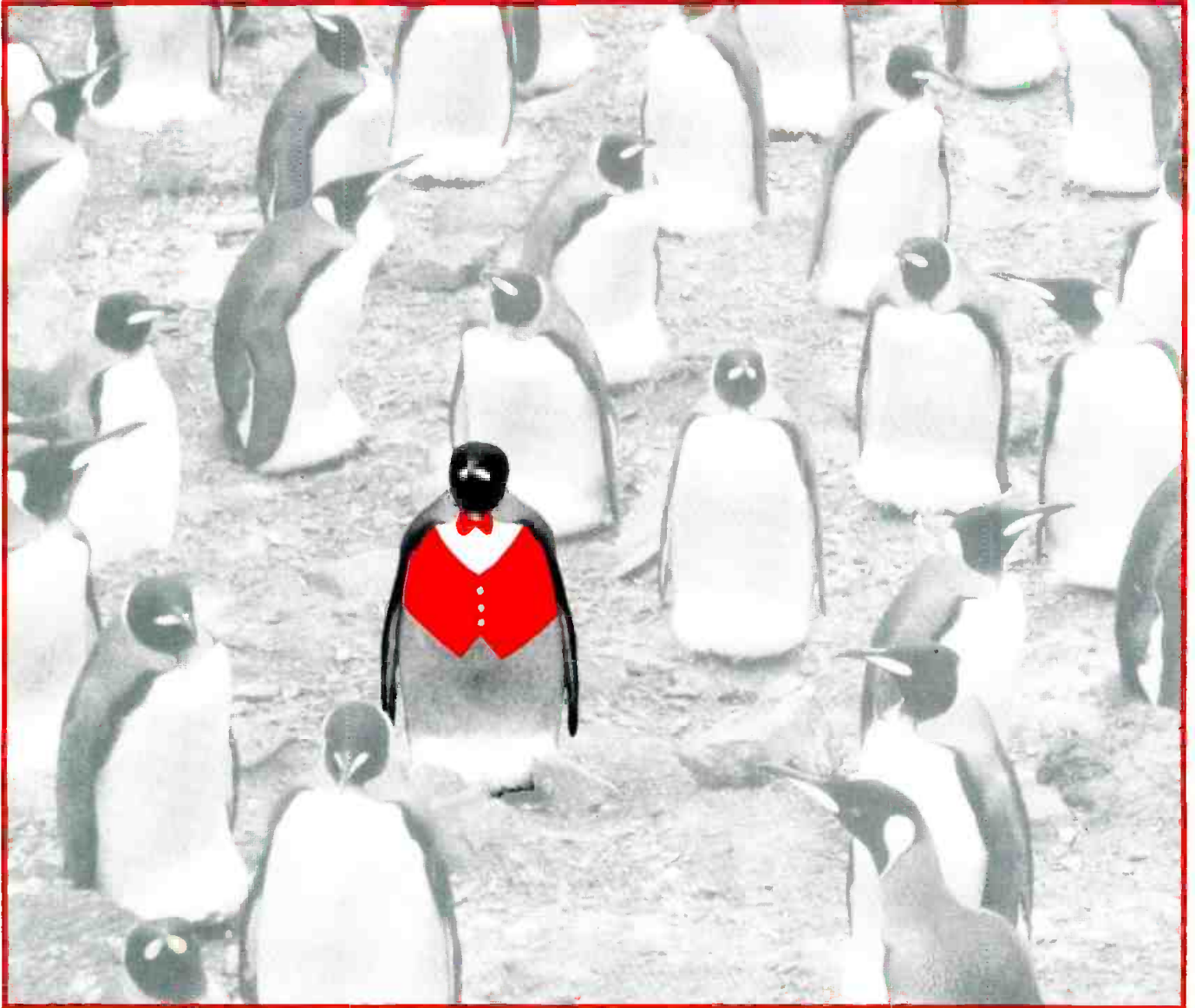
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**CBS'S CONTROVERSIAL
COMPENSATION**
Page 3
Vol. 122 No. 24

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Top of the Week

AFFILIATES UP IN ARMS OVER CBS COMP PLAN

Some say network plan for affiliation charge could push stations into buying more syndicated fare

By Sharon D. Moshavi

One thing on which CBS and its affiliates agree is that the network's plan for an affiliation charge is one of the most momentous changes in broadcast history.

The agreement ends there.

Affiliates say the CBS plan, which several call "insidious," could force them to replace network programming with syndicated fare. Some outsiders say it may even cause some affiliates to defect from the network. CBS says it is forced by a changing economy to drastically overhaul the structure, which, in the end, will benefit both sides by creating a stronger network.

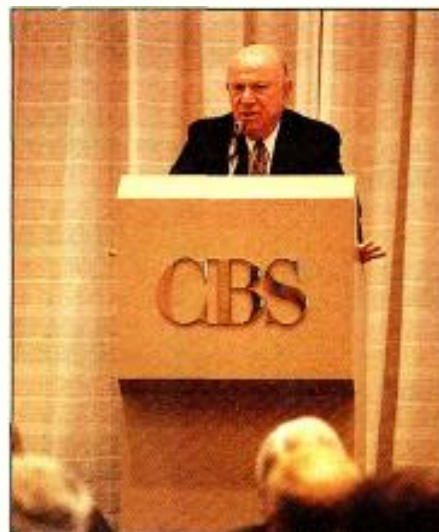
Even those who agree with CBS's move—CBS's brief stock surge last week indicated Wall Street was pleased—say the new structure could make CBS look more like a syndicator as stations find it more profitable to clear fewer network programs. And, if ABC and NBC decide to follow suit, the network structure could look significantly different than it does now.

"We feel it [the charge] could break down over time the very fiber of the network-affiliate system," says Cathy Creany, vice president and general manager, WTVH(TV) Syracuse, N.Y., and chair of the affiliates futures committee, which walked out of talks about compensation with CBS in April after the two sides could not agree. The committee and CBS are set to

meet and CBS are set to meet later this month to discuss the plan, although Tony Malara, president, CBS affiliate relations, says the network is holding firm on the affiliate charge.

Few believe CBS wants to fully dismantle its relationship with its affi-

Continues on page 11



CBS Chairman Tisch told affiliates the network does 'believe in compensation'



Affiliate chief Malara says CBS is firm on the charge



CBS/Broadcast Group President Howard Stringer addressing affiliates in New York

COMPONENTS OF CBS PLAN

- Impose affiliate charge to recapture \$20 million to \$25 million, bringing total compensation costs to about \$100 million. Stations pay percentage of compensation received from CBS (to be based on 1991 compensation dollars).
 - Stations in top 100 markets pay 25% □ Stations in markets 101-150 pay 20%
 - Stations in markets 151 and above pay 15%
- Reallocate compensation dollars offering no or low compensation for high-rated programs and higher-rated compensation for low-rated programs.
 - Money will be concentrated in prime time □ No payment for CBS Evening News
- Takeback of \$4 million to \$5 million in advertising inventory in daytime soaps, morning news and Sunday morning programming.
- Create \$4 million bonus program for affiliates—based on market size, performance and clearance.
- Takes effect January 1993 for affiliates whose current contracts end by that date. Those whose contracts are still in effect after that date will not be expected to work under the new contract until the current one expires.

PRODUCTION DEFICITS TOP \$464 MILLION

Alliance of Motion Picture and Television Producers says higher costs and lower license fees for network TV producers are to blame

By Steve Coe

Network television producers incurred total production deficits of more than \$464 million for the 1991-92 season according to research compiled by the Alliance of Motion Picture and Television Producers. That's a 31% increase from 1990-91's \$353,246,000 in deficits (BROADCASTING, Feb. 10).

The total represents the cumulative deficits suffered by producers of hour dramas and filmed and taped half-hour series. According to the research, producers of hour dramas carried deficits of over \$148 million, half-hour filmed series of almost \$190 million and half-hour taped shows of \$126 million. On a per-episode basis, a half-hour filmed series carried an average deficit of \$391,500, a \$145,088 increase from the per-episode average in the 1991 season. For half-hour taped series the per-episode deficit in 1992 was \$273,000, up from \$132,806 in 1991. The news was slightly better for producers of one-hour series—their per-episode deficits decreased by \$574,000 in 1992. However, with a per-episode deficit of \$307,000, a producer who delivers 22 one-hour episodes will wind up the season in the hole for \$6.7 million based on costs versus license fees.

The deficit jump can be attributed to ever-increasing production costs and falling license fees. Overall, production costs were up more than 12% for half-hour filmed series (\$844,187 in 1990-91 versus \$950,000 in 1991-92), and up 2% for one-hour filmed shows. The biggest increase in production costs, however, was for half-hour taped shows, where costs jumped from an average \$697,759 in '90-'91 to \$959,000 in '91-'92, an in-

CBS'S NEW COMP CHARGE / 3

Wall Street and network affiliates have imputed a variety of intentions to CBS's plan for an affiliation charge, but all sides agree it portends a dramatic change for the broadcasting industry.

GOODNIGHT 'NIGHTLINE'? / 5

In a satellite address to the affiliates meeting, ABC News President Roone Arledge warned that the network could lose its late-night *Nightline* if clearances continue to hover at their current 63%.

SKINNER'S MARSHALL PLAN / 6

Informed sources say that White House Chief of Staff Samuel Skinner has advised President Bush not to submit Sherrie Marshall's name for renomination to the FCC, arguing that the commissioner has been less than diligent in pursuing the administration's deregulatory agenda.

SPELLING SUCCESS / 14

With its *Beverly Hills, 90210* hit and network orders for more youth-oriented series, Spelling Entertainment has bounced away from its adult-skewing reputation (*Dynasty*, *Hotel*) and reshaped its image as a hip, youth-

oriented producer.

SLIDING INTO PPV / 21

While major sports leagues remain hesitant about hatching national plans for pay per view, some local teams have made the



Aaron Spelling skews young with series cousins to 'Beverly Hills, 90210' (p. 14).

move with few complaints from consumers and legislatures.

HIGH DEFINITION, HIGH PRICE / 23

Broadcasters plan to ask the FCC to reconsider its five-year rule for HDTV application/construction, contending the deadline will induce manufacturers to keep prices high.

SLIGHT GROWTH FOR RADIO / 24

McCann-Erickson's Robert Coen sees 4-5% growth for radio in his mid-year forecast, with

the industry holding on to its 6.7% share of the total advertising market.

CPB BILL PASSES / 26

The U.S. Senate, wrapping up a seven-month controversy, passed a \$1.1 billion appropriation for the Corporation for Public Broadcasting last week, and tacked on an amendment seeking a 6 a.m.-midnight ban on "indecent" programming.

SLOWER GROWTH FOR TV / 34

In the TV version of his midyear report, Robert Coen revised downward his predictions for advertising growth in 1992, pegging total TV ad revenue growth at 6.1%, not 7%.

NEWS DEPARTMENTS

Business	34
Cable	21
Radio	24
Technology	23
Television	14
Top of the Week	3
Washington	26

FEATURE SECTIONS

Bicoastal	13
By the Numbers	44
Changing Hands	35
Closed Circuit	12
Datebook	36
Editorials	58
Fates & Fortunes	52
Fifth Estater	51
For the Record	45
In Brief	56
Monday Memo	55
Ratings Week	20
Washington Watch	9

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crease of more than 37%.

The latest figures from last season are a continuation of a five-year slide for license fees while production costs have continued to rise. License fees declined some 7% for half-hour filmed series (\$597,775 average in '90-'91 versus \$558,500 in '91-'92). In both

hour filmed and half-hour taped shows, however, license fees increased, although not enough to cover the increase in production costs. For hour shows that cost an average 2% more to produce in 1992 than 1991, the average license fee increased an almost identical 2%. Li-

cense fees for hour shows averaged \$1,100,790 in the 1991 season and increased to \$1,125,000 for 1992. For half-hour taped shows, which increased in production costs 37%, the jump in license fees was 21%, \$564,953 in 1991 compared with \$686,000 in 1992. ■

ABC EXECS PRESSURE AFFILIATES ON CLEARANCES

'Nightline' hangs in the balance, group told; 25% PSA cut promised as part of reduction in clutter

By Steve Coe

Although spared any suggestion of compensation cuts at the annual affiliates meeting last week, ABC affiliates were castigated by network executives for their failure to provide more clearances for *Nightline* and other network shows.

The network also announced a plan to slice clutter from prime time by cutting time for public service announcements and closing credits.

In what turned out to be a far less contentious meeting than CBS's two weeks ago, the gathering focused on ABC's intention to enter the pay-per-view business and possible network-cable ownership. Of the former, affiliates were told by Dennis Swanson, president, ABC Sports, the network's "first concern is the preservation of over-the-air sports product." Despite continued affiliate concerns, Swanson called PPV "a reality and something we want to experiment with." ABC expects no more than 35,000 will sign up for PPV events on any given weekend, and Swanson emphasized the network will not siphon off product currently seen on the network.

ABC had intended to deal with cable systems directly, bypassing affiliates, but the affiliate board apparently offered an alternative plan in which local stations would negotiate directly with MSO's. Dan Burke, president and chief executive officer, Capcities/ABC, told affiliates the network has to find ways to get local stations involved in the experiment; he addressed affiliate concerns by saying "pay per view is coming, but it won't be the tomato that ate New York."

Roone Arledge, president, ABC

News, advised by doctors not to make the trip West so soon after his surgery for prostate cancer, told the affiliates via satellite that the network could lose *Nightline* if live clearances do not improve from their current 62%.

ABC executives have said the show would consistently beat *The Tonight Show* if clearance levels were the same for both late-night shows. Host Ted Koppel told BROADCASTING that "a handful of affiliates one way or the other could determine the show's future. If we have a handful more live clearances, we could be beating *The Tonight Show*; if we lose a handful, that could mean the end of the show."

Stephen Weiswasser, ABC News executive vice president, acknowledged the network lacks the leverage to force more stations to clear the show live, but said with rising production costs ABC would reach a point where it could no longer afford to keep the show without better coverage.

Securing more clearances may be tough, however, since the post-late-



Delta Burke, star of ABC's new 'Delta,' with Entertainment President Bob Iger



Bill Clinton and wife Hillary appeared at the ABC meeting for an interview with Ted Koppel

night slot is a big revenue earner for many stations. One small-market broadcaster said he airs *Married...with Children* reruns in the 11-11:30 time slot and averages a 19 rating, as opposed to the 5 or 6 rating he would pull in with *Nightline*. Koppel may have helped his cause on Wednesday by surprising affiliates with a face-to-face interview with presidential hopeful Bill Clinton and his wife, Hillary.

Mark Mandala, president, ABC Television Network, outlined a plan to decrease prime time clutter. He noted the network already has the fewest commercial units of the big-three networks: the weekly average last year, according to Mandala, was 314 for ABC, 328 for CBS and 325 for NBC. In terms of non-programming minutes per hour, he said ABC also had the least: an average 13:04 versus 13:37 for CBS and 13:51 for NBC. Mandala added that ABC's average is less than that for Fox, the top five basic cable channels and syndicated programming, which he said averaged almost 17 non-programming minutes per hour.

To further reduce clutter, Mandala said ABC would cut back on public service announcements by 25%, cut promotional spots by 5% and shave time from series' opening and closing credits. He noted that even with the 25% reduction in PSA's, ABC would still air almost double the amount aired by either CBS or NBC. ■



Marshall's future at the FCC is in doubt following White House meeting

SKINNER RECOMMENDS DROPPING FCC'S MARSHALL

White House chief of staff says commissioner undeserving of second term, rebuffs appeal by California Gov. Wilson

By Harry A. Jessell

Sherrie Marshall's long-expected, but now overdue, renomination to the FCC appears to be in serious jeopardy.

According to informed sources, White House Chief of Staff Samuel Skinner last Tuesday advised President Bush not to send her name up for a new five-year term, saying Marshall had broken with administration policy and could not be counted on to pursue Bush's deregulatory agenda.

Whether Skinner's recommendation is fatal to Marshall's prospects is not yet certain. Bush, as far as could be ascertained last week, had not made a final decision, and Marshall has important friends in the administration and on Capitol Hill she can call on to try to turn things around. Her current term expires at the end of this month.

Marshall, in Sante Fe, N.M., last Friday for an American Bar Association meeting on election law, was unavailable for comment.

The subject of Marshall's reappointment came up at an Oval Office meeting at which California Governor Pete Wilson (R) made a personal appeal on Marshall's behalf to Skinner and

Bush, the sources say. Wilson was in Washington as part of a California delegation looking for federal help for riot-ravaged Los Angeles.

Wilson's interest in Marshall may stem from his close ties with Hollywood, which has been working for her reappointment because of her help in preserving the financial interest and syndication rules last year.

It was the battle over the fin-syn rules, which limit broadcast network involvement in network program ownership and syndication, that got Marshall in hot water at the White House. Ignoring what amounted to a directive from then-Chief of Staff John Sununu to repeal the rules, Marshall joined—some would say led—an FCC majority in voting for a new set of rules that left significant restrictions on the networks in place.

Sununu left the White House late last year, but sources say Michael Boskin, chairman of the President's Council of Economic Advisers, has been reminding Skinner and others of Marshall's "disloyalty" on fin-syn and calling for her ouster as an example to other Bush-appointed regulators who stray from the party line. Boskin declined to return repeated phone calls.

Sources also say FCC Chairman Al Sikes has been encouraging Boskin's campaign against Marshall, arguing he needs a more cooperative ally in carrying out the President's deregulatory mandate for the FCC. Sikes denies any involvement in Marshall's reappointment bid.

Even if Marshall secures the nomination, her confirmation by the Senate this late in an election year is questionable. The Democratic-controlled Senate is unlikely to confirm Republicans to five-year posts as long as there is any chance the Democrats may capture the White House.

Nonetheless, Ernest Hollings (D-S.C.), chairman of the Senate Commerce Committee, which handles FCC appointments, last week told BROADCASTING he won't stand in the way of confirmation. Said Hollings: "I think she's good."

With or without the nomination, Marshall may continue serving beyond June 30 until someone else is appointed to take her place. Some FCC watchers speculate that the White House's game is not to replace Marshall but to let her stay on without the security of a five-year term, thus assuring her cooperation with Sikes. Indeed, for the past several months, the once independent-minded Marshall has been marching in step with Sikes on major issues.

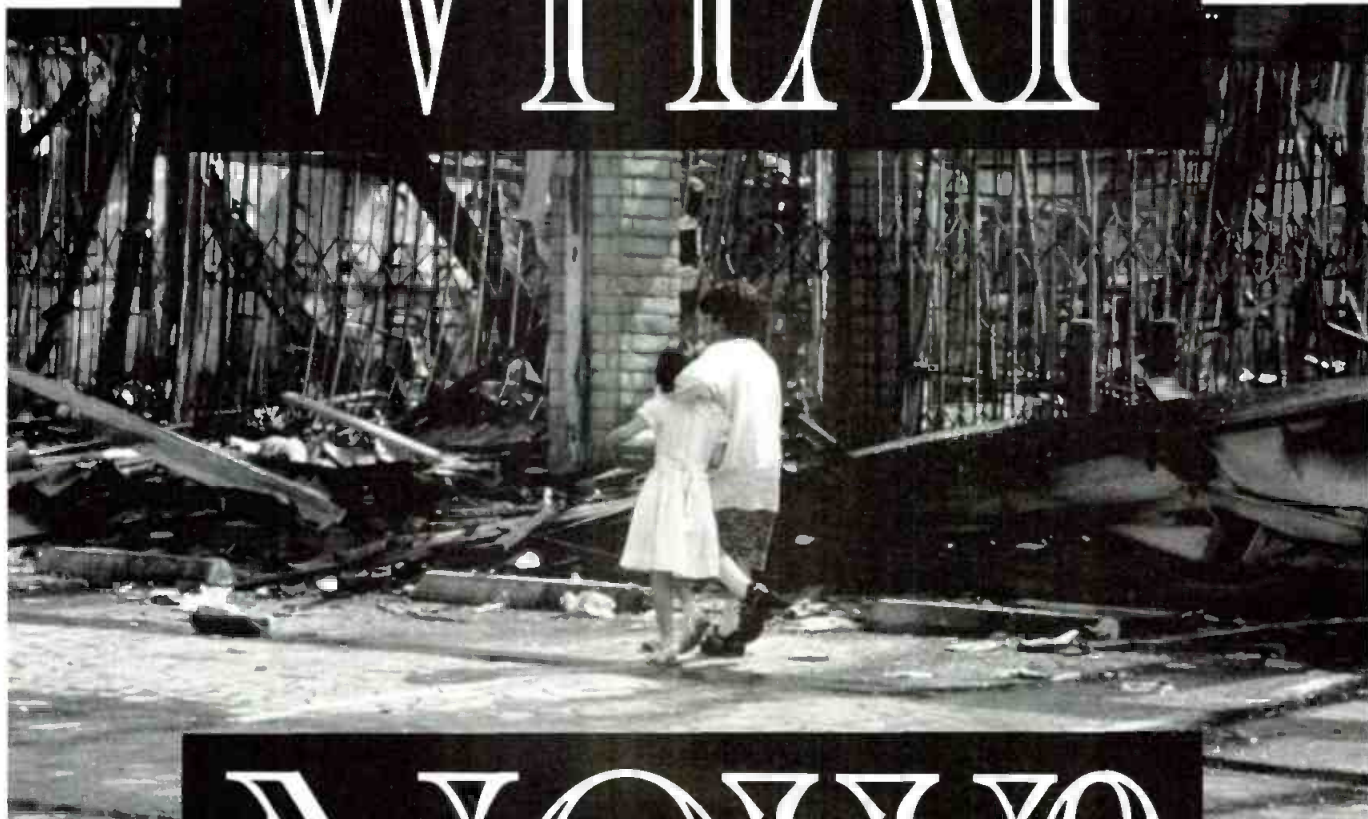
Marshall has substantial backers, including the likes of Senate Minority Leader Robert Dole and Secretary of State James Baker. If she is to prevail, they will have to redouble their efforts. Those who have sent letters will have to pick up the phone, and those who have phoned will have to follow Wilson into the White House.

One factor working in Marshall's favor is that no strong candidates have emerged as replacements. Marta Greytok, a commissioner with the Texas public utilities commission, reportedly interviewed for the job, but is not seen as a serious contender, despite the backing of Texas Republican Senator Phil Gramm (BROADCASTING, Feb. 17).

With Marshall now showing signs of weakness, she may soon find herself in a race. Others with an eye on the commission may feel emboldened to launch campaigns for her seat.

Aside from confirming a private meeting between Wilson and Bush on Tuesday, White House spokespersons declined to comment. ■

WHAT



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FCC GIRDS FOR 'FOOD FIGHT' ON ACCESS

Disney lobbies without, Sikes within, on repeal of PTAR's off-network prohibition; independents and syndicators manage to keep issue off commission's June agenda

By Harry A. Jessell

A coalition of independent broadcasters and first-run syndicators last week managed to stall FCC Chairman Alfred Sikes's drive to repeal the off-network prohibition of the prime time access rule.

But determined to restart the effort, proponents of repeal, led by Disney, began turning up the heat at the commission, and the controversy began resembling what Sikes once said it would: "a Hollywood food fight."

Sikes had hoped to launch a PTAR rulemaking at the FCC's scheduled June 18 meeting. But the item was quietly dropped from the agenda last week after it became clear a majority of the commissioners thought action was premature.

Sikes is now pushing to get the proceeding under way at either the July or August meeting. Still standing in his way is that majority of Commissioners Ervin Duggan, James Quello and Andrew Barrett.

While Sikes works on the inside, Disney is applying outside pressure. The influential Richard Wiley, who is

representing Disney, had lunch with Duggan and met with Quello last week to make a pitch. And Disney Studios President Rich Frank is due to visit several offices today (June 8), as he did last February ("Closed Circuit," Feb. 17).

PTAR limits the amount of network and off-network programming affiliates in the top 50 markets may air, creating at most stations a half-hour "access period" each weekday for non-network fare. At issue in the current debate is whether those top 50 stations should be allowed to air off-network programs during access.

Joining Disney in calling for repeal of the off-network ban have been the broadcast networks and their affiliates, notably Bonneville International and Hubbard Broadcasting.

The 22-year-old rule has been a boon to first-run syndicators and to independent broadcasters. All independents benefit from the wealth of first-run programming, and those in the top 50 markets forgo having to bid against affiliates for the network reruns.

That Sikes will at least miss the

June 18 date is a tribute to an intense campaign in recent weeks conducted by a loose pro-PTAR coalition that includes the Association of Independent Television Stations, Tribune Broadcasting, King World and others.

"We don't think now is time to bring up PTAR," said INTV's David Donovan. It is one of the "important safeguards" that allowed the FCC last year to relax the financial interest and syndication (fin-syn) rule, which limits networks' ownership and syndication of the programming they air.

Their cause was aided by two letters to the FCC from Capitol Hill—one from the House Telecommunications Subcommittee's ranking Republican, Matthew Rinaldo (N.J.), and one from Senator Paul Simon (D-Ill.). Both argue for postponing action until fin-syn litigation is concluded.

King World may have been primarily responsible for the Rinaldo letter. King World is a Rinaldo constituent of sorts, maintaining administrative offices in Short Hills, N.J., a community within Rinaldo's district. King World COO Stephen Palley and Rinaldo are scheduled to discuss PTAR in Wash-

ington next week (June 16), according to Bill Russell, a former FCC official representing King World.

Palley told BROADCASTING the problem is not PTAR, but rather that the supply of programming has greatly outstripped demand. "Five years ago there were 23 off-network shows, now there are 50. I can't see PTAR being responsible for the problems they are having."

The debate over PTAR puts Quello on the spot. He has been tight with the networks and Wiley. But he also has been close to INTV and the independent broadcast groups like Tribune and Group W that have diversified into first-run. INTV's Donovan used to be his mass media aide.

Quello two weeks ago advocated postponing

VIDEO THEFT ALLEGED AGAINST 'HARD COPY'

A *Current Affair* executive producer John Terenzio is charging that competing syndicated news magazine *Hard Copy* is "living up to the last half of its title." He alleges the show pirated ACA's satellite feed last Monday (June 1). Terenzio claims *Hard Copy* then enlarged "exclusive" home video footage with a digital video processor, removed the ACA logo and aired the clip of Amy Fisher, who's charged with attempted murder.

When word reached Twentieth Television Chairman Lucie Salhany, whose Fox Inc. division syndicates ACA, she instructed in-house attorneys to institute a lawsuit against Paramount Domestic Television, distributors of *Hard Copy*, according to Terenzio. As of last Friday (June 5), it was unclear whether a suit had actually been filed.

Fisher is a 17-year-old Long Island student charged with the attempted murder of her estranged lover's wife, Mary Jo Buttafuoco, but Fisher's attorneys are trying to portray her as an innocent juvenile. The home video, which Terenzio says was obtained from an unnamed man (Terenzio refused to say if the show paid for the tape), purportedly shows Fisher negotiating a fee for sexual favors with a man.

In a memo to *Current Affair* staffers, Terenzio claims that *Hard Copy*'s staffers and attorneys "admitted" to recording the 4 p.m. feed, claiming "fair use." Twentieth is charging copyright infringement and violation of FCC satellite rules.

Hard Copy executive producer Peter Brennan was unreachable for comment, but a spokesman issued the following statement: "We are confident that everything was handled consistent with industry practice and standards."

PTAR until fin-syn is resolved. With the possibility of litigation stretching into next year and a remand to the FCC, fin-syn may stay alive for another year or year and a half.

But Quello told BROADCASTING last week he would be satisfied if Sikes would simply wait until November, until after the FCC has had a chance to deal with some other controversial items like relaxation of the ban against networks' owning cable systems.

Duggan, who calls PTAR reform fin-syn's "evil baby brother," is of the same mind. If he had his way, he said, PTAR would not come up until "late this year." It's the same position he first set forth at the NATPE convention in January, he said.

Barrett told reporters at the NAB convention in April that he would not block Sikes if he tried to bring up PTAR. However, he is now said to oppose prompt action. Barrett de-

clined to comment.

Commissioner Sherrie Marshall also told reporters at NAB she would not stand in the way of Sikes, and indications are she appears to be sticking with the pledge. Awaiting word from the White House on her renomination—her current term expires at the end of the month—Marshall is generally maintaining a low profile and has no desire to take on the chairman on any issue. ■

■ Capcities/ABC Chairman Tom Murphy, over lunch last Monday at The Palm in Washington, made an appeal

to FCC Commissioner Jim Quello for his support in relaxing the cable-network crossownership ban, which is coming up for a vote on June 18. Along to help make the pitch were VP/General Counsel David Westin and Washington lobbyist Mark MacCarthy.

The trio was apparently partially successful in plugging the networks' (and FCC Chairman Al Sikes's) plan to limit network ownership of cable systems to 50% of homes passed in any market and 10% of homes passed nationwide. Quello now says he is willing to sign on to a 10% national cap, but will insist on the 25% local cap advocated by stations. "If the networks are allowed to take the dominant position in [local] cable, it would threaten free TV," he says.

■ FCC Chairman Sikes begged off from speaking at the NAB's radio conference in Montreux, Switzerland, this Wednesday (June 10), claiming his schedule was too tight to afford four days to get there and back. Fortunately for NAB, Commissioner Ervin Duggan agreed to step in.

News of the cancellation last Tuesday touched off speculation that Sikes was punishing NAB for going soft on relaxing the national ownership restrictions on radio. The broadcasters at one time advocated repealing all caps, but two weeks ago they asked the agency to lower the caps adopted in March from 30 AM's and 30 FM's to 25-25.

Sikes's office dismissed the talk. With the FCC meeting coming up on June 18, said scheduler Elaine Lorentz, "There is too much on his plate.... It made no sense to go." Sikes is not a "vindictive man," she added.

If NAB is on Sikes's B list, NAB officials were pretending not to know about it. In fact, says NAB General Counsel Jeff Baumann, he and NAB President Eddie Fritts had a "cordial" meeting with Sikes last Tuesday, during which they explained why NAB had moderated its position. If the FCC doesn't lower national caps, Baumann said, Congress will do it for them.

Sikes will have time this Tuesday (June 9) for a live late-night appearance on noncommercial WNET(TV) New York with Charlie Rose (the Rose show re-airs the following day on The Learning Channel). Sikes, who finds it difficult to decline any invitation to appear on any of the media he regulates, is also slated to return to Larry King's Mutual radio show on June 16. He first sat for King in May 1990.

■ Traveling to St. Louis to argue before the U.S. Court

Washington Watch

of Appeals (8th Circuit) this Thursday (June 11) will be FCC General Counsel Bob Pettit. At issue in the case is

whether the fairness doctrine was mandated by Congress and whether the FCC was thus out of line when it repealed the doctrine five years ago. The Media Access Project's Andy Schwartzman will argue it was; it's up to Pettit to convince the court it wasn't.

The hearing will be only the second court appearance for Pettit, who valiantly presented the defense of the FCC's 24-hour indecency ban in January 1991 only to see it struck down months later. Because the fairness doctrine case involves nothing less than the First Amendment rights of broadcasters, it's a high-profile matter and Pettit wants to be an integral part of it. But Pettit admits to another motive for making the trek to his home state. His beloved St. Louis Cardinals are celebrating their 100th anniversary at Busch Stadium that evening. Stan the Man is expected.

■ It's still a go for the nomination of former FCC Commissioner Patricia Diaz Dennis to become assistant secretary of state for human rights and humanitarian affairs. Background checks are being wrapped up and State Department and White House are beginning final review. After leaving the FCC in

1989, Dennis practiced law (Jones, Day) until joining Sprint as vice president, government affairs, in March 1991.

■ The theory behind loosening the video restrictions of telcos is that it will induce them to replace existing copper networks with broadband fiber ones—a rebuild that will cost hundreds of billions of dollars. Thus it should come as little surprise that Corning Inc., a major manufacturer of fiber, is among those beating the drum for the telco deregulation. Tim Regan, Corning's man in Washington, says his company's message is competition. "Wherever there is competition, fiber is deployed," he says.

■ Former National Cable Television Association President Tom Wheeler made his debut last Tuesday as the new head of the Cellular Telephone Industries Association at Washington's Joe & Mo's restaurant (see picture, page 57). The turnout included the usual mix of lobbyists and government officials and some old and current NCTA types.

Prior to the evening reception, Wheeler visited officials at the FCC, where he crossed paths with NAB's Eddie Fritts and Jeff Baumann. They wished Wheeler well, but Fritts added a good-natured admonition: "Keep your hands off our spectrum." ■



DINGELL TO NCTA, SBCA: WORK IT OUT

He asks groups to resolve differences over program-access in cable bill

By Randy Sukow

Out of apparent exasperation with the inability to negotiate a compromise on the program-access provisions in the House cable reregulation bill (H.R. 4850), House Energy and Commerce Committee Chairman John Dingell (D-Mich.) asked two of the principals in the discussions—the National Cable Television Association and the Satellite Broadcasting and Communications Association—to reach a mutually acceptable plan on their own.

The program-access provisions would prohibit program services owned by cable operators from refusing to deal with competing multi-channel services such as wireless cable and direct broadcast satellite or from engaging in discriminatory pricing with those rival media. The lingering controversy over program access threatens to destroy chances for final passage of H.R. 4850.

Andrew Paul, SBCA senior vice president, government and international affairs, confirmed last Friday that Dingell asked the two organizations to negotiate a deal, but would not elaborate. NCTA also would not comment on the progress of the talks.

The wireless cable industry, which has also been a leading voice for H.R. 4850's program-access language, was apparently left out of the negotiations. Wireless Cable Association President Bob Schmidt was out of the country and unavailable for comment at deadline last Friday.

Some estimated last week that enough progress could be made to begin opening statements for the H.R. 4850 markup late this week, but substantive debate and a vote will not begin until next week at the earliest. Time is growing short, since other pressing issues, including a possible railroad strike, are likely to dominate the Energy and Commerce Committee's attention late in June. Most lobbyists and hill staff believe H.R. 4850 must pass the full House before the July 10-20 recess for the Democratic Convention to have any chance for final enactment.

Cable bill supporters were also

waiting last week for an informal pronouncement from House Speaker Tom Foley (D-Wash.) to settle the Energy and Commerce-Judiciary Committee jurisdiction dispute over retransmission consent. If the issues are not settled before markup, further delays because of the dispute could also destroy chances for H.R. 4850's passage.

If H.R. 4850 is referred to Judiciary, an attempt is expected to replace retransmission consent with the provisions of H.R. 4511, a bill proposing gradual elimination of the cable compulsory license, authored by Copyright Subcommittee Chairman Bill Hughes (D-N.J.).

In reaction to comments during hearings on the bill, Copyright Subcommittee staff confirmed a number of changes are being considered for

H.R. 4511. The originally proposed three-cents-per-subscriber-per-month fee to be paid by cable operators to broadcasters during the transition period may be changed to five cents with 50-50 distribution to broadcasters and Hollywood program copyright holders.

The subcommittee is also considering shortening the phase-out period for the largest cable systems from eight years to six after enactment and allowing small systems to continue paying through the compulsory license.

"We are pleased that Chairman Hughes has recognized the need to compensate program producers during the transition period preceding the demise of the compulsory license," said the Motion Picture Association of America in a statement released last Friday. ■

PENETRATION TO HIT 78% BY 2000

By Rich Brown

Industry changes likely to come in the next eight years will include multiplexed broadcast networks and cable penetration as high as 78% of the U.S., according to a panel of top cable and broadcast executives offering predictions on the year 2000 last Thursday at a meeting of the New York chapter of Cable Television Administration and Marketing Society.

At least one change that will take place by 2000 is that all of the broadcast networks are going to be multiplexed, according to Tom Rogers, president, NBC Cable. Multiplexing could have some limited potential, particularly for network entertainment and international news programming, added David Poltrack, senior vice president, planning and research, CBS Broadcast Group.

Poltrack said broadcast network programming would likely grow to include more and more news and information-based shows because those shows would be less expensive to produce than other entertainment programs, would appeal to the aging

population, and would be less vulnerable to competition from pay per view. The combination of more news shows and more international coproductions could diminish to a "significant degree" Hollywood's role in network TV by 2000, he said.

On the cable side, penetration by 2000 should grow from its current 65% to 78% of the U.S., according to Kay Koplovitz, USA Network president. By 2010, she added, "this will truly be a wired nation." The share of the four largest program services by 2000 would be 50%, said Poltrack.

Among pay-per-view predictions, Poltrack estimated that 75% of all homes would have access to PPV programming by 2000, but only 20% of all homes will account for PPV usage.

Predictions for HDTV penetration by 2000 were broad-ranging. While most of the panelists agreed with Poltrack's prediction of less than 5% (Koplovitz predicted the number wouldn't even be 2%), TCI's Bob Thomson, senior vice president of communications and policy planning, said that HDTV penetration could be as high as 25%. ■

COUNTERPROGRAMING THE COMPENSATION CUT

CBS is inviting syndicators to try to knock its lower-rated shows off the air, according to some affiliates and programers.

Prime time is a key target for syndicators, and some may hit the mark. David Sanks, wisc-TV Madison, Wis., vice president and general manager, says he bought both Paramount's *Deep Space Nine* and *The Untouchables* in January with the idea of putting one in prime time. He says he anticipated a compensation cut then and knew he would have to find ways to regain the lost revenue.

Off-network CBS programing may find its way onto CBS prime time. Affiliates may find it attractive to air syndicated *Murphy Brown* once a week in prime time, according to Richard Kurlander, vice president, direc-

tor of programing, Petry Television. And Metromedia, which is distributing CBS's late-night *Sweating Bullets*, has previously said it is targeting network affiliates to air the off-net in prime time, offering to pay 40% of network compensation for the time period and give stations half the inventory.

The most vulnerable CBS daypart seems to be late night, which already has trouble getting clearances in some markets. Paramount, for one, is said to have its sights fixed on CBS affiliates for *Arsenio Hall*, which may be in jeopardy on its many Fox affiliates when that network launches Chevy Chase's show in 1993.

Some affiliates think the 10 a.m. slot on CBS may be ripe for replacement programing, and possibly early morning as well.

-SDM

CBS AFFILIATE COMPENSATION

Continued from page 3

meet later this month to discuss the plan, although Tony Malara, president, CBS affiliate relations, says the network is holding firm on the affiliate charge.

Few believe CBS wants to fully dismantle its relationship with affiliates, but no one seems sure what the network's intentions are. If it had come out with a straightforward compensation cut, affiliates maintain, perhaps the furor would not have been as great. They worry that an affiliation charge is a foreshadowing of things to come: the end of compensation as a whole. The network maintains—as Chairman Larry Tisch said the day before the charge was announced—that it does “believe in compensation.”

To others, the end of a so-called antiquated compensation system is not bad. Wall Street seems pleased with the affiliate charge, and evidence of that was reflected in the price of CBS stock, which went up 6% the Monday after the weekend announcement. Some observers think an end to compensation would actually help top 75 market stations become more profitable by selectively clearing network programing, although smaller-market stations would be hurt, since they rely more heavily on compensation.

Many analysts and affiliates agree CBS is motivated, at least in part, by exactly what it says: saving an estimated \$20 million to \$25 million. Although affiliates say they are flabbergasted at

such drastic measures to reduce relatively little cost—about one-fifth of total compensation costs, which is around 6% of CBS's costs—financial types are not. “Six percent is 600% of CBS's profit,” says David Londoner, managing director, Wertheim Schroder & Co. “If you eliminate sports, CBS lost \$125 million last year. And now they're trying to reclaim \$25 million? Hey, that's not a dumb idea.”

The \$25 million will generate an additional 83 cents per share, and there is speculation Tisch may have a sale on his mind as part of the plan's rationale.

But some attribute to CBS a number of other motives. A popular opinion shared by analysts who follow CBS is that the network is trying to be consistent with the same philosophy it uses to lobby for retransmission consent. The theory is that since CBS can now say that its affiliates pay for carriage, cable should pay as well.

One of the most dramatic theories is that CBS is looking to reduce the number of hours it programs. That could happen if pre-emptions among affiliates grow as they seek syndicated programing to make up for revenue drop-offs. Although CBS has repeatedly said it has no interest in reducing prime time programing to 15 hours to avoid financial interest and syndication regulations (even the most irate affiliates agree this is not likely), others remain skeptical.

Chris Dixon, an analyst with Paine Webber, believes CBS is setting up the business to encourage pre-emption. This scenario “will let the market make the decision” for them on what they need to program and what they do not. If a show or a time period is

pre-empted too often, then CBS can drop the program and reduce its costs, according to Dixon.

Others believe that may happen, too, but do not think it is likely in prime time. Pre-emptions could mean CBS would drop out of certain time periods such as late night or early morning, and “almost be like a syndicator for certain dayparts. This could make them profitable,” says Jessica Reif, an Oppenheimer & Co. analyst.

No one knows how far the pre-emptions could go, if there are any, but there is no doubt syndicators are looking to take advantage of the situation. CBS affiliates were inundated last week with meetings and telephone calls from syndicators hoping to go after vulnerable CBS time periods.

The worst-case scenario would be defections from the network, something no one expects on a massive scale, and not from the largest markets. But some smaller-market stations may look for greener pastures. “This could be the motivation for CBS affiliates to seriously look at moving to Fox,” says Richard Kurlander, vice president, director of programing, Petry Television.

Although only CBS has made such a move, most observers believe ABC and NBC are watching to see how it works. ABC said at its affiliate meeting last week that it is making no move now to change the compensation structure. NBC is restructuring its incentive-based compensation system.

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

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

LITTLE ROCK

PLAYING FAVORITES

ABC's tough offensive on competing college football suppliers could leave affiliate KATV(TV) Little Rock, Ark., without network games next season. ABC is said to be looking to penalize the station for defying a network order to affiliates not to take a syndicated 13-game Southeastern Conference football package from Jefferson-Pilot. ABC had sent a letter to its affiliates telling them that they would not be able to air the network's two dozen regular season games (including the SEC championship game) if they aired any of the Jefferson-Pilot package. But KATV executives say they would rather replace the ABC games with movies than give up games of the popular University of Arkansas team, which has been associated with the station for 20 years. Virtually all ABC affiliates have steered clear of the J-P package, which has been pitched to more than 50 markets in the south.

NEW YORK

ANOTHER GOTHAM MOVE

In the continuing musical-chairs saga of TV GM's in the number-one market, the latest word is that Carolco Television President Hilary Hendler has a "done deal" to take over the GM post at Fox's WNYW(TV). According to station and outside sources, Hendler, who will start on or around July 6, was awaiting "final blessings" from newly installed Fox Television Stations Inc. President Stephen Chao, although it is widely believed that outgoing Fox O&O President Greg Nathanson originally signed Hendler as one of his "last major acts" on the job. Over the last year, WCBS-TV has hired Bud Carey as GM, following the death of Roger Colloff; WNBC-TV named Bill Bolster to replace Bill Moll, who moved up the ranks at the NBC Station

NBC, AFFILIATES CLOSE TO COMPROMISE

NBC is close to reaching an agreement with its affiliates on negotiating network-cable crossownership safeguards and hopes to have a final compromise by today (June 8) or tomorrow. The two parties are hoping to reach a compromise between FCC Chairman Al Sikes's Mass Media Bureau recommendation of allowing the 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 and FCC Commissioner James Quello's compromise of a 25% local cap coupled with the 10% national cap. Said one affiliate involved: "We're getting near Quello's numbers."

The affiliates—while against any repeal—have proposed safeguards of 5% national and 25% local. Time is of the essence if the two parties hope to have any influence on the FCC's decision. After this Thursday, affected parties are prohibited from contacting FCC commissioners seven days before a vote. NBC is the only network still holding talks with affiliates.

NBC also had what one source described as "real positive talks on compensation."

Group, and WPIX-TV is currently searching for a replacement to Michael Eigner, who transfers to Tribune's KTLA-TV Los Angeles as GM there (see page 52).

NEW ORLEANS

CAN WE SEE YOUR BADGE PLEASE?

Primarily in response to the attack on former President Ronald Reagan at the NAB convention in Las Vegas in April, the NAB has changed its procedures for issuing press credentials at conventions. For the upcoming NAB Radio Show in New Orleans, for example, the NAB is asking journalists to submit a verification of employment along with their registration forms.

WASHINGTON

TABLE TABLED

FCC Chairman Alfred Sikes delayed issuing a draft HDTV channel allotment table from June 18 until July, saying a table drafted by FCC staff "needs a little more work"—a claim contradicted by sources inside and outside 1919 M Street. Whatever the delay's causes, tensions were rising over allotment issues be-

tween the Association for Maximum Service Television and FCC staff, which met May 29. MSTV claims it is creating a table that better matches NTSC/HDTV coverage areas and, thereby, avoids station haggling over channel pairings. The FCC staff doubts such a "magical" solution can satisfy every conflict in every market, with one staffer saying that licensees may prefer better channel position over higher channel with better coverage, for example. In any case, sources say Sikes and staff are determined to get what promises to be a messy industry debate on the issue started soon—making the delay all the more confusing.

CALL TO ARMS

The Association of Independent Television Stations will host an "Independent TV" rally of sorts next week that will—for the first time—include programming executives as well as independent operators. The agenda includes lobbying on Capitol Hill and meetings with the FCC. Syndicators will be there, not to sell programming but to argue for retention of the prime time access rule. King World is also helping to finance the rally by underwriting one of the events.

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BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Spelling As Homer?

From the little-known-fact department: Before becoming one of the leading all-time producers of hour-long drama series for the broadcast networks (see story, page 14), Aaron Spelling was an actor in the 1954-55 CBS half-hour sitcom *Willy*. In the series, which starred June Havoc as Willa "Willy" Dodger, a lawyer based in a small New England town, Spelling was cast as Homer, Willy's friend and adviser. As the TV reference book "Total Television" notes, while Spelling's acting career was brief, he went on to "achieve far greater fame as a producer." *Willy* was filmed at Lucille Ball's and Desi Arnaz's Desilu Studios in Hollywood and was produced by Havoc's husband, Bill Spier.

Have to wait

Don't look in the bookstores yet for Brandon Tartikoff's book, "The Last Great Ride," which was originally due out this month. Turtle Bay Books, the Random House division that is publishing the book, has pushed its release date back to October.

Comings & Goings

Nancy Alspaugh, Group W Productions' vice president of programming, has been named executive producer of the 1992-93 daytime talk show strip *Vicki!* Alspaugh is being brought in to fill a two-month-old vacancy created by the departure of David Fein, who apparently had a falling out with host/co-

medienne Vicki Lawrence ("Closed Circuit," April 13). Alspaugh has been producer of Group W's former syndicated mainstays *PM Magazine* and *This Evening*, and has been involved in the development of *Vicki!* since pilot production last summer.

Fast track

Captured by an open mike over C-SPAN 2 during the Wednesday afternoon Senate vote on the Byrd indecency amendment to the CPB authorization bill (see page 26) was an interesting exchange between two unidentified senators.

"You're voting for indecency?" asked one senator.

"That's right," the second replied.

"That's a good career move," the first senator said jovially.

Horatio Alger

L. Lowry Mays, president and chief operating officer of Clear Channel Communications, San Antonio, Tex., and immediate past president of the NAB joint board, was the subject of *Forbes* magazine's June 8 "Up and Comers" column. The piece recounts how in 1972 Mays (then an investment banker) bought a marginal FM station in San Antonio and over 20 years built a group of 18 radio stations and six TV stations nationwide.

Whoopi time in Seattle

Unveiling its "Whoopi Plus One" on-air promotional campaign at the upcoming BPME-BDA

marketing conference in Seattle (June 14-17), Genesis Entertainment is pulling out the stops, with its upcoming syndicated talk show host Whoopi Goldberg attending workshops with station executives and headlining a cocktail party at Seattle's Space Needle Tuesday, June 16. According to Doug Friedman, Genesis's senior VP of creative services, Goldberg will take a one-day break from the filming of theatrical "Made in America," shooting in San Francisco, to "tell the promotion directors what she plans to do format-wise with [The Whoopi Goldberg Show] and discuss the best ways to promote it." Friedman would only add that the principal aim of the "Whoopi Plus One" on-air and print promotions will be to "differentiate Whoopi as a half-hour one-on-one talk show. There's no sidekick, no music, just good talk."

Whoopi, take two

Having Creative Artists Agency as packager of the late-night series only helps to serve the cause of creating "good talk." Previously, the Hollywood agency has booked such CAA clients as Robert De Niro, Michael Douglas, Cher and Robin Williams on the show, which, Friedman says, has led to other new guest bookings from Anthony Hopkins (best actor Oscar for "Silence of the Lambs"), actor-director Spike Lee, boxing champion Evander Holyfield, singers Natalie Cole and Hammer, actor Danny Glover and 60 Minutes' Mike Wallace.

Television

SPELLING ENTERTAINMENT ON A ROLL AGAIN

Network production unit parlayes 'Beverly Hills, 90210' success into other fall 1992 series orders; expands activities in network, syndication and theatrical arenas

By Mike Freeman

A decline in network series orders over the last four years for its adult-skewing network series *Dynasty*, *Hotel* and *The Colbys* might have led to the perception that Spelling Entertainment was out of touch with programing trends, but in a dramatic turnaround, the company has reshaped its image into one of a hip, youth-oriented producer, using its Fox hit *Beverly Hills, 90210* as a springboard.

The success of the nearly two-season-old series has so energized Spelling that The Charter Co.-owned operation has just completed fall 1992 network series orders for four other youth-appeal series, including Fox's *90210* spinoff, *Melrose Place*. Television isn't the only sector beginning to reap dividends, with Spelling Films International providing financing for the theatrical releases of "The Player" and "Twin Peaks: Fire Walk with Me," among others.

In addition to *Melrose Place*, which is being billed as a "twentysomething" graduate version of *90210* set in Los Angeles's ultra-trendy Melrose cafe district, Spelling Productions has received a 22-episode order from Fox for *The Heights*, a similar youth-skewing hour drama about eight working-class neighborhood kids pursuing dreams of rock 'n' roll stardom. Fox has placed enough confidence in both series to schedule *Heights* and *Melrose* as back-to-back anchors for its newly inaugurated Wednesday 8-10 p.m. lineup next fall.

The development of youth appeal programing also extends to *The Round Table*, a fall series pickup by NBC (Friday, 9-10), which follows the exploits of federal law enforcement offi-



Beverly Hills, 90210 has turned older-skewing Spelling Entertainment into a hip, hot production house. Below, company founder and chairman, Aaron Spelling.

cials in Washington. The appetite for the teen and 18-34 age group demographics has risen to such an extent that traditionally older-skewing CBS has ordered seven episodes of *2000 Malibu Road*, which focuses on four women seeking a fresh start in upper-crust Malibu, for a series trial this summer.

In trying to explain why Spelling Productions suffered through its downturn, Spelling Entertainment's executive vice president and COO, Ron Lightstone, acknowledged to BROADCASTING that "it took a little longer than we anticipated to read and adjust to changes in the marketplace," but said it was company founder and chairman Aaron Spelling's "knack of feeling the pulse of the audience in creating trend-setting series" that ultimately turned the company's fortunes around.

"If people could only remember that Aaron most recently helped launch *Twin Peaks* [with creators David Lynch and Mark Frost] and was the guy who created and produced such popular programs as *Mod Squad*, *The Rookies*, *Charlie's Angels*, *Fantasy Island* and *Love Boat*, they wouldn't have been so quick to under-



estimate his ability in knowing what the audience likes," Lightstone said. "If Aaron had not produced over 2,700 hours of programing [dating back to 1959-60's *Johnny Ringo* for CBS], I would possibly understand the skepticism, but he's a proven producer—and what counts is that the networks remember that."

The turnaround couldn't have come at a better time for Spelling, who industry watchers said had been under the gun since The Charter Co. completed a highly publicized \$166.8 mil-

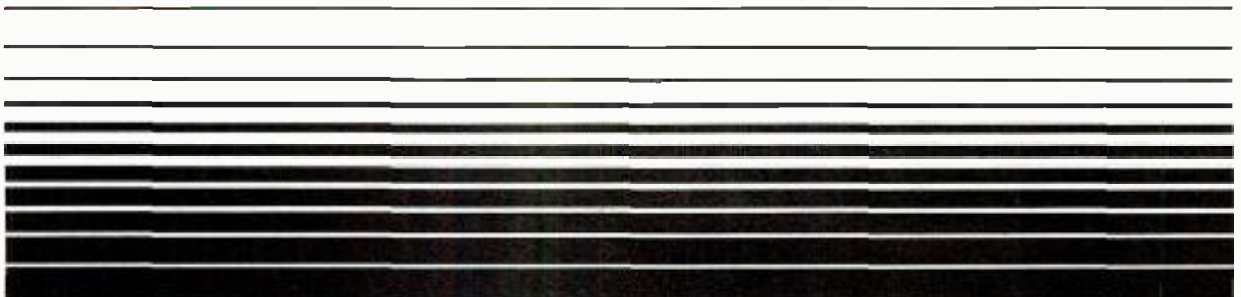
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lion buyback of Spelling Entertainment common stock from Great American Communications Corp. (GACC) last spring (BROADCASTING, April 15, 1991). After selling Hanna-Barbera Productions to Turner Broadcasting System for \$320 million last fall (BROADCASTING, Nov. 11, 1991), GACC Chairman and Charter Co. Chairman Carl Lindner was reportedly relying on the shift of Spelling Entertainment stock to further decrease GACC's long-term debt and strengthen Charter Co.'s holdings (which is divesting its petroleum holdings).

Although Charter Co. pulled \$118.7 million out of its kitty for the Spelling stock acquisition, the company reported a remaining \$37.5 million cash surplus and \$12.9 million in net earnings for the fiscal year ending Dec. 31, 1991. However, long-term debt also increased from \$49.5 million to \$77.1 million in the same period.

Nonetheless, Lightstone said that Spelling Entertainment is "optimistic" despite the growing deficits associated with the production of hour-long dramas for the networks. Lightstone declined to address the subject of deficit-financing hour series for the networks, but he said that with *90210* sold in more than 60 countries internationally—and with Hamilton Place, Spelling's merchandising arm, selling everything from bubble gum cards to posters of series stars including Luke Perry and Shannen Doherty—incremental revenue streams are also a possibility with *Melrose Place* and *The Heights*.

Spelling has also taken a bullish stance toward programing acquisitions. Last February, it signed a 21-year exclusive licensing deal (valued at a reported \$64 million) with Carolco Pictures for "certain" U.S. television distribution rights to the independent studio's 150-title feature film library, which will likely be syndicated by Spelling's Worldvision Enterprises division. Although Carolco is in the midst of bankruptcy reorganization and its final disposition is yet to be determined, Worldvision is said to have the domestic rights to such titles as "Terminator 2," the "Rambo" trilogy, "L.A. Story" and "Basic Instinct," among others.

One other area that has been a source of pride for Lightstone has been Spelling Films International's co-venture financing of the critically acclaimed theatrical "The Player,"



Spelling's latest 'Melrose Place'

which won Cannes Film Festival awards last month for best director (Robert Altman) and best actor (Tim Robbins). By providing financing for "The Player," "Basic Instinct" and "Twin Peaks: Fire Walk with Me," Spelling obtains all international theatrical and television distribution rights. Out of Cannes, Spelling also concluded a deal to partially finance Altman's next film, "Short Cuts."

However, Lightstone says that Spelling is continuing to emphasize the building of its core broadcast as-

sets, with Worldvision Entertainment receiving a seven-episode summer pickup of David Lynch's and Mark Frost's half-hour sitcom, *On the Air*, from ABC. Spelling's long-form TV production unit, Laurel Entertainment, most recently obtained the TV rights to develop Stephen King's novella "The Langoliers," in addition to other previously acquired King novels "Thinner" and "The Stand" (a mini-series adaptation for ABC).

Ultimately, *Beverly Hills, 90210* could also determine Worldvision's resurgence and that of the long-form genre's future viability in syndication, since the New York-based distributor is floating the show to TV stations for a possible fall 1994 off-network launch. Over the last half-dozen years, almost every major hour-long drama has gone the cable network route, but with Fox giving *90210* a two-year commitment, Worldvision is able to guarantee stations at least 100 episodes for stripping. The most significant unknown remaining is how many stations will be interested in providing the off-Fox series prime access or early fringe time slots. ■

AWRT PANEL HEARS PLEA FOR TV REVENUE STREAMS

NBC's Mapes sees big-three networks settling at 55% audience share by end of decade

By Mike Freeman

Broadcasters need the security of syndication revenues if they are to play a meaningful role in programing for the rest of the century and beyond, attendees at an American Women in Radio and Television panel in Phoenix were told last week.

The May 29 session, "Competition for Programing in the 1990's," included some of the leading voices in the broadcast, cable, pay-per-view, local station and syndication arenas.

Touching on CBS's and NBC's latest wave of affiliation compensation cuts (see "Top of the Week"), NBC President Pier Mapes said that medium- to large-market NBC affiliates rely on compensation for only 3%-4% of their total revenues, but acknowledged that smaller-market affiliates

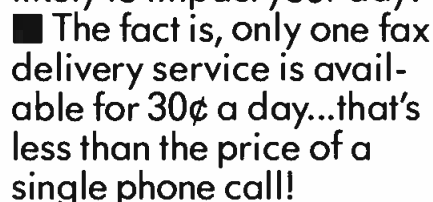
are "feeling the brunt" of the newest compensation reduction.

Mapes said the failure of the Congress and the FCC to act on several regulatory fronts has left the networks at a "severe competitive disadvantage." Sounding an oft-heard network argument in the continuing financial interest and syndication debate, Mapes said the big-three networks need the same syndication revenue stream that Fox Inc. has been able to maintain over the last five years.

"The Congress and FCC are going to have to hear the emergency sirens," Mapes said. "We're going to have to have relief from the courts [on fin-syn] and Congress so we can continue to provide our support to the bottom 125 markets, or the future is going to look pretty bleak. The compulsory license has to go, and retransmission consent

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has to be worked out so the local broadcaster isn't providing its signal free of charge to the cable operators. As broadcasters, we need a level playing field."

If those issues can be resolved, Mapes said, he predicts that the four networks (counting Fox, which goes to seven evenings of prime time next season) could maintain a combined 70% audience share going into the next century. He sees ABC, CBS and NBC likely sustaining a 5% share decline, settling at 55% by the year 2000.

Distancing himself from Mapes's call for repeal of fin-syn, James Boaz, president of Paramount Stations Group, acknowledged that the studio's three Fox affiliates are experiencing "mixed competitive pressures."

In light of Fox Broadcasting Co.'s plan to launch Chevy Chase in late night by fall 1993, Boaz admitted there is the "potential for a clash" with his Fox affiliates that have already cleared Paramount Domestic Television's *The Arsenio Hall Show*. He said he hopes an "amicable settlement" can be reached later, possibly

with Chase being broadcast on a delayed basis.

On retransmission consent, Boaz aimed his strongest salvos at the cable industry. He said an offer in compensation from the cable industry of revenue that "may only account for 1 1/2% of our net station revenues makes little difference....Let's get serious."

Bruce Karpas, who was recently named president of the Request Television pay-per-view networks, fired back that cable has "no hidden agenda." He said multiple system operators are facing rising carriage costs for their basic cable and regional sports networks, prompting a move in sports toward PPV. Nonetheless, Karpas said he sees a 150-channel universe in the 21st century, and expects that Request will offer up to 50 PPV movie channels within the next five years.

The prospect of a 150- to 300-channel universe, said Barry Thurston, president of Columbia Pictures Television Distribution, is a "clear danger to free, over-the-air television, particularly when it comes to the localism that broadcasters have always been

able to deliver in their markets."

With most cable systems now offering 30-50 channels, Thurston says his syndication unit, like other major studio suppliers, has had to turn to slow market rollouts. "The business of broadcasting is in such a state of turmoil that it has forced producers, distributors and broadcasters to form alliances and take a much more cautious approach toward front-end risks," Thurston said.

Douglas McCormick, executive vice president of Lifetime, said that Cablevision's Channel 12 Long Island news operation is "beating broadcasters when it comes down to localization." But Boaz charged that an "\$18,000-a-year reporter for [Chuck] Dolan's channel" is not going to deliver the same level of reporting as the local broadcaster or the broadcast networks. McCormick responded that Turner Broadcasting System's CNN is paying "considerably less" for its reporters, but is "delivering news twice as fast and at higher quality than the broadcast networks."

Karpas added that CNN and other basic cable networks are less affected

DBS WILL FOSTER, NOT DESTROY, LOCALISM, SAYS HUBBARD

The frank but dire AWRT luncheon remark from FCC Commissioner Andrew Barrett that direct broadcast satellite (DBS) technology has the "potential of clearly destroying that whole concept of localism" made little impact on Stanely E. Hubbard II's tireless enthusiasm for Hubbard Broadcasting's yet-to-be launched DBS service. "Contrary to what Barrett claims, DBS has the capability to offer more local news and sports than the present broadcast and cable systems," said the vice president of Hubbard Broadcasting.

Otherwise known as U.S. Satellite Broadcasting (USSB), Hubbard said, the new DBS service will "openly embrace" local broadcasters as well as broadcast, cable and per-per-view networks.

Hubbard placed an 18-inch-diameter DBS satellite dish receiver on the dais during the AWRT panel session, "Program Distribution by the Year 2000." He said USSB's initial plans for a 64-channel DBS system—120 channels when, he says, compression technology is advanced for application—call for delivery at a cost of \$2 per household subscriber. The end cost, Hubbard predicts, will allegedly make the DBS service, in concept, a "considerably more cost-efficient method" of program delivery. Hubbard projects there will be 15 million subscribers to USSB by 1995, with the potential for 12%-15% annual subscriber increases after that.

Hubbard's pitch, moreover, was of interest to

Warner Bros. Domestic Television Distribution President Dick Robertson, who predicted the future television marketplace will likely be strong enough to support 100-150 channels. He said the big question is "who" will "handle" DBS distribution and how many of those channels will be PPV services.

Certainly, Robertson's syndication division controls the TV distribution of Warner Bros. Pictures' vast movie library, so his immediate interest and that of parent company Time Warner may be to wait and see which DBS service emerges as the first viable service provider. But hardly one to turn down an aggressive pitch, Robertson said he and other Warner Bros. officials penciled in a Los Angeles meeting with Hubbard for late last week.

NBC President Pier Mapes expressed doubts about participating in a DBS system that isn't going to "incorporate" HDTV technology. Hubbard countered that USSB, which is slated to launch in 1994 aboard Hughes Communications' high-power DBS satellite, "leaves no question that our DBS pictures will be every bit as clean as the signals the networks are currently sending to their affiliates."

Mapes asked Hubbard if DBS entry will mean that Hubbard Broadcasting will put a "for sale sign" on KSTP-TV, the company's flagship ABC affiliate in Minneapolis. Hubbard shot back: "We will continue to stand behind our stations and continue to stress localism."

—MF

by "commercial pressures" than are local stations and broadcast networks. He cited Walter Cronkite's AWRT

opening-night remarks that broadcast journalism is leaning toward "mindless profanity and sex play," ignoring

the broadcaster's responsibility to "lead culture, rather than pander to the moment." ■

MAY IN N.Y.: WCBS'S LOSSES ARE WNBC'S GAIN

Capcities' WABC-TV maintains its hold on first place in the sweeps

By Mike Freeman

The crucial Nielsen May sweeps period (NSI, April 23-May 20)—on which many New York-based media buyers are basing their final fourth-quarter upfront spot buys—took a turn for the worse for WCBS-TV, with second-ranked WNBC-TV taking advantage of the CBS O&O's losses in early fringe and access. Perennially top-ranked station WABC-TV protected its market position. Fox O&O WNYW(TV), possibly in its next to last sweeps period as a pure independent (Fox Broadcasting Co. goes to a seven-night prime time lineup next fall), led the New York indies with key gains for its morning and late newscasts.

WCBS-TV suffered the most significant losses among the six New York stations, particularly in early fringe, where its perennially third-ranked 5 p.m. newscast fell to fifth place with a 3.9 rating/9 share average, a 31% share decline from May 1991. Much of that was caused by its bottom-ranked 4 p.m. newscast (1.6/5) and 4:30 p.m. *Inside Edition* (2.0/6) lead-in, which accounted for a combined 33% average share loss.

The early fringe losses also led its 6 p.m. newscast and 6:30 p.m. *CBS Evening News* telecasts to suffer 17% and 18% share losses, respectively. As for WCBS's remaining hour of prime access, syndicated strips *Hard Copy* (6.1/11) and *Entertainment Tonight* (6.9/12) posted 15% and 25% losses from their year-ago performances. Things didn't get any prettier, with the O&O's third-ranked prime time lineup (10.5/16) off 6% and its 11 p.m. news finishing last among the network O&O newscasts with an 8.6/16 average (down 16%).

Not surprisingly, WCBS's sign-on to sign-off average (7 a.m.-1 a.m.) declined 6% from year-ago ratings with a third-ranked 4.8/13 in the nation's top market, trailing WABC-TV's top-ranked 7.2/19 (even with its May 1991 rating) and second-place WNBC-TV's

5.8/16 (up 7% in ratings from a year ago).

A significant portion of WNBC's growth came at the expense of WCBS, with its 4 p.m. airings of *Donahue* (6.5/18) and its second-place 5 p.m. local news hour (6.0/15) making significant 13% and 15% share gains, each. And with Johnny Carson making his final sweeps run, *The Tonight Show*, not surprisingly, saw its share increase 29% with a top-ranked 6.6/18 average. Its 12:30 a.m. lead-out, *Late Night with David Letterman*, increased 15% with a 3.5/15.

Becoming almost too predictable, WABC maintained its perch atop the market from 7 a.m. to 11 a.m. and 1 p.m. to midnight. *The Oprah Winfrey Show* led off 4 p.m. with a 9.9/27, although WABC's top-ranked 5 p.m. news (8.7/21) dropped 22% of *Oprah's* lead-in. Syndicated game shows *Jeopardy!* and *Wheel of Fortune* again commanded 7-8 p.m. with improved 17.1/32 and 15.8/28 aver-

ages, respectively. The *Capcities/ABC O&O's* top-ranked 11 p.m. newscast improved 10% with an 11.7/22, and *Nightline* moved up 19% with a 7.9/19 average.

Among the independent stations, Fox O&O WNYW(TV)'s 4.4/12 (up 5% in rating) nosed out WPIX(TV)'s 4.2/12, even though the Tribune Broadcasting Co. station improved its May-to-May performance 23% in sign-on to sign-off ratings.

WNYW's 6-9 a.m. news block (*Good Day, New York*) continued to steal shares from the network O&O's—particularly the last two hours, where its 3.7/16 average posted a 23% share improvement at the expense of WABC's top-rated *Good Morning America* (4.5/20, -13% share). The Fox O&O's 10 p.m. newscast also remained atop the independent news hour with a 6.8/11 (up 10%), but WPIX exhibited significant growth with a 5.0/8 average (up 33%). WWOR's late news dropped 17% to a 3.1/5. ■

DIFFERING VIEWPOINTS ON WOMEN'S WORK

One of the more eye-opening panel sessions of the American Women in Radio and Television convention was Pinnacle Communications President Robb Dalton's presentation of data from a mail-in survey he conducted on his panel topic, "Women and Men: Working Together." (The survey polled 5,330 "managers" in communications; surveys were completed last April by 708 women and 730 men, a 27% response rate.)

Ninety-one percent of the female respondents felt at a salary disadvantage, 83% feel slighted at achieving promotions and 87% at senior management power. Roughly half the male respondents, when asked about salary parity and power (49% and 51%, respectively), feel women are at a gender-based disadvantage, but 64% feel women have an advantage in job promotions.

Among women polled by position, the highest percentage of females in "communications management" are ad agency media directors (65%), followed by promotion managers (45%), program directors (42%), news directors (18%), general sales managers (16%) and general managers (7%).

Most alarming results: the frequency of workplace sexual harassment (37% of female respondents) and that 82% of those declined to report incidents.

Although 92% of female respondents felt they received the same or better opportunities within communications compared to other industries, 80% thought women's greatest advances occurred in the 1970's and 1980's (24% and 56%, respectively), with only 11% citing progress in the 1990's. Asked when women might achieve equality in the marketplace, not a single woman said equality exists, and 18% said it will "never" happen, but 45% felt the 2000's will be the decade of equality. —MF

Broadcasting's Ratings Week May 25-31

	ABC	CBS	NBC	FOX
MONDAY	9.4/16	13.1/23	10.9/18	NO PROGRAMING
8:00		24. Evening Shade 11.7/21	17. Fresh Prince 12.4/23	
8:30		17. Major Dad 12.4/21	22. Blossom 12.1/20	
9:00	42. ABC Monday Night Movie—Queenie, Pt. 2	6. Murphy Brown 15.1/25	35. NBC Monday Night Movie—Desperado: The Outlaw Wars 10.2/17	
9:30	9.4/16	13. Designg Wmn 13.3/22		
10:00		14. Northern Exposure 13.1/23		
10:30				
TUESDAY	16.4/27	12.6/21	7.7/13	NO PROGRAMING
8:00	7. Full House 15.0/26	20. Rescue: 911 12.2/20	57. In the Heat of the Night 7.9/13	
8:30	2. Home Improvmt 18.3/30			
9:00	1. Roseanne 20.2/32			
9:30	4. Coach 17.4/28	15. CBS Tuesday Movie—Miracle Landing 12.8/21	51. NBA Playoff—Utah at Portland 8.5/15	
10:00	11. Jack's Place* 13.8/24			
10:30				
WEDNESDAY	9.7/17	10.2/17	12.9/22	NO PROGRAMING
8:00	45. Wonder Years 9.1/17	65. Davis Rules 7.1/13	9. Unsolved Mysteries 14.3/26	
8:30	31. Growing Pains 10.6/19	72. Brooklyn Bridge 6.2/11		
9:00	23. Doogie Howser 11.9/20	37. Jake and the Fatman 9.8/16		
9:30	38. Anything B/Love 9.7/16		20. NBA Playoff—Cleveland at Chicago 12.2/22	
10:00	53. Civil Wars 8.4/15	10. 48 Hours 14.0/24		
10:30				
THURSDAY	9.2/16	10.2/18	9.5/17	9.3/16
8:00	65. The Young Riders 7.1/13	57. Top Cops 7.9/15	43. Cosby 9.3/17	40. Simpsons 9.6/18
8:30			31. A Diffrent World 10.6/19	67. Drexell's Class 6.9/12
9:00	54. MacGyver 8.1/14	16. Street Stories 12.5/21		33. Beverly Hills 90210 10.4/18
9:30			40. NBA Playoff—Portland at Utah 9.6/18	
10:00	19. ABC News—Nightline Special 12.3/22	34. Human Factor 10.3/18		
10:30				
FRIDAY	12.7/25	6.0/12	9.2/18	6.0/12
8:00	27. Family Matters 11.1/24	82. Secret World of Bats 5.2/11	68. Super Bloopers & Practical Jokes 6.5/13	68. America's Most Wanted 6.5/13
8:30	29. Step By Step 10.8/22			68. Sightings 6.5/13
9:00	36. Dinosaurs 9.9/19		26. NBA Playoff—Chicago at Cleveland 11.4/22	86. Hidden Video 2 4.5/9
9:30	38. Baby Talk 9.7/18	71. Essence Awards 6.4/12		
10:00	4. 20/20 17.4/32			
10:30				
SATURDAY	6.9/14	4.2/9	7.4/15	7.4/15
8:00	78. Who's the Boss? 5.7/12	91. LaRouche in '92 2.1/5	49. Golden Girls 8.9/19	63. Cops 7.6/17
8:30	76. Julie* 5.9/12		63. The Torkelsons 7.6/16	45. Cops 2 9.1/19
9:00	77. Billy 5.8/12	88. CBS Saturday Movie—Run Till You Fall 4.1/8	51. Empty Nest 8.5/17	60. Code 3 7.7/16
9:30	73. Perfect Strang. 6.0/12		57. Nurses 7.9/16	83. Vinnie & Bobby* 5.0/10
10:00		81. Trials of Rosie O'Neill 5.5/11	78. Sisters 5.5/11	
10:30	47. The Commish 9.0/19			
SUNDAY	11.0/20	12.6/23	6.3/11	7.1/13
7:00	80. Life Goes On 5.6/11	3. 60 Minutes 17.5/35	90. Adv Mark & Brian 2.9/6	85. True Colors 4.8/10
7:30			89. Adv Mark & Brian 3.3/6	84. Parker Lewis 4.9/10
8:00	25. Am Fun Hme Vid 11.6/21	8. Murder, She Wrote 14.8/26	73. Super Bloopers & Practical Jokes 6.0/11	44. In Living Color 9.2/17
8:30	30. Am Fun People 10.7/19		54. Seinfeld 8.1/14	60. Roc 7.7/13
9:00			60. Night Court 7.7/13	28. Married w/Childn 11.0/18
9:30	12. ABC Sunday Night Movie—City Heat 13.6/24	49. 46th Annual Tony Awards 8.9/16	54. Quantum Leap 8.1/15	47. Herman's Head 9.0/15
10:00				73. Std by Your Man 6.0/11
10:30				87. Get a Life 4.2/8
WEEK'S AVGS	10.6/19	9.8/18	8.9/16	7.4/14
SSN. TO DATE	11.9/20	13.3/22	12.1/20	7.9/13

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

Broadcasting Cable

SLOW, BUT SURE, LOCAL SPORTS TRYING PPV

Los Angeles Dodgers are latest team to create new game packages

By Rich Brown

While the major sports leagues have been slow to roll out any national plans for pay per view, the number of teams trying out PPV locally continues to grow. The Los Angeles Dodgers last week became the latest of about a dozen pro teams that have managed to offer PPV packages without much of the consumer and legislative backlash that often accompanies talk of a national deal.

In general, legislators appear to be hesitant to criticize the local pay-per-view efforts. Many of the deals involve games that would not otherwise appear on free TV in those markets, thereby avoiding the usual concerns about the siphoning of games from over-the-air TV.

"It's hard to say in any individual case if a pay-per-view shift is deleterious to the fan's interest," says one top staffer on Capitol Hill. "Congress has tried hard to be relatively thoughtful and not just offer a knee-jerk reaction. There's sort of a little dance going on where the teams are trying to push the envelope," the staffer added.

So far, the team PPV packages have not set off any big alarms, according to Brad Fitch, a staffer with House Telecommunications Subcommittee member Tom McMillan (D.-Md.). "In and amongst itself, this is not going to lead to the end of major sports events on over-the-air TV," he says.

Consumers are purchasing the PPV games in respectable numbers, according to distributors. SportsChannel reports averaging about 5,000 orders per game for the Reds in Cincinnati, where the 150,000-subscriber Warner Cable system has been offering the

PAY-PER-VIEW PACKAGES IN PROFESSIONAL SPORTS

TEAM	GAMES	OFFERING
California Angels	35	\$6.95 per game
L.A. Dodgers	26	\$6.95 per game
San Diego Padres	50	\$7.95 per game; \$187.50 by season
Cincinnati Reds	33	\$4.95 per game; \$39.95 by season
Minnesota Twins	50	\$7.95 per game
L.A. Clippers	40	\$6.95 per game
Houston Rockets	11	\$12.95 per game
San Antonio Spurs	25	\$13.95 per game regular season; \$19.95 and up for playoffs
Portland Trailblazers	22	\$13.95 per game; \$170 by season
Chicago Blackhawks	HPGs*	\$19.95 per game
Minnesota North Stars	17	\$9.95 per game
Detroit Redwings	10	\$9.95 per game

Data represents current or most recent season. Prices may vary slightly from system to system. *Home Playoff Games.

games since late April. About 4,500 of those per-game orders are paid through a \$39.95 season package, while the remainder are purchased at \$4.95 per game.

In Chicago, the just-completed Blackhawks post-season was generating about 10,000 orders before the finals with a suggested retail price of \$19.95, according to Jim Corno, vice president and general manager of SportsChannel Chicago and midwest group vice president for SportsChan-

nel America. Final numbers were not available at press time.

Despite the success stories, Corno says that whether more teams will offer PPV packages will depend on the particular market. In Los Angeles, for example, the new Dodgers PPV package was prompted by SportsChannel Los Angeles's switch from a pay service to a basic service with various pay options.

"We've been consistent," says Dodgers Broadcasting Director Brent

Shyer, describing the new option to buy home games at \$6.95 each. "We never had our games on anything less than a pay level."

The major concern among legislators regarding sports on PPV continues to focus on the championship games. Jerry Sikorsky (D.-Minn.) is among those lawmakers hoping to incorporate into future cable reregulation a stipulation that would prohibit home championship games from being blacked out in their home areas in favor of PPV.

"Generally speaking, except for the championship games, access isn't a problem," says Sikorsky staffer Steve Johnson. "There are a great number

of games that are free. Public access during the regular season isn't that much of an issue."

But there are those who consider the rise in local PPV packages as a warning sign, such as the Massachusetts-based National Sports Fan Association, a group of fans that is working to keep sports on over-the-air TV. NSFA President and co-founder Nick Filla says he is skeptical about claims by those teams with PPV packages that say they are doing so strictly on a test or supplemental basis.

"This 'experimental, supplemental basis' is just the beginning of having to pay to watch everything on TV," says Filla.

The just-completed Blackhawks PPV package also made a critic of operator Steve Reimer, vice president and district manager for Continental Cablevision in Chicago, which did not carry the games.

"We're very nervous about the amount of sports that are going to pay per view," says Reimer. Now is a particularly volatile time to be trying to introduce PPV sports packages, he says, particularly in an environment of rate increases, changing license fees and the specter of reregulation.

"I think it's a big issue to have all this stuff going to pay per view," he says. "Now is the time to start voicing opinions about that." ■

CAPCITIES ANNOUNCES COMMERCIAL-FREE WORLD CUP

Sponsors slot spots before, after and at halftime; no time set for local avails

By Rich Brown

In a deal that could dictate changes in future TV sports negotiations, Capital Cities/ABC last week announced an agreement that will enable ABC and ESPN to present the 1994 World Cup soccer tournament without traditional commercial interruptions.

"We really do believe that we are launching into a new era in television sports sponsorship," said Chuck Fruit of Coca-Cola, one of five "Gold" sponsors that will be featured prominently on the telecasts. "This is going to be a wave of the future in terms of

televised sports in this country."

As planned, game play will air uninterrupted for the 52 games (11 week-end games on ABC, 41 on ESPN). Sponsors will be featured on a clock that will appear throughout the games, and there will be 12 minutes of commercial time during pre-game, halftime and post-game segments.

Gold sponsors Coca-Cola, M&M/Mars, MasterCard International and two yet-to-be-announced companies will each spend an estimated \$3.5 million on the games, enabling Capital Cities/ABC executives to make what they termed a "risk-free business deal." Capcities/ABC is reportedly spending about \$11 million on the games and is not offering any ratings guarantees. Both ABC and ESPN will rely on the European Broadcast Union feed and will supplement the coverage with announcers from both networks.

One aspect of the deal that could be problematic is that the coverage does not allow for local spots for either the ABC affiliates or the cable operator. Loren Michaels of ESPN said he did not foresee that as a problem for cable operators. Pressed for further details, he said, "That's better talked about later; they will be accommodated."

Another question mark remains the audience potential for World Cup coverage domestically. Although the World Cup championship will be held in the U.S. in 1994, it is still not clear if American TV will finally be able to achieve the same kind of support the

sport has enjoyed abroad.

Last week's deal followed months of delays in trying to secure a U.S. TV deal by World Cup USA organizers, who had hoped to bring in \$20 million in domestic rights. Rejected deals included an \$11.5 million bid from NBC and a CBS/Turner Broadcasting/Prime Network collective bid that was to have included a pay-per-view element.

World Cup organizers plan to offer eight games on pay per view, but precise details will not be known for another year, according to Alan Rothenberg, World Cup USA 1994 chairman.

Rothenberg and others associated with the deal repeatedly played up the fact that there would not be the "ambush marketing" normally associated with commercial-heavy TV sports coverage. Each game will feature no more than nine sponsors, including the five Gold sponsors and six Silver.

Stephen Solomon of ABC Sports said the World Cup deal was unique because the TV rights-holders teamed up with its key sponsors before closing on the rights purchase. He said the deal could be duplicated in other future sports rights deals but noted that ABC's coverage of football, with its natural breaks, would continue to air in its present format.

The 1994 World Cup will be held June 17-July 17 in nine U.S. venues: Boston, Chicago, Dallas, Detroit, Los Angeles, New York-New Jersey, Orlando, San Francisco and Washington, D.C. ■

COHEN ON HIS OWN

Marshall Cohen, MTV Networks executive vice president, research and strategic planning, is leaving the company to form his own research and consulting firm.

Cohen, who of late has been instrumental in guiding MTV Networks's plans for a three-channel MTV, said his firm will specialize in consumer research for the media, technology industries and consumer products companies. He says he has signed three clients, one of which is MTV Networks. Cohen will leave the company at the end of the month and set up shop in New York.

-SDM

Technology

BROADCASTERS TO APPEAL FOR MORE HDTV TIME

Petitioners believe five-year rule gives manufacturers incentive to keep prices high

By Peter Lambert

As part of a request for a more flexible timetable for implementing advanced television services, a joint broadcaster petition will be filed through Maximum Service Television by June 22 asking the FCC to reconsider the two-year application/three-year construction rule it adopted April 9, several industry officials say.

NAB Executive Vice President John Abel says broadcasters oppose the five-year rule because it will create a "boondoggle" broadcast equipment market. Knowing broadcasters will have to buy the equipment in such a time frame, manufacturers will have little incentive to move prices downward, he and several network executives argue.

Another industry official described "ongoing concerns" among broadcasters over "how competitive a market you'll have," even if the winning high-definition proponent adopts the liberal licensing policies the FCC says it will demand. Competition among manufacturers "has a tremendous impact on price," he said, adding that it is not even certain that sufficient studio and transmission gear will become available in time.

MSTV will submit separate comments on the May 17 second report and order and further inquiry in the advanced TV proceeding by July 17.

The request follows a study released last week projecting that the five-year rule could foster the most rapid consumer market penetration of HDTV.

As reported in BROADCASTING June 1, given the optimal combination of low price, high value perception and rapid rollout of HDTV, Planning Working Party 5 of the Advisory Committee on Advanced Television

Service projects 56% of U.S. TV homes will own an HDTV display by around 2003—or Year 10 following the commission's report and order adopting a standard. If the FCC eases the five-year rule (and if value is high and cost low), fewer homes—about 37%—will have the displays by Year 10, the report predicts.

The study suggests that competitive incentives will hold sway in the consumer market. Before, the most optimistic projections had HDTV consumer costs remaining above \$2,000 until around 2000. In the new study, worst-case estimates project the combined price of display and broadcast "receiver/interface processor" at \$5,000 in year one, \$3,600 in year five and \$2,000 in year ten.

But those costs could start as low as \$2,800 in year one, drop to \$1,900 in year five and reach \$900 in year ten,

the study says. The most optimistic projected cable-receiver-plus-HDTV-display costs are even lower: \$2,400 in year one; \$1,400 in year five and \$800 in year ten. Add to those figures, however, \$200-\$300 annual pay cable subscription fees.

Such optimism might be supported by advances announced in Japan last week. Using a fresh, second generation of MUSE integrated-circuit chips (IC's), Sony Corp. reduced the price of its 32-inch (diagonal) widescreen HiVision sets from \$32,000 to \$10,146 with what it claims are no compromises of MUSE processing standards. The original set of about 150 IC's has been reduced to 40, which explains the bulk of the price reduction, says Hugo Gaggioni, scientist for Sony Advanced Products Corp., Teaneck, N.J. Sony plans to build 3,000 units a month. ■

IN SYNC

NEWS BUY

In a move designed to help more Fox stations enter local news swiftly, Fox Inc. has reached an agreement with JVC Professional Products Co. to purchase S-VHS-C camcorders (20 minutes of recording time) and S-VHS editing systems for all of the network's 140 affiliates. Aimed specifically at ENG, the purchase "enables the stations to put more crews on the street and give more in-depth coverage without the prohibitive expense of previously available technologies," says Senior Vice President Andrew Setos.

DIGITAL SCHEDULE

Cable Television Laboratories says it is now selecting digital video compression and transmission systems for testing and that Tele-Communications Inc., Viacom Networks and PBS will contract to acquire equipment by late 1992 or early 1993. A request for proposals issued last fall, which drew nine "world class" proponents, was a "resounding success" in accelerating compression development, cross-licensing and interoperability with other technologies, said CableLabs President Richard Green. AT&T, General Instrument, Philips Electronics, Scientific-Atlanta, Sarnoff Research and Toshiba Imaging are among the RFP respondents.

Broadcasting Radio

COEN FORECASTS 4-5% GROWTH FOR RADIO

Pace is slightly behind television, but share of advertising dollar holds steady at 6.7%

By Peter Viles

An influential mid-year forecast of advertising spending contains both good news and bad for radio, predicting a modest rebound in revenue growth for 1992, but one that will lag slightly behind television (see page 34).

The forecast, issued last week by Robert Coen, senior vice president of McCann-Erickson USA, predicts that local radio revenues will grow by 5.0% and national and network radio revenues by 4.0% in 1992.

Those are encouraging totals for an industry still emerging from recession, but they lag slightly behind the growth projected for television: 7.0% locally and between 4.5% and 9.0% nationally. Still, the differences in projected growth rates do not appear to be significant and Coen's predictions would have radio's share of all advertising

HOW RADIO COMPARES

	1991 % change	1991 Amount (\$ billion)	Proj. 1992 % change	Proj. 1992 Amt. (\$ billion)
Local radio	- 3.0	\$6.375	+ 5.0	\$6.73
All local	- 3.8	53.990	+ 4.6	56.30
Radio's share		11.8%		12.0%
National radio (network and spot)	- 2.0	\$2.075	+ 4.0	\$2.15
All national	- 0.2	72.690	+ 5.2	\$76.40
Radio's share		2.85%		2.81%
Total radio		\$8.450		\$8.88
All advertising		126.680		\$132.70
Radio's share		6.67%		6.69%

Percents are change from previous year. Source: Robert Coen, McCann-Erickson Worldwide.

dollars holding steady at about 6.7% in 1992 (see box).

Coen said he expects national spot and network radio will rebound after a dismal first quarter, but he said he is somewhat at a loss to explain their poor performance thus far: national spot radio is down 10.7%, and net-

work 6.9%.

Coen said one explanation of the weakness of national spot radio is that soft television prices have lured some bargain-hunting advertisers back to TV at the expense of radio. "We think there are some indications that marketers went from lower-budget spot TV into spot radio in 1991 and are now going back to TV," he said.

Jean Pool, senior vice president, director of local broadcast at J. Walter Thompson, said another factor hurting national spot radio is the continued weakness of packaged goods manufacturers. "Retail's doing fine," she said. "But packaged goods just hasn't moved out of the recession yet."

As for the performance of network radio, Coen pointed out that, because it is dwarfed by other national media, network radio tends to be somewhat volatile, and thus could rebound quickly and dramatically.

"It doesn't take much to move this thing—a couple of big auto manufacturers," he said.

Bud Heck, president of the Radio Network Association, said the auto industry's reduced spending has been a particular cause of concern for the networks in the first quarter. ■



'American Radio Company' host Garrison Keillor (left), joined by Ivy Austin and Richard Muenz (as well as other members of the cast), performed in 'A Sunday Afternoon with Garrison Keillor,' a special show at the Museum of Television & Radio in New York on May 31.

BATUSIC NAMED PRESIDENT OF WESTWOOD ONE NETWORK RADIO DIVISION

Greg Batusic, executive vice president and director of sales at Westwood One, was promoted last week to the newly created position of president of the company's network radio division. Batusic, who will still be based in New York, will oversee daily operations of Westwood's five networks, the company said last week.

"He knows the company inside and out, and I'm confident that as president of the networks he'll contribute significantly to the future growth of the division," said Norman Pattiz, chairman and chief executive officer of Westwood One.

Batusic joined Westwood One in 1985 as director of sales for the Midwest region. His position there was preceded by stints at Turner Broadcasting and the RKO Radio Networks.

In addition to its radio networks, Westwood One is the parent company of Radio & Records, and owns and operates three radio stations: WYNY-FM and WNEW(AM) in New York and KQLZ(FM) in Los Angeles. **-PW**



Greg Batusic



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RIDING GAIN

BURNS'S BREAKTHROUGH

The WOR Radio Network is readying its second daytime talk program for national syndication. Gene Burns begins a 3-5 p.m. call-in show on the new network June 22. WOR's other program is *Smart Money*, hosted by Ken and Daria Dolan and now heard on nearly 30 stations, including WOR(AM) New York. WOR is marketing the new Burns program as a natural companion to the wildly successful *Rush Limbaugh Show*, now heard on nearly 500 stations. Burns is currently broadcasting for WOR(AM) under an unusual arrangement: he does a 10 a.m.-2 p.m. program on WRKO(AM) Boston, then a 3-6 p.m. show for WOR that originates in Boston but takes calls from New York.

DODGER DEAL

KABC(AM) Los Angeles has signed a five-year rights contract extension with the Los Angeles Dodgers for a reported \$5 million per year. The new deal runs through the 1997 season and gives

the station rights to all 162 regular season games.

STRAIGHT TALK

Kudos are pouring in for KEZX(AM) Seattle's *Straight Talk*, called the nation's only two-way talk show focusing exclusively on addictive disorders. Last month, Washington Governor Booth Gardner and Seattle Mayor Norm Rice issued proclamations honoring the program on its first anniversary. Heard weeknights from 10 p.m. to midnight, the program focuses on addictions ranging from drug and alcohol addiction to smoking and gambling and will soon be offered for syndication.

CNN-UNISTAR EXTENSION

Unistar Radio Networks has signed a five-year contract extension with Turner Broadcasting System giving Unistar exclusive U.S. radio rights to CNN Radio and CNN Headline News. CNN Radio is carried on 450 radio stations, and CNN Headline News is on another 130 stations.

Washington

SENATE ADDS INDECENCY BAN TO CPB BILL

\$1.1 billion for corporation passed intact, with provisions to improve 'balance and objectivity' of programs; broadcast window mirrors provision killed earlier by courts

By Randy Sukow

After repeated rebuffs by the courts of congressional and FCC attempts to limit the airing of "indecent" radio and television programming, the Senate tried again last week by passing, nearly unanimously, a proposal to ban indecency on all commercial broadcast stations and many noncommercial stations between 6 a.m. and midnight.

The ban was an amendment to a controversial public broadcasting authorization bill (S. 1504), which had embroiled the Senate Commerce Committee leadership and a handful of conservative Republican senators in a seven-month controversy over the proposed amount of the authorization (\$1.1 billion over three years) for the Corporation for Public Broadcasting (CPB) and the perceived liberal bias of CPB-funded news and public affairs shows. The bill passed was a compromise developed over the last three months.

The final vote on S. 1504, taken last Thursday (June 3), was 84-11, and the indecency amendment passed earlier in the day, 93-3.

Word that Senate President Pro Tempore Robert Byrd (D-W.Va.) planned to introduce the indecency amendment was released a week before the vote (BROADCASTING, June 1). Neither broadcasters nor other media organizations raised significant opposition, partly out of expectation of overwhelming support for the amendment and partly because a successful court challenge to the ban is widely anticipated should it be enacted.

In 1988 the U.S. Court of Appeals struck down an FCC 6 a.m.-midnight



Sen. Byrd: his ban passed

indecency ban. An appeals court decision striking down a congressionally mandated 24-hour ban, authored by Senator Jesse Helms (R-N.C.), was affirmed earlier this spring by the U.S. Supreme Court (BROADCASTING, March 9).

"I am increasingly disturbed by the smutty language used on so many television shows, and by the violence and lack of morality evident in too many programs," Byrd said during floor debate. "Television programming has been called 'bubble gum for the mind,' but that I suggest is a charitable view. Much television programming today is nothing more than packaged corruption for the soul."

Given his choice, Byrd said he preferred the 24-hour ban overturned by the courts, claiming that at nearly any hour of the day children can see a rape, murder or illegal drug use on a TV drama. The only exception to the 6 a.m.-midnight ban in the amendment is granted to noncommercial television and radio stations signing off at or before midnight. Such stations would be allowed to broadcast indecent material after 10 p.m.

"While my amendment would not accomplish all that I would like, the



Sen. Dole: CPB funding kept intact

risk of children in the broadcast audience would at least be lessened," Byrd said.

No senator opposed the Byrd amendment during the brief debate. The three who voted against it were James Jeffords (R-Vt.), Howard Metzenbaum (D-Ohio) and Tim Wirth (D-Colo.).

Significantly more controversy surrounded most of the other provisions of S. 1504. The bill was originally expected to pass last November, around the same time the House passed its version of the CPB authorization (H.R. 2977). But a hold placed on the bill by four senators delayed further consideration for three months.

A number of objections were raised when the bill was called last March and passed a cloture vote by 87-7. A number of senators attacked the three-year, \$1.1 billion authorization level, but the most heated debate was over CPB funding of "indecent" programming, such as *Tongues Untied*, a documentary on homosexuality aired as part of the Public Broadcasting Service's *P.O.V.* series. There was also considerable Republican opposition to what they perceived as liberal bias in news and public affairs programs such

C-SPAN photos

as *Frontline* and the *MacNeill/Lehrer NewsHour*.

Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), Minority Subcommittee Member Ted Stevens (R-Alaska) and Senate Minority Leader Robert Dole (R-Kan.) are credited with negotiating the compromise amendments passed in the S. 1504 package, which leave the \$1.1 billion intact but add provisions designed to improve the "balance and objectivity" of CPB-funded programs and increase public access to records of what programs CPB funds.

CPB Board Chairman Sheila Tate was "delighted" with the outcome of the vote, which claimed as "a reaffirmation of confidence in the current system, which enables public broadcasters to receive federal support through a private, independent organization, free from the concern of government interference in First Amendment-protected matters."

One amendment not included in the final bill was introduced by Trent Lott (R-Miss.) on behalf of Helms (who was absent from the debate while having heart bypass surgery). The Lott amendment, which would have cut nearly \$300 million from the authorization by freezing it at the 1993 level of \$275 million for each of the three years, was defeated 22-75.

"At a time in the history of our country when we have a \$4 trillion national debt, a little restraint is in order, and this bill is where we should start," Lott said. "Where I come from, \$300 million is not a drop in the bucket."

Inouye defended the increased authorization due to inflation in the cost of broadcast program production and production equipment and claimed that reductions would reduce the quality of service now provided.

A huge majority of government funds for public television program production and distribution go to seven big-city stations, especially WGBH-TV Boston and WNET-TV New York, Dole charged. "In my view, public broadcasting's funding system shouldn't look like an inverted pyramid, with a huge base at the top for the big boys in the big cities and a tiny little point at the bottom for the little guys."

"No wonder local stations are constantly begging viewers for money," Dole commented. "They're on a starvation diet." ■

BROADCASTERS LIKE CHAPADOS AS CHOICE TO HEAD NTIA

Confirmation hearing is scheduled for this week

By Randy Sukow

Greg Chapados, President Bush's pick to head the National Telecommunications and Information Administration (BROADCASTING, March 30), is being hailed as a good choice by communications industry lobbyists.

As chief of staff to Senate Communications Subcommittee member Ted Stevens (R-Alaska), the lobbyists say, the 35-year-old Chapados knows the issues and has been instrumental in moving important legislation affecting the communications industries.

With the backing of his boss, Chapados is expected to win quickly Senate confirmation to the post, which carries the title of assistant secretary of commerce for communications and administrator of NTIA, an agency that helps set the administration's telecommunications policy and manages government spectrum. His hearing before the Senate Commerce Committee is set for this Thursday (June 11).

"I think he's going to be a great person for NTIA. We're very pleased with his selection," says Jim May, executive vice president, government relations, National Association of Broadcasters. "Greg has a firm grasp of the history of telecommunications and telecommunications policy."

May credits Chapados with securing the broadcaster exemption in the Stevens-Inouye spectrum auction proposal now being considered by the Senate. Also, while Stevens supported a substitute to the NAB-supported Senate cable bill (S. 12) last winter, May says, Stevens and Chapados helped to insure that the substitute included broadcasters' number-one legislative priority, must-carry/retransmission consent.

Cable and telephone company representatives also say Chapados will make a smooth transition into the job most recently held by Janice Obuchowski, who resigned early this year to form a telecommunications consulting firm (BROADCASTING, Dec. 30, 1991).

"He's quick, well informed and lis-

tens as well as he talks," says National Cable Television Association President James Mooney, who worked with Stevens and other Commerce Committee Republicans in trying to derail or gut S. 12.

Chapados has "gotten increasingly familiar with all of the issues as well as the people involved, so I think he'll bring with him a good background that will make it possible for him to work in this area constructively," says Ward White, vice president, government and public affairs, United States Telephone Association.

Chapados was in the middle of the



Greg Chapados, NTIA nominee

action on the floor last week on the 1994-96 authorization bill for the Corporation for Public Broadcasting (S. 1504). Stevens, along with Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and Minority Leader Robert Dole (R-Kan.), was a chief architect of the compromise bill passed by the Senate last week (see page 26).

Besides his recent work on the cable bill and the spectrum auction plan, "we were involved with, and Stevens was very much supportive of, the FCC's effort to repeal the fairness doctrine and helped defend that decision," he says. Also, in the mid-1980's Chapados took part in the push to allow television cameras in the U.S. Senate.

Chapados is a 1979 graduate of Harvard and a 1983 graduate of Harvard Law School (*magna cum laude* in both cases). He has held posts on Stevens's staff continuously since 1983. ■

DINGELL BLASTS FCC OVER RADIO DEREG

Says agency changed rules without enough justification

By Harry A. Jessell

Still upset by the FCC's relaxation of the radio ownership rules three months ago, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) charged the agency took action without a sufficient record with the primary intention of furthering President Bush's "deregulatory agenda."

The FCC culled material from the record to support its liberalized ownership caps (30 AM's and 30 FM's nationwide and up to six stations per market) only after it had adopted them, Dingell alleged. "This is a sloppy practice that leads to sloppy decisionmaking," he said.

FCC Chairman Alfred Sikes, who led the deregulatory effort, countered that the FCC decision was "amply justified by the record" and "thorough and analytical."

Sikes, who hopes to relax TV ownership rules later this year, challenged

Dingell to hold hearings if he feels the FCC process was flawed in any way. At the conclusion of such a hearing, he said, "I believe...[Dingell] would have a different view."

Asked to respond, an aide to Dingell repeated earlier threats to call up all the commissioners to testify under oath about the process and the White House's involvement in it ("Closed Circuit," April 13).

Since the FCC adopted the new rules, Dingell has seemed as concerned about the extent of deregulation—the national caps, for instance, had been set at 12-12—as about what he believes may have been undue White House influence.

"The material you have furnished me offers little, if any, evidence that the commission was not simply implementing the President's deregulatory agenda without regard to the record before it or to the public interest," Dingell said.

An analysis intended to support the

relaxation of the local caps "leads inescapably to the conclusion that the commission is preoccupied with the profitability of the radio business, and cares little about the benefits of diversity to the public," Dingell said. "It worries about the health of large group owners and gives scant attention to the likely effect its decision will have on small operators who are a source of diverse programming in the marketplace. The commission appears to have applied traditional antitrust concepts to the radio market and has failed to recognize that policy arguments supporting diversity in the ownership of media outlets are fundamentally different than traditional antitrust considerations."

Although some large broadcasters advocated repeal of the ownership restrictions, the FCC's new rules exceed "significantly" the changes sought by the National Association of Broadcasters, which represents large and small broadcasters, he said. ■

WOMEN ASK FCC TO RESTORE GENDER PREFERENCE

Despite court finding that preferences are unconstitutional, women's groups say FCC can and should reinstate policy in awarding broadcast licenses

By Harry A. Jessell

Women's groups last week called on the FCC to resurrect preferences for women in the award of broadcast licenses, even though the preferences were declared unconstitutional earlier this year by a federal appeals court.

A Women in Communications-led coalition, commenting in a proceeding aimed at overhauling all the criteria the FCC now uses to choose among competing applications for new stations, argued the court ruling is "no bar" to reinstatement of the preference. The opinion pertained only to the comparative licensing case at issue, it said. The FCC "is free to establish a record...which would render the preference constitutional," it said.

American Women in Radio and Television, in separate comments, contended the court opinion was based on inaccuracies and "failed to consid-

er other readily available statistics which fully demonstrate the dearth of female ownership of radio and broadcast stations."

But white, male, would-be broadcast applicants attacked the female preference as well as the minority preference, which was upheld by the Supreme Court two years ago. James Henderson, of Half Moon Bay, Calif., said he is not acting on his desire to apply for a broadcast station because of the preferences, which lengthen the odds of his winning a license. "Women and minorities should be able to find and establish new stations, but not to the exclusion of other Americans," he said. "The rules should represent a level playing field for all U.S. citizens."

Such preferences lead not to "national unity, but rather division and riots," added Eric Hilding.

Although controversial, the gender preference is but a tiny part of the

FCC reform proceeding, triggered earlier this year by another ruling by the court of appeals in Washington.

In *Bechtel*, the court found suspect the FCC central "integration" criterion, which awards comparative weight to applicants promising to manage as well as own the station in contest. The gender and minority preference and credits for such things as civic involvement and local residence are mere enhancement to integration.

Most commenters urged the FCC to do away with integration. The National Association of Broadcasters proposed shifting from the "outdated structural criteria" like integration to criteria that reward applicants that show a commitment to local service. "There is no reason to believe that applicants with no other broadcast interests or who will be integrated into local station management will provide superior service to applicants who will operate other stations as well or who

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WPHL, Philadelphia
KTVU, San Francisco
KTVT, Dallas
WKBD, Detroit
KHTV, Houston
WUAB, Cleveland
KSTW, Seattle
WFTS, Tampa
WSVN, Miami
WTAE, Pittsburgh
KDNL, St. Louis
KTXL, Sacramento
KNXV, Phoenix
WJZ, Baltimore
WVIT, Hartford
WOFL, Orlando
KNSD, San Diego
WTTV, Indianapolis
KPDX, Portland

WISN, Milwaukee
WSTR, Cincinnati
KSMO, Kansas City
WCMH, Columbus
WSPA, Greenville
WTVZ, Norfolk
WDSU, New Orleans
KENS, San Antonio
KXIV, Salt Lake City
WREG, Memphis
WJAR, Providence
KOKH, Oklahoma City
WGAL, Harrisburg
WFMY, Greensboro
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WQAD, Davenport
WHNT, Huntsville
WJAC, Johnstown
WYTV, Youngstown
KCEN, Waco

KXRM, Colo. Springs
KXJB, Fargo
KCBA, Monterey
WHOI, Peoria
KRGV, Harlingen
WGTU, Traverse City
KFDA, Amarillo
KRCR, Chico
WSAW, Wausau
WLAX, La Crosse
WTRE, Wheeling
WREX, Rockford
WTWO, Terre Haute
KSWO, Wichita Falls
KLBK, Lubbock
KTPX, Odessa
KAEF, Eureka

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have experience operating stations with qualified professional managers."

Preferences should go to applicants who identify need for a new service, make long-term commitment to serve the community and demonstrate that a market can support a new station, NAB said.

The NAB opposed the idea of picking broadcasters by lottery as is now done in the low-power television service, arguing that the fitness of would-be broadcasters must be evaluated.

CBS also urged the FCC to forsake the integration criterion. "There is no longer any basis for presuming that an owner-manager will provide superior service to the public than will a trained, experienced professional manager," the network said.

Because preferences rely on integration, minority and other proponents of the preferences expressed concern about integration's fate. The National Association for the Advancement of Colored People and the United Latin American Citizens said the FCC could do away with integration, but only if some kind of minority preference is preserved and the *Anax* policy is retained so that only the attributes of the controlling stockholders or partners are considered in the FCC's comparative analysis.

Comment was sharply divided over whether to promulgate a preference for the applicant who found and asked the FCC to make available the channel in contest. Several individuals argued for a so-called finder's preference, including Hilding and Jeffrey Rochlis, who have petitioned the commission for one.

But others were hostile to the idea. Carol Cutting, who identified herself as the black permittee of WEIB(FM) Northampton, Mass., said the finder's preference "appears to be a giveaway to the first party to successfully request a new allotment." Also, she said, it may "dilute or counteract" minority and gender preferences.

Communications attorney Lauren Colby thought the preference is "an extremely bad idea." Because anyone can find a channel for a \$100 frequency search, she said, the FCC "is likely to be faced with hundreds of thousands of petitions for rulemaking by people seeking to acquire the preference. It would be far better to leave the 'creation' of channels to be dictated by economic realities." ■

BARRETT: DO YOUR TECHNOLOGY HOMEWORK

FCC Commissioner Andrew Barrett predicted women may be facing a future of "less opportunity" in broadcasting and cable due to the concentration of media ownership and "a blurring of the lines" among the media.

"Despite all of the significant achievements that you have made in the traditional broadcast era," Barrett told the women gathered for the American Women in Radio and Television convention in Phoenix, "the future does not necessarily promise the same level of opportunity, the same level of employment in the broadcast arena."

And although a 1992 Labor Department study shows "significant advancements" by women into the upper ranks of broadcast executives, he said, "other data indicates there is a glass-ceiling problem as to where and how far women can go in senior management."

But there is hope, he said. "You need to do your homework," he said. "I want you to stay informed about the new technologies and their implications. Be concerned and understand digital audio broadcasting, understand direct broadcast satellite broadcasting implications, understand the possibilities of wireless microwave signals, understand the possibilities of personal communications networks and clearly understand the telco/fiber optic issue."

Barrett strayed into the area of TV critic. "I don't care what you think about Fox," he said. "The point is that they have brought a lot of options to the market. Once in a while I'll close one eye and look at *In Living Color* to see how disgusting it can get. Clearly, I don't miss the guy who sticks his fingers in his nose and other crevices of his body. Clearly, there is a market for that, as painful as that is for me to admit."

—NAJ

ONE SOURCE NOT ENOUGH FOR RADIO RULES, FCC TOLD

By Joe Flint

Those filing reconsideration comments for and against the FCC's new radio ownership rules agree on one thing: Arbitron should not be relied upon as the sole source of market ratings and audience shares.

Neither Arbitron nor its research was criticized, but petitioners asking the FCC to reconsider its rule changes expressed concern about the constant change in market ratings and shares after every ratings book and the potential problems that could arise without a more stable means of approving transactions.

That information will play a key role in determining whether operators can acquire another station in a market and take advantage of the FCC's decision last March to raise the radio ownership caps from 12 to 60 stations nationwide and to six—or a 25% audience share—in a single market.

In its reconsideration comments on the new rule changes, the National Association of Broadcasters found "most troublesome certain FCC rules,

portions of which rely on radio ratings data from companies such as Arbitron." Said the NAB: "One anomalous report can do or undo a station owner's acquisition plans, whether it is to complete or block a potential deal."

Agreeing with the NAB was Cox Enterprises. According to Cox, in 42 of the top 50 markets the number of stations rated in those markets changed between the spring and fall of 1991, and "in eight markets, the changes were particularly critical, since the market ownership tier—whether a market was ranked 15-29 or 30-39, which determines how many stations a group can acquire—also changed." St. Louis, Cox said, contained 30 rated stations in Arbitron's spring 1991 book, but 28 in the fall book.

"Absent a crystal ball, the broadcaster would have no way of knowing he could have purchased another station," Cox said.

Group owner Jacor Communications suggests the commission redefine the market and number of markets

by reference to overlapping service contours rather than Arbitron reports and replace the 25% audience share limits with a local ownership limit of no more than 50% or 25% of the number of stations in a market and allow local ownership of radio stations up to the numerical limits without distinguishing between AM and FM stations.

Many petitioners also think the commission should not exclude—as it plans—noncommercial stations in determining market size and share.

One group owner—Osborn Communications (three AM's, six FM's)—also made a filing criticizing the NAB's petition for reconsideration.

Said Osborn: "In this environment, one would expect the industry's trade association to welcome the grant of modest and reasonable relief. Why the NAB, and its radio board, would choose to argue with the grant of some relief escapes us." The group owner is "concerned that the intervention of the NAB at this stage of the proceeding will serve only to confuse matters and could lead to demands for postponement of the effective dates of the new rules and policies." The new rules are currently set to go into effect in early August. ■

PCS: HOW FAST SHOULD FCC MOVE?

By Joe Flint

FCC Chairman Alfred Sikes last week told Senate Communications Subcommittee members he would wait 60 days until completion of a National Telecommunications and Information Administration study before moving to reallocate 2 ghz of spectrum for personal communications service.

That may have sounded good to Commerce Committee Chairman Ernest Hollings (D-S.C.) and current users of the band opposed to the reallocation, but as it turned out, Sikes's commitment was not as impressive as it sounded.

Following the hearing, a Sikes aide said the reallocation proceeding did not need to be suspended. If it proceeds along its current timetable—final comments are not due until July 6—it would not be ready for final action until well after the release of the NTIA report, which is expected within the next two months.

Hollings opened the hearing by expressing skepticism about the FCC's plans and said the process is moving "too precipitously in terms of this sen-

ator."

Sikes stressed to Hollings that it is extremely important to promote the development of PCS. "We delayed the cellular business about 11 years, and we delayed as all of these fights broke out over 'we don't want this new service because it will bring new competition.' The long and the short of it is government work is not fast at best. Now we are at a point where we have conceptually important technologies. If we delay too much we will really hurt our efforts."

Also testifying was Thomas Sugrue, acting administrator of the NTIA, who agreed with Sikes on the importance of moving fast on PCS.

Currently, much of the 2 ghz spectrum is used by electric companies, railroads and oil pipelines who argue that the FCC's proposal will cause a disruption of their needs and harm their service.

Wanting to slow PCS down is Robert Blanchette, vice president-law and general counsel, Association of American Railroads, who said his industry "will fight and will delay" in the courts or through other means. ■

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TORNADO TACTICS

Business

REVENUE PROJECTIONS REVISED DOWNWARD

McCann-Erickson's Coen sees television ad growth of 6.1%; network estimate cut by 40%

By Sharon D. Moshavi

A softer-than-expected first quarter and a belief that economic recovery has stalled—but not stopped—have prompted forecaster Robert Coen of McCann-Erickson to downgrade his predictions for advertising growth in 1992.

Coen, in his semiannual presentation, said he now expects total television revenue to grow 6.1% instead of the 7% he had predicted six months ago. He has lowered his expectations for total advertising growth in 1992 to 5%, down from his December 1991 projection of 6.2% and his June 1991 estimate of 8%. He now sees a one-quarter delay in full recovery for advertising, pushing it into 1993.

"I thought by spring that things would start to boil," says Coen, adding that the upfront will be affected by the still conservative budgets of advertisers. As political advertising kicks into high gear and as the upfront selling season drags out, most of the activity will come in the fourth quarter, a combination that means that upfront and fourth-quarter scatter may look remarkably alike, says Coen.

Network television seems to be one of the more disappointing categories for Coen, who cut his predictions for 1992 growth 40%, to 4.5%. The year's growth should get network television revenues to just under 1990 lev-

TOP SEVEN AD PRODUCT CATEGORY CHANGES (First-quarter 1992 vs. First-quarter 1991)

	NETWORK	SPOT	CABLE	SYNDICATION*
Food	-9%	-18%	-6%	-6%
Passenger Cars	2%	11%	-17%	-22%
Soft Drinks	25%	-17%	-6%	-18%
Fast Food	-18%	12%	-16%	-12%
Toiletries	4%	12%	23%	-5%
Drugs/Remedies	7%	31%	11%	10%
Cleaners/Waxes	-6%	-32%	24%	-19%

*Includes Fox. Source: Robert Coen, McCann-Erickson.

els. First-quarter 1992 saw revenue increases of 3.3%, about one-third as much as Coen had predicted last December. A primary problem, he says, was that money spent on the Olympics was not incremental revenue but came from existing advertising budgets. Coen sees this "robbing" of other budgets to buy Olympics inventory not as a temporary recession-inspired trend but as the beginning of a more permanent and disturbing pattern.

Spot television, Coen says, still will not be able to undo the 1991 slide, when revenues dropped 8.7%. He predicts revenue gains this year at about 7.5% and local television gains at 7%, a brighter picture than the 3.7% decline in revenue for 1991. Product categories showing the most gains for local TV so far this year are automobile dealers, department and discount stores and health clubs.

Cable and syndication, which weathered the recession comparatively well this year, appear to be experiencing problems similar to those of other television media. First-quarter 1992 cable was down 1.3%, compared with being

up 11.2% the same period in 1991. Syndication (which includes Fox) saw a similar pattern, increasing 3.1% in the first quarter of 1992 versus 26.8% in 1991. Coen now sees 6% growth for cable and 9% for syndication, both down from December predictions.

As both of those categories grow, Coen believes their ability to grow at a rate significantly above the rest of the television universe will moderate. That ability has been marked mostly by programming expansion and ever-increasing inventory. Although Fox's move to seven nights of programming will continue to increase syndication's commercial inventory, its expansion is not likely to be matched by syndication as a whole, Coen says. Additionally, Fox's expansion is likely to come at the expense of other television media. Coen says he believes most of the ad dollars on Fox's new nights will primarily come out of network budgets.

Last week, Myers Marketing & Research publicly reaffirmed its advertising predictions, which were first released in December 1991, of 4%-6% revenue growth for 1992. ■

Changing Hands

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

KEZW(AM)-KOSI(FM) Denver □ Sold by D&D Broadcasting Inc. to Tribune Broadcasting Co. Inc. for \$19.9 million. Seller is headed by Steven Dinetz and Joseph Davidman and has no other broadcast interests. Buyer is headed by James Dowdle and is licensee of 1 AM, 2 FM's and 6 TV's. KEZW is fulltimer with nostalgia, big band format on 1430 khz with 5 kw. KOSI has light adult contemporary format on 101.1 mhz with 100 kw and antenna 1,624 feet above average terrain. Broker: *H.B. La Rue Media Brokers.*

WDUZ(AM)-WQLH(FM) Green Bay, Wis. □ Transfer of control of licensee Green Bay Broadcasting Co. for \$523,050 cash. Transfer includes KSDN-AM-FM Aberdeen, S.D. President William C. Laird, who currently holds 100 shares of non-cumulative voting preferred stock of licensee, will become controlling stockholder of company. Laird also has interests in licensee of WDUX-AM-FM Waupaca, Wis. WDUZ is fulltimer with AC format on 1400 khz with 1 kw. WQLH(FM) has easy listening format on 98.5 mhz with 100 kw and antenna 1,254 feet above average terrain.

WDFX(FM) Detroit □ Sold by Bruce Wilson, receiver, to Alliance Broadcasting for \$4.55 million. Seller has

no other broadcast interests. Buyer, headed by John Hayes, is limited partnership between Hayes, Odyssey Partners Ltd. and Goldman Sachs & Co. Alliance also owns KYNG(FM) Dallas-Fort Worth. WDFX has CHR format on 99.5 mhz with 21 kw and antenna 755 feet above average terrain. Broker: *Star Media Group Inc.*

WDJR(FM) Enterprise, Ala. □ Sold by Northcom Ltd. to Gulf South Communications Inc. for \$700,000 cash. Seller is headed by Jerry W. Oakley, and is licensee of WLHQ(AM) Enterprise, Ala. Oakley also has interests in WIRC(AM)-WXRC(FM) Hickory, N.C. Buyer is headed by Clay E. Holladay, and has no other broadcast interests. WDJR has classic rock format on 96.9 mhz with 100 kw and antenna 1,515 feet above average terrain.

KCML(FM) Hanford (Fresno), Calif. □ Sold by Liggett Broadcast Inc. to Harry J. Pappas for \$550,000. Seller is headed by James A. Jensen, and is licensee of WBCK(AM)-WBXX(FM) Battle Creek, WFMK(FM) East Lansing, WHNN(FM) Bay City and WLHT(FM) Grand Rapids, all Michigan. Buyer is 99% owner of licensee of KMPH(TV) Visalia, Calif. KCML has Z-Rock format on 107.5 mhz with 20.3 kw and antenna 784 feet.

KVUQ(FM) Olathe, Kan. (Kansas City) □ CP for 93.3 mhz sold by Marian S. Harbart to Bott Broadcasting Co. for \$537,500. Seller has no other broadcast interests. Buyer is headed by Richard P. Bott and owns KCCV(AM) Overland Park, Kan., KQCV(AM) Oklahoma City and WFCV(AM) Fort Wayne, Ind. Bott also has interests in KSIV(AM) Clayton, Mo.

KWZD(FM) Hamlin (Abilene), Tex. □ Sold by B & D Communications Inc. to Taylor County Broadcasting for \$320,000. Station was purchased in January for \$265,000 ("For the Record," Jan. 27). Seller is headed by Robert H. Holladay, and is licensee of KICR-AM-FM Oakdale, La. Buyer is headed by George L. Chambers, and has no other broadcast interests. KWZD has C&W format on 103.7 mhz with 100 kw and antenna 985 feet.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$154,000 □ 3

FM's □ \$6,157,000 □ 6

AM-FM's □ \$19,935,000 □ 2

TV's □ \$19,200,000 □ 1

Total □ \$45,446,000 □ 12

1992 to Date:

AM's □ \$35,039,198 □ 82

FM's □ \$62,911,138 □ 102

AM-FM's □ \$117,324,205 □ 62

TV's □ \$1,114,316,620 □ 33

Total □ \$1,329,591,161 □ 279

For 1991 total see Jan. 27, 1992 BROADCASTING.

CLOSED!

KWIZ(FM), Orange County, California from Jose and Lenard Liberman to John Douglas for \$8,250,000 cash.

Elliot B. Evers
Broker

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ELLIOT B. EVERS
415-391-4877

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

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■ Indicates new listing or changed item

THIS WEEK

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.

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

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

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

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

June 10—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David F. Polrack, senior vice president,

ERRATA

Portion of June 1 "Radio" story about mixup in WSCR(AM) Chicago's Arbitron ratings was garbled. Sentence should have read: "**Now the Diamond Broadcasting station has been vindicated, and Arbitron is the one suffering embarrassment.**"

June 1 "Changing Hands" item on sale of KVOA-TV Tucson, Ariz.; WESH(TV) Daytona Beach-Orlando, Fla.; KCCI-TV Des Moines, Iowa; KPRC-TV Houston and KSAT-TV San Antonio, Tex., by **H&C Communications to Young Broadcasting** for estimated \$350 million-\$650 million, should have mentioned **sale was brokered by Wood & Co.**

planning and research, CBS Broadcast Group. Copacabana, New York. Information: (212) 768-7050.

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

■ **June 11**—Local advertising sales presentation sponsored by *Lifetime Television Network*. Denver.

Information: Steve Goore, (310) 286-3000.

■ **June 11**—*New York Festivals* international 1992 radio programming and promotion awards ceremonies. Sheraton Hotel and Towers, New York. Information: (914) 238-4481.

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

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

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

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

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

■ **June 13**—"Disaster: The Aftermath of the Los Angeles Riots, How You Plan for Big Stories Like Urban Riots and How to Keep Your Cool in Urban Warfare," regional seminar sponsored by *Associated Press Television-Radio Association*. KSEE-TV, Fresno, Calif. Information: Rachel Ambrose, (213) 626-1200.

MAJOR MEETINGS

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

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

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

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

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

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

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

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

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

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

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

Sept. 9-11—Eastern Cable Show sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1608.

Sept. 9-12—Radio '92 convention, sponsored by *National Association of Broadcasters*. New Orleans. Information: (202) 429-5300.

Sept. 23-26—*Radio-Television News Directors Association* conference and exhibition. San Antonio, Tex. Information: (202) 659-6510.

Oct. 12-16—*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.

■ **May 16-19, 1993**—*Broadcast Cable Financial Management Association and Broadcast Cable Credit Association* 33rd annual conference. Buena Vista Palace Hotel, Lake Buena Vista, Fla. Information: (708) 296-0200.

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

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

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.

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.

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.

Sales manager to manager to owner in three or four years. Tremendous place to raise a family and to build equity. Older owner about to retire. Station KVBR, 411 Laurel Street, Brainerd, MN 56401. EOE.

Owner/GM needed for WMCL, McLeansboro, IL. Earn, buy equity as you improve station's performance. We'll even finance. Prior sales, management success essential. Must be idea person. Resume: Jim Glassman, Liberty Radio, Box 3335, Peoria, IL 61612. Fax 309-694-2233. EOE F/M.

Morehead State University invites applications for the position of Classical music announcer/producer. Responsibilities: Plans and hosts a week-day classical music program; provides music for holidays and other special occasions; promotes Classical music and arts events on the air and produces interviews and features; trains and supervises student support staff; manages classical music portion of library. Qualifications: Bachelor's degree in Music, Communications or related field with background in Classical music. Pleasant and professional on-air presence. Proven proficiency in Classical pronunciation. Warm, informal but assured delivery desired. Successful experience in classical music program preparation and hosting including basic control board operation experience. Submit letter of application, resume, references, and tape no later than June 15, 1992 to: Office of Personnel Services, Attn: Class Music, Morehead State University, HM 101, Morehead, KY 40351. MSU is an EO/AA employer.

General sales manager needed. Here's your chance. Top-rated Dubuque FM. We're hot! If you are too, send resume to Don Neer, KDFX, 909 Main Street, 8th Floor, Dubuque, IA 52001. EOE.

General sales manager: Battle Creek, Michigan AM/FM combo seeks sales manager with midwest experience. Must have thorough understanding of local direct and retail sales. Send resume without delay to: James A. Jensen, Liggett Broadcast, Inc., 160 E. Grand River Ave., Williamson, MI 48895. EOE.

Experienced sales or general manager able to profitably manage a business formatted AM radio station in Northeast. Partial ownership to right person. Send resume to Box D-6. EOE.

Local sales manager. Powerhouse Gulf Coast station. Must carry list, have great sales and training ability and be a winner. Salary, commission, bonus, benefits. Resume and salary history. Reply to Box D-7. EOE.

HELP WANTED SALES

Successful radio sales rep, ready to move up. Unique opportunities in growth market available. Send resume to: Beth Abbott, WSPY-WAUR, WFVX-TV 30, 1 Broadcast Center, Plano, IL 60545. 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.

KOOL 105/Ft. Walton Beach, FL morning news/sidekick. Need up delivery/personality. Minimum 3-years news experience. Call Rick Zurick, 904-243-2323. M/F. EOE.

News anchor/producer position available to staff newsmen overnight, and co-anchor and produce early morning newscast. Skills must include strong writing ability, excellent news judgement, organizational ability, working knowledge of high quality production equipment and newsroom operation. Undergraduate college degree and advance degree preferred. Experience in use of state-of-the-art news gathering equipment. Prefer at least three years experience in television or radio news room operation. Send resume, audition tape and salary requirements to: WNDU Stations, Attn: Human Resources, PO Box 1616, South Bend, IN 46634. No phone calls. EOE.

Anchor/reporter: Major New York radio station seeks on-air talent for news department. Individual must have at least 5 years experience in broadcasting (preferably radio) in a mid-sized to major market. Previous experience should include position of writer and reporter, along with some exposure to a news format. Candidates must be adept at working a board, i.e. playing carts, bringing in live reports, monitoring volume control levels, and operating a mike. Working knowledge of a newsroom computer would be beneficial. EOE. Please send resumes to: Box D-8.

News director: 3 station mini network, 4 state coverage. Gather, write & produce area news. Knowledge of agriculture helpful. Must be aggressive and capable of leading and motivating news staff. Tape and resume to Miles Carter, KMZU, 102 North Mason, Carrollton, MO 64633. 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

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. Turn-around or short-term assignment OK. 20+ year pro ready to make you money. Reply to Box C-35.

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.

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.

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.

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

Music licensing problems? Fees too high? Too much redtape? Call me for help. Former BMI VP. I'll save you money, time and aggravation. Bob Warner, 914-634-6630.

Tired of travelling and being away from home! Over 20 years of broadcast management experience as group exec, owner, consultant. Exp. in turnarounds, start-ups, sales & marketing. Want to manage medium/metro mkt. or small group. Interested in future equity and performance bonus on results. Will send all info. on confidential basis. Employed avail. in 30 days. Please reply to Box D-10.

I'm the person you're looking for as sales manager! With 10 years of successful sales experience, I am ready to take what I've learned and deliver a winning plan to your medium market radio station. Reply to Box D-9.

SITUATIONS WANTED SALES

I'm at a dead end! With 10 plus successful years experience in small and currently medium market radio advertising sales, I'm looking to move to a group owned broadcast company in a medium or large market. My goal is a quality sales position with the opportunity to advance into sales management and beyond. Reply to Box D-11.

The best radio salesman in Canada wants to relocate in sunny U.S. Seeking management position. Call Ont. Canada 519-753-9545.

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

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.

TELEVISION

HELP WANTED MANAGEMENT

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: 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.

National sales manager: Candidate must have television sales experience (television sales management experience preferred). Must be self-motivated, aggressive and goal oriented, and possess excellent communicative skills. Candidate must understand inventory control, pricing, sales marketing and research, and be adept at analyzing economic conditions. Position is based in the Phoenix market. Send resumes to Mike Durand, General Sales Manager, KUTP-TV, 4630 S. 33rd Street, Phoenix, AZ 85040. No phone calls please. KUTP is an equal opportunity employer.

HELP WANTED SALES

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.

Chief engineer: WABC-TV is seeking an experienced professional with proven technical and leadership skills to supervise the day-to-day technical operation of the station including scheduling of contract provisions. Qualified candidates should have an electrical engineering degree plus five or more years of television station exp. Experience with transmitter and studio maintenance, digital electronics, audio/video systems and an FCC General Class license is required. Send resumes to: James R. Baker, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls please. We are an equal opportunity employer.

TV technical director: Position requires experience in master control and production control rooms. Knowledge of Grass Valley Switchers, Sony Betacart, Harris Iris Still Store, "on-air" automation, and transmitter remote control is necessary. Must be able to work under pressure. Previous professional experience is required. Send resume to Jim Baker, WABC-TV, 7 Lincoln Square, NY, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

Studio engineer: Position requires experience as a TV studio camera operator. The position requires a thorough understanding of TV studio operations. Completion of accredited college or technical school desirable. Professional experience required. Send resume to Jim Baker, WABC-TV, 7 Lincoln Square, NY, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

Maintenance engineer: Looking for individual with five years experience in maintaining studio equipment, transmitters, microwave and satellite downlink facilities. RF experience is a must. Should have at least one year of supervisory experience. Work with state-of-the-art equipment like a new Sony LMS D-2 system; Grass Valley switcher, router, etc; new building; and new NEC transmitter. FCC General Class license required. Send resume and salary requirements to: Ken Miller, Chief Engineer, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. M/F/EOE.

Chief engineer for medium size N.E. market. A hands-on type, with good people skills and leadership qualities. Must have hands-on experience with VHF transmitter and the latest state-of-the-art studio equipment. Should have 3-5 years in supervisory position, and ability to prepare and administer capital and operating budgets. FCC General Class or SBE Certification required. Reply to Box D-12. EOE.

Growing organization is accepting applications for the position of broadcast engineer. Minimum of three years experience in component level repair of broadcasting equipment to include: Video tape recorders, production and routing switchers, graphics and paint systems, digital video effects, audio consoles, multitrack audio tape recorders and associated terminal equipment. RF experience with satellite earth stations and full power UHF television stations a plus. General Class FCC license recommended. Two years college or technical school in electronics highly desirable. This position offers a Christian environment with benefits of paid vacation, insurance, holidays, etc. Please call 214-620-1586, extension 6270 for an application. EOE.

Director of engineering for Los Angeles Spanish language TV station. Applicant must have 7-10 years in engineering management, including planning, maintenance, design/installation, FCC rules and regulations, UHF transmitter and SNG truck experience. Supervises a department of 12. Send resume or fax 818-247-2561 to P. Gallagher, KVEA, 1139 Grand Central Avenue, Glendale, CA 91201. EOE.

HELP WANTED NEWS

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.

News director opportunity in Upper Midwest, 103 ADL. 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.

TV producer: KFSN-TV, Fresno, has an immediate opening for a newscast producer. Not entry level; previous experience as newscast producer mandatory. Additional experience as reporter, photographer or assignment desk beneficial. Must be a skilled writer. Contact: Jennifer Rigby, Executive Producer/News, KFSN-TV, 1777 G Street, Fresno, CA 93706. 209-442-1170. Capital Cities/ABC, Inc. is an equal opportunity employer. Women and minorities are encouraged to apply.

WPSD news seeks associate producer for 5/6/10 newscasts. Must have basic knowledge of broadcast journalism and newscast production. Strong writing and videotape editing skills a must. Degree and experience preferred. Send resume to: Terry Reeves, News Director, WPSD-TV, 100 Television Lane, Paducah, KY 42003-5098. No calls. EOE. M/F.

Producer/director: Seeking an experienced producer/director with heavy emphasis on news. Candidate must have at least 3-5 years experience in directing newscasts, commercials and specials. Network affiliate in a Top 20 market. Send resume to Box D-13. Women and minorities are encouraged to apply. EOE.

Independent TV station seeking general assignments reporter. Top ten southwestern market. Candidates must be aggressive, understand contemporary television news reporting, and offer issues and trends story ideas every day. We want a team player who is caring and loves hard work. Bilingual ability preferred. Send tape and resume to Box 2495, Ft. Worth, TX 76113. Equal opportunity employer M/F.

Sports anchor: Top 35 market looking for experienced sports anchor/reporter/producer. EOE. Tapes and resumes to: Tom Burke, WCMH-TV, 3165 Olentangy River Road, Columbus, OH 43202.

Sports anchor/reporter: Mature, aggressive individual to anchor and report sports for Emmy winning station. Person will be producing local sports stories, and not air CNN Headline sports shows. College degree, knowledge of videotape editing a plus. No loose cannons, must be a team player. Resume, references, and non-returnable 3/4" tape to News Director, WCBD-TV, PO Box 879, Charleston, SC 29402. EOE, M/F. Drug test mandatory. No phone calls. No beginners.

Good talent: WCMH-TV, #1 in Columbus, is always looking for talented anchors, reporters, photographers, and producers. EOE. Send tapes and resumes to Tom Burke, WCMH-TV, 3165 Olentangy River Road, Columbus, OH 43202.

Florida photographer and sound tech based in Tampa, Miami or Orlando needed to shoot for national newsmagazine and other clients. We provide a new Beta package, frequent assignments, generous daily rate with substantial bonuses for new clients you may bring. Must have keen eye, cooperative attitude, 5+ years news experience. Investigative background a big plus. Fax resume, letter first: 305-384-8852. EOE.

SW affiliate is searching for a strong sports producer. Short term, 17 week commitment starting in Mid-August for 1 hour prime time football show. Program will focus on local high school, college and professional teams. Must have strong sports background and documented producing and editing skills; and an ability to organize and work well with people. No beginners please. Resume to: Box D-14. EOE.

Reporter: Aggressive, hard nosed person to compliment Emmy winning staff. Will be producing investigative reports, and general assignments. College degree, videotape editing a plus. Resume, references, and non-returnable 3/4" tape to News Director, WCBD-TV, PO Box 879, Chareston, SC 29402. EOE, M/F. Drug test mandatory. No phone calls.

HELP WANTED CRITIC

Critic (Queens) for Chinese cable TV station: Make judgments on the merits & faults; analyze scheme & plots & recommendations on Chinese & Western movies, plays & video tapes to TV audience. Fluent Chinese (Cantonese & Mandarin) B.A. in Literature, Drama Concentration, Chinese & 2 yrs exp as critic or playwright 10am-5pm 35 hr/wk \$28,000/yr. Resume or letter in dupl to: JP #90, Rm 501, One Main Street, Bklyn, NY 11201. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Assistant producer position available. The position will act as researcher and production assistant within Golden Dome Productions. Primary responsibility will be for research and production arrangements for Today's Life Choices, a nationally syndicated documentary. This position is supervised by the senior producer, and will be responsible for research, planning, organizing, coordinating production crews, budgeting and overseeing assigned projects for Today's Life Choices, and other duties as assigned. Ideal candidate would be a college graduate with a degree in communication or production experience equivalent to the position. Must accept responsibility, be dependable and willing to work with and under the guidance of a Golden Dome productions producer. Must be creative and willing to learn. Must possess good client relation, research and production skills. Negotiating skills would be helpful. Send resume and salary requirements to: WNDU-TV, Attn: Human Resources, PO Box 1616, South Bend, IN 46634. No phone calls. EOE.

Production manager: Hands-on creative whiz ready to run the department. Must edit, write, shoot, work with clients. Organizational and leadership skills a must. On-air voice a plus. Small mid-west market affiliate. Previous commercial production experience required. Salary 20K. Sell yourself with detailed letter and resume. Reply to Box D-15. EOE.

Electronic graphic artist: One of the nation's top Fox affiliates looking for self-motivated, highly creative paintbox artist to produce news, Kids Club and promotion graphics. Artstar 3-D. Mac Ilii or related print experience a plus. Send resume, demo tape and salary requirements to: KTXL FOX40, 4655 Fruitridge Rd., Sacramento, CA 95820. EOE. No phone calls please. Please indicate source from which you are applying.

Director/producer: The Capital Centre/Centre Vision is seeking an individual responsible for managing the daily operational, financial, and personnel activities of both a television production facility and a department that produces in-arena event presentations through sound and big screen television. Ideal candidate will have a B.S. degree or equivalent, six years experience in event television production and production facility operations plus three years supervisory experience. We offer excellent benefits package. Interested applicants send resume and salary history: Capital Centre, 1 Harry S. Truman Drive, Landover, MD 20785. Attn: Human Resources Department. EOE/M/F/V/D.

Production associate for community oriented station. Requires minimum four years production work; at least one year directing multi-camera remotes, preferably coverage of sporting events. Technical knowledge of sports, video production, and vehicle preventative maintenance and repair. Also must be able to write, shoot, light, and edit for single camera productions. Two years college. BA degree preferred. Salary range: \$23,945-\$32,203. Excellent benefits. Deadline: June 12, 1992. For job description or to mail resume: Human Resources Department, City of Aurora, 1470 South Havana Street, Aurora, CO 80012. 303-695-7225. EOE.

Promotion producer: WFSB, Channel 3, Southern New England's #1 television station is looking for a creative hotshot to handle all phases of news promotion; including station image and topicals plus radio and print. Individual will also be involved in daily supervision of promotion production. If you're an aggressive producer who can make a difference, send your resume and tape to: Beth Horowitz, Promotion Manager, WFSB TV, 3 Constitution Plaza, Hartford, CT 06103. No phone calls. EOE.

Graphic artist: WABC-TV seeks highly qualified full time computer graphic artist. Experience with Quantel Paintbox, Digital F/X, A/V and Harris Still Store is required. News graphics experience and ability to handle tight deadlines a must. Send resume and reel to: Karl Hassenratz, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls please. We are an equal opportunity employer.

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.

SITUATIONS WANTED NEWS

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

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

J-school graduate, May '92: 6-mo. experience at cable station; trained at Dallas' number one station. I will work anywhere—give me a chance, please. 214-306-8159.

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.

MISCELLANEOUS

TV managers: Don't spend \$1000 traveling to look at the Nielsen book—40 years broadcast experience can do it for you. Full details 1-800-771-1966.

Television jobs: Many are called, but few are chosen. Learn how to become the chosen one. Critics On Call, professional consultants, PO Box 441423, Indianapolis, IN 46244, 1-800-758-2237. News, weather & sports critiques for as low as \$49.95.

Ready to move up? Former WABC correspondent and Emmy winning major market professionals will critique your audio/video cassette. Send tape and \$75.00 check to Communicators Ltd., Suite 460, 901 Market St., Wilmington, DE 19801. 30-day turnaround.

Entry-level opportunities nationwide News, sports, production, sales, promotion, public relations. Media Marketing, PO Box 1476—PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Department of mass communications: Two (2) positions available, assistant/associate professor, Ph.D. desirable, masters required, at least five (5) years significant professional experience to teach radio-TV news writing, reporting; news editing/ENG. Send application and vita by July 1, 1992 to: Ted White, Chairperson, Department of Mass Communications, Southern University-Baton Rouge, LA 70813. Southern University is an equal opportunity employer.

Radio station director: One nontenure track full time position for the 1992-93 academic year beginning August 23, 1992. Responsibilities: 50% director of campus radio station, 50% teaching mass media and speech communication. Possibility of renewal. Masters required, PhD in Mass Communication or Speech Communication preferred. Professional experience in radio and teaching experience in radio, Fundamentals of Speech Communication and/or Introduction to Mass Communication desirable. May be filled by one or more persons. Send letter of application, vita, three letters of recommendation, and all graduate and undergraduate transcripts to: Richard Haven, Communication Department, University of Wisconsin-Whitewater, Whitewater, WI 53190. Deadline: July 13, 1992. AA/EOE. An alphabetical list of all names of applicants may be made public unless applicant makes written request otherwise.

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.

EMPLOYMENT SERVICES

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

Still searching? Learn how to make a fun job out of finding a job. 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

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

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.

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

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

TELEVISION

SITUATIONS WANTED MANAGEMENT

NEW IDEAS!!!

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

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REVENUE STRATEGIES NEW WAYS TO CONTROL EXPENSES

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

A NEW MANAGER FOR YOUR STATION!

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HELP WANTED TECHNICAL

Wanted: The best Technical Director in the business.

If you switch newscasts in a medium or large market, have Grass 300 and K-Scope experience and want to work with a staff pushing hard to make our station number one, send a resume/tape today.

James G. Withers,
Dir. of ENG/OPS
KDFW-TV
400 N. Griffin St.
Dallas, TX 75202

No calls, please. EOE

HELP WANTED

PERSONALITY/TALENT

Executive Producer/Host



for "Studio One," a live news/interview/magazine show. The program provides top

market challenges while being produced in a small market university setting. Broadcast students are tutored by professionals that are working to set new standards in broadcast education.

- Energetic on-air style that will complement intern anchors. Ability to identify with collegiate audience, use good judgement and teach student interns on-air delivery skills. Excellent writer and interviewer with positive attitude. Outstanding manager who can develop ideas and maintain relationships with external agencies that contribute to program.

- Bachelors degree required. Four years broadcasting experience required with three of the four years working on-air.

- Salary commensurate with experience. Outstanding benefits package. Send resume, salary history and tape with on-air examples. Deadline, June 19, 1992.

University of North Dakota
Office of Personnel Services
Box 8010, University Station
Grand Forks, ND 58202-8010
EEO/AA

SALES TRAINING

LEARN TO SELL TV TIME

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HELP WANTED PROGRAMING PROMOTION & OTHERS

PROMOTION WRITER/PRODUCER

WCBS-TV is looking for a top promotion writer/producer to add to our exceptional staff.

Ability to do breakthrough work under time pressure required. No phone calls and no beginners, please.

Send a reel to: Lee Minard, WCBS-TV, Advertising & Promotion, 524 West 57th Street, Room 2812, New York, NY 10019. Equal Opportunity Employer.



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.

PUBLIC NOTICE

The Annual Meeting of the Public Broadcasting Service Board of Directors will begin at 9:00 a.m., June 24, 1992, at the San Francisco Hilton in San Francisco, California. The tentative agenda includes election of new directors and officers; Board/Committee agenda for 1992-1993; reports from management officers on finance, education services, programming, video marketing, and satellite replacement; and other business.

RADIO

PUBLIC NOTICE

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Thursday, July 16, beginning at 8:30 a.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington D.C. Subject to amendment, the agenda includes: Chair's Report, President's Report and Committee Reports. The Committees will meet on Wednesday, July 15, in the same location.

BUSINESS OPPORTUNITIES

IMMEDIATE BUY-IN FOR INVESTOR

Florida Class C in growth area. Medium/small market. No format competitors. Fast-growing and popular, but undercapitalized. \$250,000 cash investment buys 25% ownership. Tremendous return potential. Demonstrate financial resources, and sign a confidentiality agreement.

Reply to Box D-16

TURN BANKRUPT STATIONS INTO BUCKS

Buy or lease failing radio stations and make them low overhead satellites of your \$UPER \$TATION. Call Dan Rau at Marti for details on Plan A. (817) 645-9163.

HELP WANTED PROGRAMING PROMOTION & OTHERS



RADIO AND TV PRODUCTION SPECIALISTS

UNITED STATES INFORMATION AGENCY SPANISH LANGUAGE RADIO AND TELEVISION MARTI PROGRAMS BASED IN WASHINGTON, D.C. HAVE THE FOLLOWING JOB VACANCIES.

RADIO PRODUCTION SPECIALIST, GS-1071-12/GM-13: RESPONSIBLE FOR SUPERVISING ALL IN-HOUSE PRODUCTION OF RADIO MARTI PROGRAMS. Salary \$38,861 - \$60,070.

TV PRODUCTION SPECIALIST, GS-1071-13: SERVING AS SENIOR PRODUCER IN THE TV NEWS DEPARTMENT SEEKING AND IDENTIFYING NEWSPORTHY ITEMS THAT CAN BE DEVELOPED INTO NEWSCASTS AND INFORMATIVE NEWS SHOWS. WRITES, EDITS AND PRODUCES SCRIPT. Salary \$46,210 - \$60,070.

TV PRODUCTION SPECIALIST, GS-1071-13: SERVING AS TV DIRECTOR IN THE NEWS DEPARTMENT. A SELF MOTIVATED AND ASSERTIVE TEAM LEADER WITH STRONG DIRECTING, AND CREATIVE PRODUCTION SKILLS. EXPERIENCE NECESSARY DIRECTING LIVE NEWSCASTS. Salary \$46,210 - \$60,070.

ALL POSITIONS REQUIRE AN EXPERT KNOWLEDGE OF CUBA AND FLUENCY IN SPANISH. AN EQUAL OPPORTUNITY EMPLOYER. (202) 401-7114. SEND APPLICATION ON FORM SF 171 BY June 30, 1992 to:

USIA - OFFICE OF CUBA BROADCASTING
ATTN: B/CP
400 6th Street, SW
WASHINGTON, D.C. 20547

HELP WANTED SALES

JUMPSTART YOUR CAREER

WANTED: HIGH ENERGY HUNGRY & SMART RADIO ROBOCOPS

to join the highly-skilled Z100/N.Y. Sales Team. Must be marketing-smart and client-needs based in approach, preferably with 2-3 years media sales experience in local radio, newspaper or local magazines. Great concept sales and presentation skills essential. Chris Beck training or Beck-systems awareness a plus. Agency-mice and list-heavies stay where you are! But if you want endless training, income and career growth with America's best known and most-listened-to station, send letter and resume to VP/General Sales Manager, WHTZ (Z100), 767 Third Avenue, NY, NY 10017.



Z100 is an equal opportunity employer



Interview Network 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

HELP WANTED NEWS

MAJOR MARKET MORNING DRIVE OPPORTUNITY

Are you ready to build a top rated radio station? Good enough to be heard on BOOMING 50kw signal? We are looking for entertainers, not just "talking" heads.

* Morning Drive Team *

Are you unpredictable and funny? Can you write and deliver good routines? We are looking for a talented host who knows how to "wake up" a radio station and create a "SHOW," not just fill air time. If you're creative, off-the-wall and know how to entertain, let's talk. All the better if you're a sports FANATIC.

* SportsTALK *

Are you up-to-date on ALL Sports, not just the pros? If you are creative, controversial, highly stylized and above all, a great entertainer, then you are ready to talk with our highly opinionated, knowledgeable PRO sports audience. This is a "Major League" opportunity!

R U S H resume and tape to Jim Glass.

W K N R SportsRADIO
9446 Broadway Road
Cleveland, OH 44147-2397

An equal opportunity employer m/f

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FAX: (202) 293-FAST OR MAIL TO:

Classified Dept., 1705 DeSales Street, NW,
Washington, DC 20036.



Blind Box Response???

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Washington, DC 20036
Please Do Not Send Tapes!

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Broadcast Professionals Directory

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San Francisco, CA 94115

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 - NO FINANCIALS UNDER \$35,000
 - NO DOWN PAYMENT
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JOBPHONE
Inside Job Openings, Nationwide

Press 1 Radio jobs, updated daily
Press 2 Television jobs, updated daily
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To record "Talking Resumes" and employers to record job openings
Press 4 Entry level positions

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\$1.99 Per Minute (5627)

Help Wanted Magazine
Weekly Magazine to TV and Radio Jobs

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☐ Anchor	☐ Sports
☐ Weather	☐ Producer
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	☐ Radio News

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1 week \$10.95 1 month \$24.95 3 months \$52.95
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6th Floor Suite R-347 Chicago, IL 60605

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Sports Talent provides
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career management
for TV sports anchors
and reporters.



Phone: 408-446-3323

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FOR SALE STATIONS

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Colorado AM— Full time 1,000 watts,
100K population, Positive flow. Leader in
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#1 Network, \$365K appraised. \$315K
with 75K down. Owners flexible. Terms.

Phone Mr. Keith, 303-339-2383

AM/FM COMBO

500 w/3000 kw-Small market station
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POSITIVE CASH FLOW
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\$395,000. Real Estate Included
Send inquiries to: Box D-17

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KUAAU
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LAHAINA, HI 96761

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**EARLY DEADLINE
NOTICE**
Due to the Independence
Day Holiday the deadline
for the July 13, 1992 issue
is Thursday, July 2, 1992.

**NORTHWEST COMBO
SOLID RATINGS
GOOD CASH FLOW
\$1,600,000**
CLIFF HUNTER
BROADCAST MEDIA ASSOCIATES
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Steady economy, \$595,000.
Call Paul 612-222-5555

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. For information call (202) 659-2340 and ask for Mitzi Miller.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

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

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

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

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$130 per inch. Situations Wanted: \$65 per inch. All other classifications: \$130 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

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

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

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

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

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

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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

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 Prospectus, contact: Joseph D. Murphy, Certified & Accredited Auctioneer.

Oliver & Murphy
AUCTION COMPANY
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207-965-3330 • FAX 207-965-2198
Licensees: ME 261,243,1056; NH 2336; MA 824

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CALL LETTERS AVAILABLE

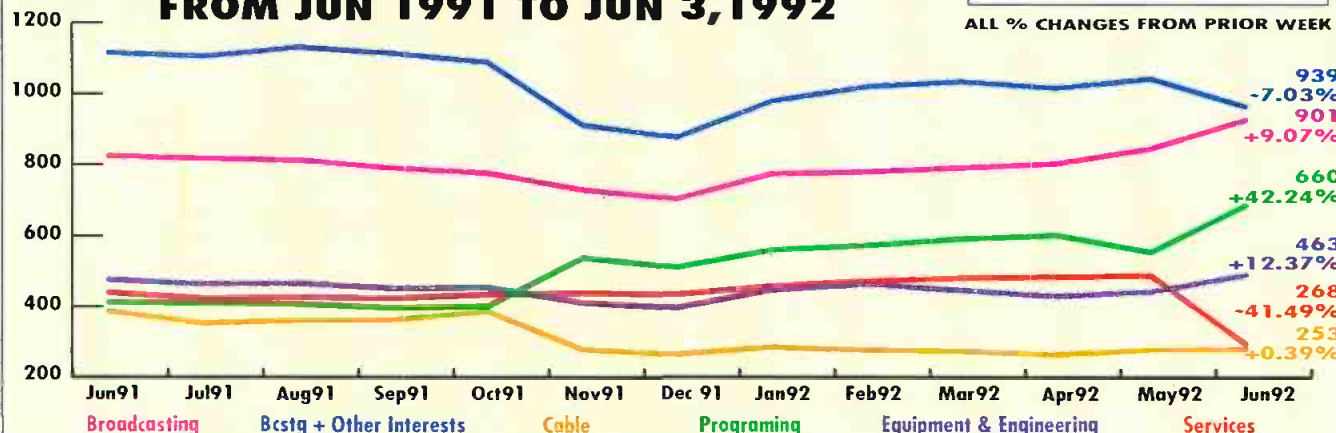
WUNI-AM WUNI-FM
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together. Phone 517-799-0060.
Ask for Chuck Daugherty.

Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM JUN 1991 TO JUN 3, 1992

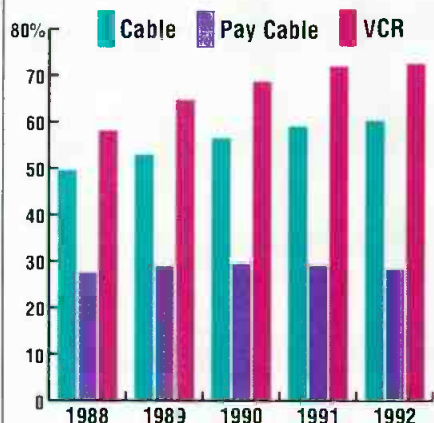
NASDAQ: 589.93 (+2.17%)
S&P Ind.: 490.90 (+0.70%)

ALL % CHANGES FROM PRIOR WEEK



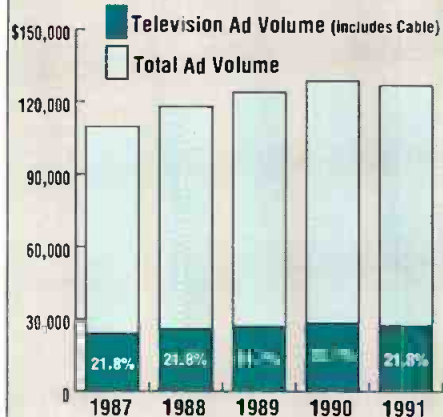
CABLE, PAY CABLE & VCR HOUSEHOLDS

As % of TV Households



Source: Television Bureau of Advertising, from A.C. Nielsen data.

ADVERTISING VOLUME IN THE UNITED STATES (In Millions)



Source: Television Bureau of Advertising, from McCann-Erickson 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 25 through May 29 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KZOT(AM) Marianna, AR** (BAL920518EC; 1460 khz; 500 w-D)—Seeks assignment of license from Daniel K. Schieffler, bankruptcy trustee, to general partners Raymond and L.T. Simes II, brothers, for \$4,000. Seller is trustee for Rick and Michelle Albin, husband and wife, and has no other broadcast interests. Buyers are part owners of KCLT(FM) West Helena, AR. Filed May 18.

■ **WQOL(FM) Vero Beach, FL** (BTCH920513GI; 103.7 mhz; 50 kw; ant. 476 ft.)—Seeks transfer of control from Tallahassee Broadcasting Co. Inc. to Equity Resources Group of Indian River County Inc. for \$50,000. Seller is headed by B.F.J. Timm, and is transferring its 50% of company to assignee. It is also licensee of WGLF(FM) Tallahassee and ultimate licensee of WSLG(FM) Naples, both Florida. Timm also owns majority of shares of licensees of WVOJ(AM) Jacksonville, WANM(AM) Tallahassee and WOZN(FM) Key West, all Florida, and WDMG-AM-FM Douglas and WRCC-AM-FM Warner-Robins, both Georgia. Timm and principal Wayne L. DiLucio each have 50% interest in permittee of WMMY(FM) Solana, FL. Buyer is headed by Andrew W. and Robin W. Williams, husband and wife, and has no other broadcast interests. Filed May 13.

■ **WCNN(AM)-WALR(FM) Atlanta** (AM: BTCH920515EB; 680 khz 60 kw-D, 10 kw-N; FM: BTCH920515EC; 104.7 mhz; 100 kw; ant. 981 ft.)—Seeks transfer of control from Ring Radio Co., debtor-in-possession, to Midwestern Broadcasting Co. for \$6 million ("Changing Hands," May 25). Seller is headed by Charles A. Smithgall III and D. Kimbrough King, and has no other broadcast interests. Buyer is headed by Lewis W. Dickey, and is licensee of WWWF-FM-FM Toledo, OH, and permittee of new TV on ch. 60 in Toledo, OH. Filed May 15.

■ **WTNL(AM)-WRBX(FM) Reidsville, GA** (AM: BAL920518HE; 1390 khz; 500 w-D; FM: BAPH920518HL; 104.1 mhz; 1.35 kw; ant. 465 ft.)—Seeks assignment of license from Reidsville Broadcasting Corporation to Nassau Baptist Ministries for \$35,000. Seller is headed by Robert E. Ritchie, and has no other broadcast interests. Buyer is headed by Larry W. Montgomery, and is licensee of noncommercial WNLE(FM) Fernandina Beach, FL. Filed May 18.

■ **WBMA(AM) Dedham, MA** (BAP920515EJ; 890 khz; 10 kw-D, 1 kw-N)—Seeks assignment of CP from Family Stations Inc. to Boston SRN Inc. Family Stations Inc. is donating its interest in station in exchange for CP of Boston SRN Inc.'s WBIV(AM) Natick, MA. Seller is headed by Harold Camping, and is licensee of WFSI(FM) Annapolis, MD; WBFR(FM) Birmingham, AL; WFBF(FM) Buffalo, WFRS(FM) Smithtown and WFWR(FM) Webster, all New York; WKDN-FM Camden and WFME(FM) Newark, both New Jersey; WFCH(FM) Charleston, SC; KEBR(AM) Rocklin, KFTL(TV) Stockton, KHAP(FM) Chico, KECR-FM El Cajon-San Diego, KEAR(FM) San Francisco, KEFR(FM) Le Grand, KPRA(FM) Ukiah and KFNR(AM) Long Beach, all California; WFRF-FM Columbus, GA; WJFR(FM) Jacksonville and WWFR(FM) Okeechobee, all Flor-

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

ida; WFRJ(FM) Johnstown, PA; WJCH(FM) Joliet, IL; KARR(AM) Kirkland and KJVH(FM) Longview, both Washington; KQFE(FM) Springfield, OR; WCUE(AM) Cuyahoga Falls and WYTN(FM) Youngstown, both Ohio; WCTF(AM) Vernon, CT; KYFR(AM) Shenandoah and KDFR(FM) Des Moines, both Iowa; KUFR(FM) Salt Lake City; KTXB(FM) Beaumont, TX, and WMWK(FM) Milwaukee. Buyer is headed by Michael B. Gliner. Satellite Radio Network Inc., parent company of assignee, is also parent of licensee of WLQV(AM) Detroit and KGOL(AM) Humble, both Texas. Gliner is licensee of WTNX(AM) Lynchburg and WKNL(AM) Knoxville, both Tennessee; WREN(AM) Topeka, KS; permittee of WMIW(AM) Atlantic Beach, WFLU(AM) Florence and WBAJ (AM) Blythwood, all South Carolina; KGGN(AM) Gladstone, MO, and WPIA(AM) Winston-Salem, WMIY(AM) Fairview, and LPTV W28AC Charlotte, all North Carolina. Filed May 15.

■ **WBIV(AM) Natick, MA** (BAL920515EI; 1060 khz; 25 kw-D, 2.5 kw-N)—Seeks assignment of license from Boston SRN Inc. to Family Stations Inc. in station swap (see WBMA(AM) Dedham, MA, above). Filed May 15.

■ **WTOW(AM) Washington, NC** (BAL920518ED; 1320 khz; 500 kw-D)—Seeks assignment of license from WTOW-AM to Washington Radio Inc. for \$75,000. Seller is headed by Johnny C. Bryant, and has no other broadcast interests. Buyer is headed by Gardner H. Altman Sr., who is 100% shareholder of voting stock of licensee of WRCS(AM)-WQDK(FM) Ahoskie, NC. He also owns 66.66% of WFAI(FM) Fayetteville, NC. Filed May 18.

■ **WENR(AM) Englewood, TN** (BAL920514EA; 1090 khz; 1 kw-D)—Seeks assignment of license from Middle Tennessee Radio to M & H Broadcasting Inc. for \$75,000. Seller is headed by John C. Roberson and Donald P. Mowry, and has no other broadcast interests. Buyer is headed by J. Bazell Mull, who, with wife Elizabeth Mull, owns WJBZ(FM) Seymour and WDEH-AM-FM Sweetwater, both Tennessee. Filed May 14.

Actions

■ **KQST(FM) Sedona, AZ** (BALH920311HC; 100.1 mhz; 500 w; ant. 751 ft.)—Granted assignment of license from American Aircasting Corp. to Rocket Radio Corp. for \$495,000. Seller is headed by Alma C. Gilbert, and has no other broadcast interests. Buyer is headed by John L. Low Jr., and has no other broadcast interests. Action May 15.

■ **KZHE(FM) Stamps, AR** (BAPLH920316HE; 100.1 mhz; 3 kw; ant. 298 ft.)—Granted assignment of CP from La Pastiche Inc. to A-1 Communica-

tions for \$85,000. Seller is headed by James N. Mason, and has no other broadcast interests. Buyer is headed by Troy Alphin, and has no other broadcast interests. Action May 20.

■ **KQEH(FM) Lenwood, CA** (BAPH920305GM; 107.3 mhz; 44 kw; ant. 235 m.)—Granted assignment of CP from Wendell A. Tyler to Turquoise Broadcasting Inc. for \$32,500. Seller has no other broadcast interests. Buyer is headed by Thomas P. Gammon, media broker. He is shareholder of licensees of KTRR(FM) Loveland, CO; KZKY(FM) Apple Valley and KKIS-AM-FM Pittsburg-Walnut Creek, both California; KRWR(FM) Carson City, NV, WHMA-AM-FM Anniston, AL, and WBEX(AM)-WKKJ(FM) Chillicothe, OH. Action May 18.

■ **KOOK(AM)-KBEE-FM Modesto, CA** (AM: BAL910917EF; 970 khz; 1 kw-U; FM: BALH910917EG; 103.3 mhz; 50 kw; ant. 500 ft.)—Granted assignment of license from Price Broadcasting Co. to Citadel Communications Corp. for \$12.5 million (see KGA(AM)-KDRK-FM Spokane, WA, below). Action May 18.

■ **KQMS(AM)-KSHA(FM) Redding, CA** (AM: BAL910917EJ; 1400 khz; 1 kw-U; FM: BALH910917EK; 104.3 mhz; 100 kw; ant. 1,560 ft.)—Granted assignment of license from Price Broadcasting Co. to Citadel Communications Corp. for \$12.5 million (see KGA(AM)-KDRK-FM Spokane, WA, below). Action May 18.

■ **WINE(AM)-WRKI(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 KYDQ(FM) Santa Barbara, both California, and KQQD(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.

■ **WFEZ(FM) Williston, FL** (BALH920210GI; 92.1 mhz; 1.7 kw; ant. 433 ft.)—Granted assignment of license from George E. Mills, trustee, to Bogie Broadcasting Co. Inc. for \$130,000. Mills is also trustee for WAYK(TV) Melbourne, FL. Buyer is headed by Maurice A. Negrin, and has no other broadcast interests. Action May 15.

■ **WGAC(AM) Augusta, GA** (BAL920326EC; 580 khz; 5 kw-D, 1 kw-N)—Granted assignment of license from Robert C. Beckham to Beasley Broadcasting of Augusta Inc. for assumption of debt. Seller has no other broadcast interests. Buyer is headed by George G. Beasley, who has at least 45% interest in ultimate licensees of WPOW(FM) Miami, WJHM(FM) Daytona Beach, WVTI(AM) North Fort Myers and WRXK(FM) Bonita Springs, all Florida; WCKZ-FM Gastonia, WJMH(FM) Reidsville, WKML(FM) Lumberton and WYED(TV) Goldsboro, all North Carolina; WTEL(AM)-WXTU(FM) Philadelphia; KRTH-FM Los Angeles; KAAV(AM) Little Rock, AR, and KQLD(FM) Port Sulphur, LA. Beasley also has interests in WRKU-FM Grove City, PA; KGSF(FM) Bastrop, TX; WXXM(FM) Upper Arlington, OH; WKXC-AM-FM Aiken, SC, and WYSY-AM-FM Aurora, IL, and WBSS-FM Millville, NJ. Action May 19.

■ **WPLO(AM) Grayson, GA** (BAL920401EA; 610 khz; 1.5 kw-D; 225 w-N)—Granted assignment of license from C.L. Nash and Roddy Sturdivant to

C.L. and Norris J. Nash, brothers, for \$125,000. Seller has no other broadcast interests. C.L. Nash, general partner of buyer, has 50% interest in station. Action May 18.

■ **KPUA(AM)-KWXX-FM Hilo, HI** (AM: BAL920330GS; 670 khz; 10 kw-U; FM: BALH920330GT; 94.7 mhz; 100 kw; ant. -330 ft.)—Granted assignment of license from Hawaii Radio Inc. to New West Broadcasting Corp. for \$370,000. Seller is headed by Wyman Lai, trustee, and has no other broadcast interests. Buyer is headed by John F. Leonard, and has no other broadcast interests. Action May 18.

■ **KHEZ(FM) Caldwell (Boise), ID** (BALH910830GK; 103.3 mhz; 54 kw; ant. 2,525 ft.)—Granted assignment of license from Price Broadcasting Company II to Citadel Communications Corp. for \$12.5 million; sale includes KGA(AM)-KDRK-FM Spokane, WA; KOOK(AM)-KBEE-FM Modesto and KQMS(AM)-KSHA(FM) Redding, both California, and KROW(AM)-KNEV(FM) Reno ("Changing Hands," Sept. 9, 1991). Seller is headed by John Price, and also owns KUTR(AM)-KCPX-FM Salt Lake City and WOMG-AM-FM Columbia, S.C. Buyer is headed by Lawrence R. Wilson and Fritz Beesmyer, partners in Citadel Associates Ltd., which owns KKF(AM) Colorado Springs, KCLR(AM)-KLZX-FM Salt Lake City and KBOZ-AM-FM Bozeman and KCTR-AM-FM Billings, both Montana. Action May 18.

■ **KLCI(FM) Nampa, ID** (BALH910610HP; 96.9 mhz; 44 kw; ant. 2,520 ft.)—Dismissed app. assignment of license from Idaho Broadcasting Co Inc. to First National Broadcasting Corp. in court-ordered return of assets. Assignor is headed by J.D. Mattus, and has no other broadcast interests. Assignee is headed by Brent T. Larson (93%) and Gary Heber Waldron (7%), and is licensee of KNKK(AM)-KSOS(FM) Brigham City, UT; it also is permittee of LPTV on ch. 50 at Ogden, applicant for LPTV on ch. 62 at Salt Lake City and is licensee or permittee of translators K-292EO South Ogden, K-244DH Fort Douglas-South Salt Lake and K-276DB Millicreek, all Utah. Action May 14.

■ **WWBZ(FM) Chicago** (BTCH920317GW; 103.5 mhz; 4.3 kw; ant. 1,584 ft.)—Granted transfer of control of Major Broadcasting of Chicago Inc. through issuance of common stock: 140,000 shares to C. Robert Allen III at \$.5 per share, 15,000 shares to Frederick Phelan at \$.1 per share and 25,000 shares to Chris Devine at \$.1 per share. Licensee is headed by Luke Allen. C. Robert Allen III, Devine and Phelan have interests in licensee of KXBR(FM) Greenfield, MO, and KBER(FM) Ogden, UT. Action May 18.

■ **WCLZ-AM-FM Brunswick, ME** (AM: BAL920403EE; 900 khz; 1 kw-D, 66 w-N; FM: BALH920403EF; 98.9 mhz; 50 kw; ant. 450 ft.)—Granted assignment of license from Eastern Radio Company II to Riverside Broadcasting Ltd. for \$525,000 ("Changing Hands," April 13). Seller is headed by Ross W. Elder, receiver for licensee, and has interests in WNLC(AM)-WTYD(FM) New London, CT. Buyer is headed by William A. Devereaux, who is 50% shareholder and vice president of Andross Management Co., which owns 2.24% and is general partner of licensee of WNLC(AM)-WTYD(FM) New London, CT. He also limited partnership interest in River City Broadcasting, licensee of one FM and four TV's. Action May 18.

■ **WIIM-TV Iron Mountain, MI** (Green Bay-Appleton, Wis.) (BALCT920309KF; ch. 8; 316 kw-V; 63.2 kw-A; ant. 714 ft.)—Granted assignment of license from John R. Powley to Danny Hood Evangelistic Association for \$500,000. Seller has no other broadcast interests. Buyer is headed by Danny Hood, and has no other broadcast interests. Filed May 14.

■ **KWNO(FM) Rushford, MN** (BAPH920220HH; 99.3 mhz; 2,560 kw; ant. 152 m.)—Granted assignment of CP from B.D.G. Broadcasting Co. to Wheeler Broadcasting of Minnesota Inc. for reimbursement of all expenses in construction of new station and assumption of any bank and equipment loans. Seller is headed by Bruce D. Grassman.

Buyer is headed by Ray L. Wheeler. Grassman and Wheeler both have interests in licensees of KWNO(AM) Winona and KDWA(AM) Hastings, both Minnesota; WTCH(AM)-WOWN(FM) Shawano, WI, and WJNR-FM Iron Mountain, MI. Action May 14.

■ **KGCX(AM) Sidney, MT** (BTC920318ED; 1480 khz; 5 w-U)—Seeks transfer of control of KGCX Inc. as gift; estimated value of station is \$170,000. Transfer will include KGCH-FM Sidney, MT. Transferees, Olaf and Borghild Folkvord, husband and wife, are transferring their 50% of licensee to son-in-law and daughter, Ted and Kay Tescher. Principals have no other broadcast interests. Action May 15.

■ **KJUL(FM) North Las Vegas, NV** (BALH911217HH; 104.3 mhz; 100 kw; ant. 1,181 ft.)—Granted assignment of license from Carrigan Communications Inc. to American Broadcasting Systems Inc. for \$3.2 million ("Changing Hands," Jan. 6). Seller is headed by Debra D. Carrigan, and has no other broadcast interests. Buyer is headed by Ronald L. Shaffer, and owns 100% of common voting stock of Steamboat Springs Communications Inc., licensee of KBCR(AM)-KSBT(FM) Steamboat Springs, CO. Action May 15.

■ **KROW(AM)-KNEV(FM) Reno** (AM: BAL910917EH; 780 khz; 50 kw-U; FM: BALH910917EI; 95.5 mhz; 60 kw; ant. 2,270 ft.)—Granted assignment of license from Price Broadcasting Co. to Citadel Communications Corp. for \$12.5 million (see KGA(AM)-KDRK-FM Spokane, WA, below). Action May 18.

■ **WYNQ(FM) Avon, NY** (BAPH920309GS; 93.3 mhz; 1.7 kw; ant. 403 ft.)—Granted assignment of CP from Karen S. Klehamer to Radio Livingston Ltd. for no consideration, shareholder Klehamer is contributing CP to assignee as part of capital contribution. Licensee has no other broadcast interests. Action May 15.

■ **WZOS(FM) Oswego, NY** (BALH920224HA; 96.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from OSQ Broadcasting Inc. to Binder-Johnson Broadcasting Inc. for \$234,000. Seller is headed by John C. Clancy, and has interests in WATN(AM)-WTOJ(FM) Watertown-Carthage and WCDO-AM-FM Sidney, both New York. Buyer is headed by Ernest C. Binder III, and has no other broadcast interests. Action May 15.

■ **WFGI(FM) Lima, OH** (BAPH920302HS; 93.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from American Christian Radio Services Inc. to Limaland Radio Inc. for \$37,000. Seller is headed by Dwight A. Wisener, and has no other broadcast interests. Buyer is headed by Kristin C. Cantrell, and has no other broadcast interests. Action May 15.

■ ***WJDZ(FM) Levittown, PR** (BALED920124GR; 88.5 mhz; 35 w; ant. 121 ft.)—Granted assignment of license from Community Educational Group Corp. to Clamor Broadcasting Network Inc. for \$800,000. Seller is headed by Aurio Matos, who is applicant for new FM at Culebra, PR. Buyer is headed by Jorge R. Garcia, who is assignee in application of WORR(AM) Quebradillas, PR. Action May 20.

■ **KGA(AM)-KDRK-FM Spokane, WA** (AM: BAL910917ED; 1510 khz; 50 kw-U; FM: BALH910917EE; 93.7 mhz; 56 kw; ant. 2,380 ft.)—Granted assignment of license from Price Broadcasting Co. to Citadel Communications Corp. for \$12.5 million; sale includes KOOK(AM)-KBEE-FM Modesto and KQMS(AM)-KSHA(FM) Redding, both California; KROW(AM)-KNEV(FM) Reno, and KHEZ(FM) Boise, ID ("Changing Hands," Sept. 30, 1991, and above). Seller is headed by John Price, and also owns KUTR(AM)-KCPX-FM Salt Lake City and WOMG-AM-FM Columbia, S.C. Buyer is headed by Lawrence R. Wilson and Fritz Beesmyer, partners in Citadel Associates Ltd., which owns KCLR(AM)-KLZX-FM Salt Lake City, KKF(AM) Colorado Springs and KCTR-AM-FM Billings and KBOZ-AM-FM Bozeman, both Montana. Action May 18.

NEW STATIONS

Actions

■ ***Chico, CA** (BPED910604MK)—Dismissed app. of Associated Students Inc. of California State University, Chico, for 88.3 mhz; 1.1 kw; ant. 370 m. Address: Bell Memorial Union, CSU, Chico, CA 95929. Applicant is headed by Craig Deluz, and has no other broadcast interests. Action May 15.

■ ***Magalla, CA** (BPED900315MF)—Granted app. of Educational Media Found. Inc. for 88.3 mhz; 1.45 kw; ant. 361 m. Address: 2290 Airport Blvd., Santa Rosa, CA 95403. Applicant is headed by K. Richard Jenkins, and is licensee of KLVR(AM) Santa Rosa, CA. Action May 15.

■ **Aspen, CO** (BPH850712PH)—Granted app. of Aspen FM Inc. for 107.1 mhz; .47 kw; ant. 804 m. Address: P.O. Box 3884, Aspen CO 81612. Applicant is headed by Cynthia Chardonay and Martha Tapias, and has no other broadcast interests. Action May 19.

■ ***Telluride, CO** (BPH910227MH)—Granted app. of Donna H. Boyle for 104.9 mhz; 100 kw; ant. -23 m. Address: P.O. Box 2764, Telluride, CO 81435. Applicant has no other broadcast interests. Action May 15.

■ ***Telluride, CO** (BPH910227MJ)—Dismissed app. of Judith P. Brenner for 104.9 mhz; 100 kw; ant. -58 m. Address: 1 W. 67th St., New York, NY 10023. Applicant has no other broadcast interests. Action May 15.

■ **McLain, MS** (BPH910515MD)—Granted app. of Community Broadcasting Co. Inc. for 96.9 mhz; 6 kw; ant. 100 m. Address: P.O. Box 723, Wiggins, MS 39577. Applicant is headed by A.R. Byrd, and has no other broadcast interests. Action May 19.

■ ***Durham, NC** (BPED890313MY)—Granted app. of North Carolina Central for 90.7 mhz; 45 kw; ant. 144 m. Address: P.O. Box 19363, Durham NC 27707. Applicant has no other broadcast interests. Action May 14.

■ **Petersburg, WV** (BPED920305ML)—Returned app. of West Virginia Educational Broadcasting Authority for 89.5 mhz; 1.45 kw; ant. 377 m. Address: 600 Capitol St., Charleston, WV 25301. Applicant is headed by Kenneth Jarvis, and is licensee of WVPN(FM) Charlestown, WV(WV(FM)-WPBY-TV Huntington, WVPB(FM) Parkersburg, WVPN(FM) Wheeling, WVPB(FM)-WSWP-TV Beckley, WVPW(FM) Buckhannon, WVPM(FM)-WNPB-TV Morgantown and WVEP(FM) Martinsburg, all West Virginia. Action May 20.

FACILITIES CHANGES

Applications

AM's

■ **McCall, ID** KMCL(AM) 1240 khz—May 15 application of Idaho Heartland BCasting Inc. for CP to change TL to 4.5 km south of McCall, ID, and make changes in antenna system.

■ **Portageville, MO** KMIS(AM) 1050 khz—May 12 application of New Madrid County Broadcasting Com. for CP to reduce power to 600 w and make changes in antenna system.

FM's

■ **Hollister, CA** KHIP(FM) 93.5 mhz—May 13 application of KHIP Partners Ltd. for CP to change ERP: .11 kw (H&V); ant.: 689 m.; TL: Freemont Peak Communications site, Monterey County, CA; 13 km at 221 degrees true from Hollister, CA.

■ **Kings Beach, CA** KBCH-FM 107.7 mhz—May 12 application of Kidd Communications for mod. of CP (BPH-861231ML) for new station for upgrade (per MM docket #89-449); change ERP .21 kw H&V; ant.: 903 m.; TL: Slide Mountain, 11 km NE of Incline Village; class C3.

■ **Selbyville, DE** WBSL(FM) 97.9 mhz—May 13 application of Anchor Broadcasting Ltd. for mod. of CP (BPH-860917MD) to change TL: 38 25 20 - 75 08 23.

■ **Vancleve, KY** WMTC-FM 99.9 mhz—May 11 application of Kentucky Mountain Holiness Assoc. for CP to change ERP: 6 kw (H&V).

■ **Dedham, MA** WBMA(FM) 890 mhz—May 15 application of Family Stations Inc. for CP to change city of license to Wellesley, MA; increase power to 3.5 kw and 25 kw; make changes in antenna system; change TL to end of Sewell Street, Ashland, MA: 42 14 49 - 71 25 30.

■ **Portageville, MO** KMIS-FM 106.3 mhz—May 12 application of New Madrid County Broadcasting Com. for CP to change freq.: 106.5 mhz; ERP: 50 kw H&V; ant.: 141 m.; class C2; change principal community to New Madrid, MO. (per MM docket #91-43).

■ **Bozeman, MT** KBOZ-FM 93.7 mhz—May 12 application of Citadel Associates Montana Ltd. for CP to correct site coordinates: 45 41 34 110 58 57.

■ **Berlin, NJ** WNJS-FM 88.1 mhz—May 14 application of New Jersey Public Broadcasting Authority for mod. of CP (BPED-891122MF) to change ERP: .002 kw (H) .085 kw (V); ant.: 115 m.

■ **Saranac Lake, NY** WSLF(FM) 90.5 mhz—May 12 application of The St. Lawrence University for CP to change ant.: 108.2 m.

■ **Cashmere, WA** KZPH(FM) 101.1 mhz—May 13 application of Big Rock Inc. for mod. of CP (BPH-870908MB) to change ERP: 2.45 kw (H&V); ant.: 156.4 m.; TL: 3.3 mi. east of Cashmere city center in Chelan County, WA; change freq. from 101.1 to 106.7.

■ **Longview, WA** KLYK(FM) 105.5 mhz—May 13 application of Longview Broadcasting Company for CP to change ERP: .7 kw (H&V); ant.: 262 m.; TL: Mt. Brynion on Mt. Brynion Road, Cowlitz Co., WA.

TV

■ **Oklahoma City** KMNZ(TV) ch. 62—May 18 application of Faith Pleases God Church Corporation for mod. of CP (BPCT-850215K2) to change ant.: 139.3 m.; ERP (vis): 100 kw; antenna: Bogner B16UB, (DA).

AM

AM

■ **Quakertown, PA** WBCQ(AM) 1180 khz—Dismissed app. of Nancy Reilly (BMP-900405AT) for mod. of CP (BP860530AD) to increase power to 900 w; change TL to .3 km E of California Rd., 2.5 km north of Quakertown, Bucks Co., PA, and make changes in antenna system: 40 28 07 - 75 21 09; RE: failure to prosecute. Action May 15.

FM's

■ **Warrenton, GA** WSAA(FM) 93.1 mhz—Forfeited and cancelled app. of Susan H. Karren, DBA Radio Warrenton (BPH-890513TH) for new FM on 93.1 mhz; ERP 3 kw H&V; ant.: 100 m.; 33 25 31 - 82 38 44; call sign deleted. Action May 20.

■ **Hilo, HI** KEAU(FM) 88.1 mhz—Forfeited and cancelled CP for Hawaii Public Radio (BPED - 890112MU) for new FM on 88.1 mhz; ERP: 5 kw (H&V); ant.: -340 m.; 19 44 11 - 155 01 47.9; call sign deleted. Action May 21.

■ **Honolulu** KAIM-FM 95.5 mhz—Granted app. of Christian Broadcasting Association (BPH-910905IL) for CP to change ERP: 14.45 kw (H&V) ant.: 610 m. TL: Palikea Ridge, 6 km WNW of Waipahu, Honolulu county, HI, 21 23 42 - 158 05 55; amended 5-4-92 (per MM docket #91-285); change class to C; ERP: 99 kw. ant.: 606 m. Action May 19.

■ **Rexburg, ID** KADQ-FM 94.3 mhz—Granted app. of Ted W. Austin Jr. (BPH-900828IA) for CP to change ERP: 25 kw H&V, ant.: 89.9 m., change to class C3 (per MM docket #89-170). Action May 18.

■ **Indianapolis** WFBQ(FM) 94.7 mhz—Dismissed app. of Broadcast Alchemy Ltd. (BPH-861117IH) for CP to change TL: 2350 Westlane Rd., Indianapolis; ERP: 47 kw (ZZ); ant.: 271.8 m. 39 53 20 - 86



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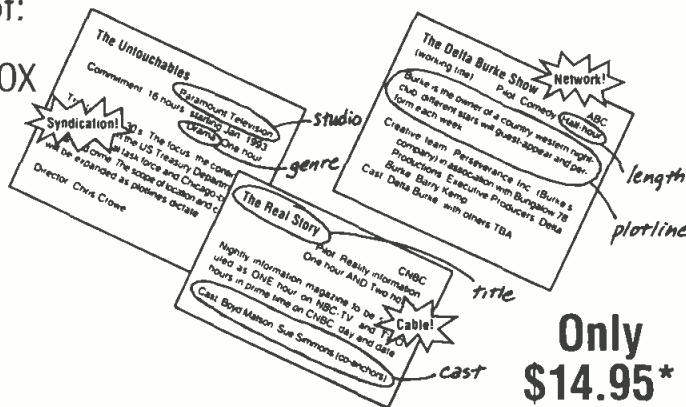
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12 07, accepted nunc pro tunc, petition for reconsideration filed 1-9-87, application reinstated nunc pro tunc 1-30-92. Action May 20.

■ **Mount Vernon, IN** New FM 106.7 mhz—Granted app. of Posey County Broadcasting Corp. (BMPH-9109051I) for mod. of CP (BPH-861023MD) to make changes; change ant.: 90 m.; TL: .35 mi. west of city limits and .35 mi. north of State Route 62. Action May 14.

■ **Larned, KS** KYSG(FM) 105.9 mhz—Forfeited and cancelled CP of Nancy J. Puopolo (BPH-881116MC) for new FM on 106.9 mhz; ERP: 3 kw H&V; ant.: 100 m.; 38 14 26 - 98 59 08; call sign deleted. Action May 19.

■ **Mayfield, KY** WXID(FM) 94.7 mhz—Granted app. of West Kentucky Broadcasting Co. Inc. (BMPH-920218ID) for mod. of CP (BPH-910801IC) to change ERP: 38 kw (H&V); ant.: 123 m. Action May 15.

■ **Glen Arbor, MI** WTHM(FM) 95.9 mhz—Forfeited and cancelled CP of David C. Schaberg (BPH-850905NH) for new FM on 95.9 mhz; ERP: .65 kw H&V; ant.: 223 m.; TL: approx. 1.5 km SW; Glen Arbor: SL-RC: T.B.D.; 44 53 25 - 85 59 59; major environmental action, section 1.1305; call sign deleted. Action May 19.

■ **Pentwater, MI** WSAB(FM) 94.1 mhz—Returned app. of C&S Broadcasting Inc. (BMPH-920210IF) for mod. of CP (BPH-890511NL) to change; ERP: 25 kw (H&V); ant.: 100 m.; TL: 700 ft. NNE of intersection of Hancock and Wythe Streets, Pentwater, Oceana Co, MI; change class to C3 (per MM docket #91-77). Action May 20.

■ **Vandalia, MI** WSAD(FM) 89.9 mhz—Forfeited and cancelled app. of Vandalia Educational BCasting Inc. (BPED-880831MB) for new FM on 89.9 mhz; ERP: .1 kw NV; ant.: 30 m. NV; TL 41 55 02 - 85 54 56; call sign deleted. Action May 20.

■ **South Sioux City, NE** KYNF(FM) 107.1 mhz—Forfeited and cancelled CP of Larry S. Magnuson (BPH-861112MM) for CP for new FM on 107.1 mhz; ERP: 3 kw, H&V; ant.: 100 m.; TL: John Street at Fourth St., Sioux City, IA; SL-RC: T.B.D. 42 30 00 - 96 26 05; call sign deleted. Action May 19.

■ **Avon, NY** WYNQ(FM) 93.3 mhz—Granted app. of Karen S. Klehamer (BMPH-911226IB) for mod. of CP (BPH-880629NK) to change; ERP: 2.1 kw

(H&V); ant.: 116 m.; TL: 1.25 km north of 6425 E. Avon-Lima Road, Avon Township, Livingston County, NY; inf. obj. dismiss 5-15-92. Action May 15.

■ **Bismarck, ND** KVPH(FM) 98.7 mhz—Forfeited and cancelled CP of Tommie R. Love (BPH-871123MD) for CP for new FM on 92.5 mhz; ERP: 100 kw H&V, ant.: 300 m., 46 56 29 - 100 45 59; call sign deleted. Action May 20.

■ **Series, ND** KYWG(FM) 105.9 mhz—Forfeited and cancelled CP of Lakehead Broadcasting Company Inc. (BPH-880531NA) for CP for new FM on 105.9 mhz; ERP: 100 km (H&V), ant.: 302 m.; 48 58 36 - 98 44 22. Action May 20.

■ **Redmond, OR** KSJJ(FM) 102.9 mhz—Forfeited and cancelled CP of Redmond Broadcast Group Inc. (BPH-820709AG) for 102.9 mhz; ERP: 2 kw (H&V); increase ant.: 354 m. Action May 20.

■ **Greer, SC** WRDQ(FM) 103.3 mhz—Granted app. of Greer Communications Ltd. (BMPH-920115IF) for mod. of CP (BPH-880504MD) to change: ERP: 2.7 kw (H&V); ant.: 151 m.; TL: north of intersection of Wasp Nest Road and Mosely Road, 6 km from Lyman, NC (Spartanburg County). Action May 19.

■ **Corpus Christi, TX** KLTG(FM) 96.5 mhz—Granted app. of Stereo Broadcasting Corporation (BPH-910211IC) for CP to modify directional antenna pattern. Action May 18.

■ **Littlefield, TX** KXDM(FM) 95.5 mhz—Forfeited and cancelled CP of Stebbins Broadcasting Company (BPH-890123MS) for new FM on 95.5 mhz; ERP 3 kw H&V; ant.: 100 m. 33 56 17 - 102 20 38; application is reinstated nunc pro tunc 12-19-89; call sign deleted. Action May 20.

■ **Elk Mound, WI** WECL(FM) 92.9 mhz—Granted app. of Super Star Communications Inc. (BPH-920211IA) for CP to change ERP: 3.3 kw (H&V); ant.: 136 m. Action May 20.

ALLOCATIONS

■ **North Crossett, AR** Effective July 13, substituted channel 274C2 for channel 274A; modified permit for KWL(FM) accordingly. Filing window: July 14 - August 13. (MM docket 89-99, by R&O [DA 92-627] adopted May 18 by Acting Chief, Allocations Branch).

■ **Corrales, NM** Effective July 13, substituted channel 236C1 for channel 236A; modified permit for KSAV(FM) accordingly. Filing window: July 14 - August 13. (MM docket 91-316, by R&O [DA-92-618], adopted May 15 by Acting Chief, Allocations Branch).

■ **Los Alamos, NM** Effective July 13 allotted channel 298C. Filing window: July 14 - August 13. (MM docket 91-263, by R&O [DA 92-621], adopted May 15 by Acting Chief, Allocations Branch).

■ **Canovanas, et al., PR, and Christiansted and Fredericksted, both Virgin Islands** Proposed amending FM Table at Canovanas, Culebra, Las Piedras, Mayaguez, Quebradillas, San Juan, Santa Isabel and Vieques, Puerto Rico; and Christiansted and Fredericksted, Virgin Islands. Comments are due July 20, replies August 4. (MM docket 91-259 by Further NPRM [DA 92- 620] adopted May 15 by Acting Chief, Allocations Branch, Mass Media Bureau).

■ **Hartford, VT** Proposed amending FM Table to substitute channel 282C3 for channel 282A; proposed modifying permit of WGLV-FM accordingly; comments due July 20, replies August 4 (MM docket 92-120, by NPRM [DA 92-617] adopted May 15 by the Acting Chief, Allocations Branch).

ACTIONS

■ **Authorized Communications Satellite Corp.** (Comsat) to participate in International Telecommunications Satellite Organization's (INTELSAT) procurement of two Intelsat VIIA satellites to be deployed in Atlantic Ocean Region (AOR) in 1995-96 time frame for replacement of existing satellites that will reach end of their design life. Action by Commission May 18 by MO&O [FCC 92-224] .

■ **Authorized Estrella License Corp.** to acquire and operate satellite capacity for provision of video channels from the United States to Mexico and from United States to Latin American locations. (By O&A [DA 92- 652] adopted May 20 by Chief, International Facilities Division, Common Carrier Bureau).

■ **Denied request by National Association of Broadcasters** for extension of time to file comments in matter of review of Commission's regulations and

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policies affecting investment in broadcast industry. Comments are due June 12, replies July 12. (MM docket 92-51 by Order [DA 92-660] adopted May 28 by Chief, Mass Media Bureau).

■ **Homewood, AL** Upheld dismissal of application of Homewood Community Broadcasters Ltd. for new FM. (MM docket #90-683, Report DC-2119, by Commission May 22 by MO&O [FCC 92-229]).

■ **Montecito, CA** Ellwood Beach Broadcasting Ltd. has been ordered to remit \$25,000 for failing to report change in circumstances with respect to its transmitter site. (MM docket 87-426, Report DC-2121, by Commission May 22 by Order [FCC 92-228]).

■ **Sacramento, CA** Granted interim permission for KCRA-TV to continue to use 6 to 10 PM as prime time for purposes of Commission's prime time access rule, pending Commission decision on extending experiment. (By Order [DA 92-646] adopted May 22 by the Chief, Mass Media Bureau).

■ **San Diego** Notified KGB-FM that it is apparently liable for forfeiture of \$25,000 for airing indecent programming. (By Letter [FCC 92-223] adopted May 15 by Commission).

■ **San Diego** Denied complaint filed by Jim Trinity stating that KPBS-TV excluded him from proposed debate among three other Republican Party candidates. (By Letter [DA 92-612] adopted May 18 by Chief, Political Programming Branch, Enforcement Division, Mass Media Bureau).

■ **Sebastopol, CA** Denied applications of Lucinda Felicia Paulos, Bodega Communications Inc. and Manzanita Media Inc.; granted application of John A. Carollo, Jr. for new FM on channel 229A at Sebastopol. (MM docket 90-298 by Initial Decision [FCC 92D-33] issued May 15 by ALJ Richard L. Sippel).

■ **Crystal River and Homosassa Springs, FL** Resolved air hazard and educational qualification issues in favor of Christian Family Inc.; approved settlement agreement and dismissed with prejudice application of Sonlight Public Broadcasting Network Inc.; granted amended application of Christian Family Cinema Inc. for new noncommercial FM on channel 220A at Crystal River, FL. (MM docket 91-357 by Summary Decision [FCC 92D-34] issued May 20 by ALJ Richard L. Sippel).

■ **White City, FL** Conditionally granted application of Crystal Communications Inc. for new FM on channel 284A in White City; dismissed application of Karen M. Lowery; denied applications of William F. Peel Jr., Minority Broadcasting Group Ltd., Sea Oaks Broadcasting Inc., Heather Willson Cass and Midway Broadcasting Company. (MM docket 91-86 by Initial Decision [FCC 92D-35] issued May 20 by ALJ Walter C. Miller).

■ **Trion, GA** Upheld Review Board action granting application of Tri-State Broadcasting Co. for new FM on channel 239A, and denying competing application of Safe Broadcasting Corp. (MM docket 88-580, Report DC-2118, by Commission May 22 by MO&O [FCC 92-227]).

■ **Idaho Falls, ID** Denied Country Investments Ltd. review of decision by Managing Director denying its request for refund of its hearing fee. Country was applicant for new FM on channel 288C1. (By MO&O [FCC 92-220] adopted May 14 by Commission).

■ **Hammond, LA** Denied petition by Pontchartrain Broadcasting Company Inc. for reconsideration of the Review Board's decision affirming denial of Pontchartrain's application for new UHF television station at Hammond on financial qualifications and false financial certification issues. (MM docket 87-342 by MO&O [FCC 92R-41] adopted May 13 by Review Board).

■ **Shreveport, LA** Affirmed decision of Administrative Law Judge and granted application of NTW Inc., for new FM on channel 275C2; denied applications of Opportunity Broadcasting of Shreveport, Port City Communications Ltd. and Caddo Broadcasting Ltd. (MM docket #88-524 by Decision [FCC 92R-43] adopted May 20 by the Review Board).

■ **Jackson, MS** Notified J.C. Maxwell Broadcasting

Group Inc., licensee of noncommercial radio station WMPR(FM) that it is apparently liable for forfeiture of \$7,500 for violating rule that prohibits public broadcast stations from broadcasting advertisements. (By Letter [DA 92-632] adopted May 19 by Chief, Mass Media Bureau).

■ **Las Vegas** Notified channel 33 Inc., licensee of KFBT(TV) Las Vegas, that it is apparently liable for a forfeiture of \$12,500 for repeated and willful violation of anti-lottery broadcast provisions of rules. (By Letter [DA 92-633] adopted May 20 by Chief, Mass Media Bureau).

■ **New York** Upheld staff action granting application of GAF Corp. to transfer its wholly-owned subsidiary, GAF Broadcasting Co. Inc., licensee of WNCN(FM) New York from GAF's stockholders to privately held stock company (GAF II) owned by GAF management-led group. (By MO&O [FCC 92-185] adopted April 16 by Commission).

■ **Cave Junction, OR** Notified Sound Broadcasting Corp., licensee of KCNA(FM) Cave Junction, of an apparent liability for forfeiture in the amount of \$2,000 for apparent willful violation of Commission's rules by broadcasting conversation without notifying party of intended broadcast use of conversation. (By Letter [DA 92-651] adopted May 26 by Chief, Mass Media Bureau).

■ **Philadelphia** Notified Malrite Guaranteed Broadcasting Inc.'s WEGX(FM) that it is apparently liable for forfeiture of \$5,000 for broadcast of telephone conversation without first having informed called party. (By Letter [DA 92-613] adopted May 18 by Chief, Mass Media Bureau).

■ **Germantown, TN** Affirmed Review Board decision granting application of Omni Broadcasting Corp. for new FM on channel 298A at Germantown. (MM docket 88-429, by MO&O [FCC 92-218] adopted May 14 by Commission).

■ **Beaumont, TX** Rejected Petition for Reconsideration and to reopen record in proceeding for new FM station on channel 273C2 at Beaumont, TX. Affirmed the Review Board's decision which granted application of Beaumont Skywave Inc. (BSI), only qualified applicant remaining. (MM docket 88-358 by MO&O [FCC 92-219] adopted May 14 by Commission).

■ **El Paso, TX** Granted application to assign licenses of KEZB-AM-FM, El Paso, TX, from KEXP Inc., debtor to Paso Del Norte Corp. (By MO&O [FCC 92-214] adopted May 14 by Commission).

■ **Whitewater, WI** Ordered appeal by F.W.K. Broadcasting Company concerning new FM on channel 293A at Whitewater, held in abeyance pending FCC action on F.W.K.'s application for review. (MM docket 91-201 by Order [FCC 92R-42] adopted May 19 by Review Board).

CALL LETTERS

Applications

Existing FM

KZRO(FM) Zero Broadcasting Inc.; Marshall, AR

Grants

New FM's

KGPZ(FM) Lato Northland Broadcasting Inc.; Coleraine, MN

KOUN(FM) Sherwood Broadcasting of Arkansas; Sherwood, AR

KOUO(FM) SW Suburban Broadcasting Inc.; Eden Prairie, MN

KPGM(FM) Western Inspirational Broadcasters Inc.; Casper, WY

KRKD(FM) Fatima Response Inc.; Dunsuir, CA

WFHB(FM) Bloomington Comm. Radio Inc.; Bloomington, IN

WKBG(FM) Kennedy Broadcasting Inc.; Martinez, GA

WNUU(FM) Henson Media Inc.; Garrison, KY

WSEY(FM) Golf Media Inc.; Mount Morris, IL

WVXA(FM) Signal Mtn Radio Consolid. Inc.; Signal Mtn., TN

WZZS(FM) Teddy Bear Commun. Inc.; Zolfo Springs, FL

Existing AM's

KCUV(AM) KFRR RMF Broadcasting Company of Denver; Englewood, CO

KIEZ(AM) KHKN Jerry J. Collins; Carmel Valley, CA

KPKE(AM) KGUC Gardiner Broadcast Partners Ltd.; Gunnison, CO

WAVO(AM) WYRS WHVN Inc.; Rock Hill, SC

WCKN(AM) WFXF Win Communications Inc.; Indianapolis

WQLE(AM) WKZA Walter R. Pierre; Kane, PA

Existing FM's

KBAX(FM) KMLO KMLO Inc.; Fallbrook, CA

KBBM(FM) KTDG AFM Associates, General Partnership; Winterset, IA

KCFM(FM) KRKQ Michael Robert Birdsell; Chester, CA

KEDG(FM) KMMK Radio Vision Inc.; Las Vegas

KFIE(FM) KDAT Merced Communications; Merced, CA

KFCL(FM) KQKX Ionosphere Broadcasting Ltd.; Woodlake, CA

KIBN(FM) KZZD New Life Fellowship Inc.; Wichita, KS

KIXT(FM) KWCD R & L Broadcasters Inc.; Grover City, CA

KKLF(FM) KHKN-FM Jerry J. Collins; Gonzales, CA

KKYY(FM) KGUC-FM Gardiner Broadcast Partners Ltd.; Gunnison, CO

KLDR(FM) KAJO-FM Grants Pass Broadcasting Corp.; Harbeck-Fruitdale, OR

KOTT(FM) KSQC Ottenville Broadcasting Ltd.; Ottenville, MO

KZXR(FM) KACA Cormac Thompson Inc.; Prosser, WA

WBSK-FM WXRI J H Communications; Windsor, VA

WBTZ(FM) WMJT P & G Media Corp.; Pinconning, MI

WGFM(FM) WMLB Michael E. Bradford; Glen Arbor, MI

WHVE(FM) WZTU Paxson Broadcasting of Orlando Ltd.; Cocoa Beach, FL

WHVP(FM) WQFA Sound of Life Inc.; Hudson, NY

WJCR-FM WJCR(FM) 90.1 Inc.; Millerstown, KY

WJDK(FM) WWYA DMR Media Inc.; Morris, IL

WKRJ(FM) WWDK Kent State University; New Philadelphia, PA

WKYI(FM) WWUD Scott County Broadcasting Inc.; Stamping Ground, KY

WLKE(FM) WPRG Star Broadcasting of Maine Inc.; Bar Harbor, ME

WNYP-FM WXED Northstar Broadcasting Corp.; Morristown, NY

WXCH(FM) WRIP Dearborn County Broadcasters Inc.; Versailles, IN

WYYS(FM) WNYP-FM Northstar Broadcasting Corp.; Cortland, NY

Existing TV's

KHRR(TV) KPOL Jay Zucker; Tucson, AZ

WNBC(TV) WNBC-TV National Broadcasting Company Inc.; New York, NY

Fifth Estater

MATTHEW JOHN RINALDO

Holding a leadership position on the House Telecommunications Subcommittee is a complex task. The job requires someone who can listen objectively to the competing opinions of broadcasters, cable operators, wireless cable operators, Hollywood and the telephone companies. From a broadcast-industry perspective, Matthew Rinaldo, the highest ranking Republican on the subcommittee, has handled it well.

"We've found through the years that Matt is able to balance these competing interests, understand the politics and understand the substance. We've found him to be exceedingly fair to broadcasters and a very good friend," says Jim May, the National Association of Broadcasters' executive vice president of government relations.

Ask the Democratic chairman of the subcommittee, Edward Markey, and he is likely to call Rinaldo a partner rather than an adversary.

Perhaps the most noticeable aspect of Rinaldo's 10 years on the subcommittee (nine years as ranking member) has been his collegial style. But he gives Markey much of the credit for involving the minority party in important decisions and attempting to arrive at consensus whenever he can. "Most of the issues we deal with are not partisan in nature," he says. "Even codification of the fairness doctrine [passed by Congress in 1987 but vetoed by President Reagan] generated support from members on both sides of the aisle."

The "notable exception" this year has been Markey's cable reregulation bill (H.R. 4850). Rinaldo joined with a solid bloc of Republicans and a few Democrats in opposition to the bill, which passed subcommittee by a slim margin (BROADCASTING, April 13).

Rinaldo does not argue with broadcasters' top priority in the cable legislation, the opening of a second revenue stream through retransmission consent. But the debate continues over whether a regulatory scheme such as retransmission consent is superior to the copyright method proposed in the House Judiciary Committee (H.R. 4511), he says. "It



seems to me that it would be beneficial for the interested parties to negotiate a compensation scheme before one is imposed upon them."

Rinaldo's always strong interest in politics and public service was sparked even further in the 1960's after he served as a zoning commissioner under his hometown (Elizabeth, N.J.) major, Ed Biertumpfel, who showed him "the difference one person can make when you are committed and willing to work hard."

A major constituent in Rinaldo's district when he was first elected to Congress in the early 1970's was Bell Labs, Murray Hill, N.J. Constituent service for Bell, as the Justice Department began its early attempts to break up AT&T, which generated Rinaldo's interest in communications issues and later led to his decision to join the subcommittee.

"There is no question that telecommunications is one of the most exciting and innovative fields," Rinaldo says. "The issues are challenging; the public policy questions are important."

Rinaldo won much goodwill with ra-

dio broadcasters in 1989 through a legislative attempt to save the viability of AM radio (BROADCASTING, July 3, 1989). Major elements of the Rinaldo bill included allowing existing AM stations to migrate to the new expanded band (1605-1705 khz); provision for greater FCC efforts to clear up non-broadcast interference to AM signals and greater FCC consideration of potential interference before granting new AM licenses. The bill was never enacted, but most of Rinaldo's proposals were eventually adopted by the FCC.

"He had the political courage to take the lead on that issue, and we feel strongly that as a result of Matt's leadership, many of the changes at the FCC were made," NAB's May says.

Rinaldo is running for his 11th term in the House this fall and has not yet decided how long he hopes to stay in Congress. "I always take them one at a time."

Further consideration of cable television policy, implementation of high-definition television and national health care reform are issues he especially looks forward to facing.

In a strange election year, with many House members resigning and a number of incumbents expected to fall, it is remote but not inconceivable that he could find himself Subcommittee Chairman Rinaldo

next year. "A Re-

publican majority would mean a swing of over 50 seats, which would be quite large. I do think, however, that Republican representation in the House is bound to improve," he says.

Republican control of the White House and Congress would improve communication between branches of government. But, true to his collegial style, a Rinaldo subcommittee would mean no fundamental shift in policy, he says. ■

Republican representative for seventh district, New Jersey, and ranking minority member of House Telecommunications and Finance Subcommittee; b. Sept. 1, 1931, Elizabeth, N.J.; BS, Rutgers University School of Business Administration, Newark, N.J., 1953; MBA, Seton Hall University Graduate School of Business, 1959; PhD, New York University School of Public Administration, 1979; faculty member, Rutgers University Extension Division, 1961-71; president, Union (N.J.) Township Zoning Board of Adjustment, 1962-63; New Jersey Senate, 1967-72; current position since 1973.

Fates & Fortunes

EIGNER MOVING TO KTLA GM POST

In a widely anticipated move (BROADCASTING, May 25), Michael Eigner will be giving up his executive vice president and general manager post at Tribune Broadcasting's WPIX-TV New York to fill the GM slot Steve Bell is vacating at Tribune's KTLA-TV Los Angeles. Last month, Bell was hired as president of network series production at Twentieth (Fox) Television after 11 years at KTLA.

According to a New York station source, Eigner has said privately that Randall Smith, general manager of recent Tribune acquisition WPHL-TV Philadelphia, could be the heir apparent to his GM slot at WPIX, but a WPHL spokeswoman said that Smith insists he has no interest in leaving because he has a 25% ownership interest in the Philadelphia independent. Dennis FitzSimons, president of Tribune Television, without saying Smith is in the running, said Smith likely is among a number of candidates inside and outside the company.

Another name that has surfaced is Paul Bissonette, who was named station manager less than two months ago.

Eigner, who rejoins KTLA on June 22, originally joined the station in 1977 as general sales manager and was promoted to vice president, station manager, in 1984, a position he held until his 1989 transfer to WPIX. During his three-year tenure at WPIX, Eigner helped bolster the independent's early fringe, prime access and prime time dayparts with a mix of syndicated programming and "A" title movies.



MEDIA

Appointments at Univision Holdings Inc., Miami: **Ray Rodriguez**, senior VP and chief operating manager, Univision network, named president and CEO, succeeding **Joaquin Blaya** ("Fates & Fortunes," June 1). **Raul Torano**, senior VP, corporate sales, named executive VP, and **George Blank**, senior VP and chief financial officer, named executive VP and chief financial officer and appointed chief operating officer of station group.

Jose C. Cancela, senior VP, Univision Station Group, Miami, joins Telemundo Group Inc., New York, as president, station group.

Gerry Friedman, VP, legal affairs, Fox Television Stations, Beverly Hills, Calif., named senior VP,

business and legal affairs. **Denise Van Patten**, senior counsel, Fox TV Stations, named director, business and legal affairs.

Christine K. Van Horne, corporate finance manager, Comcast Corp., Philadelphia, named assistant treasurer.

Jim Lynch, from Jones Intercable, Lakewood, Calif., joins King Videocable, Tujunga, Calif., as general manager.

Judy Girard, director of broadcasting, WNBC-TV New York, named VP, broadcasting.

Michael Osterhout, president and CEO, Edens Broadcasting, announced his resignation effective when Clear Channel Communications takes control of Edens's WBRQ-AM-FM Tampa-St. Petersburg, Fla.

Lloyd B. Roach, owner,

WCZN(AM) Chester, Pa., rejoins WKSZ(FM) Media, Pa. (Philadelphia), as station manager.

Claude E. Rorabaugh, marketing VP, Harvey's sporting goods manufacturer, joins Pacific Northwest Broadcasting, Portland, Ore., as assistant VP.

SALES AND MARKETING

Melissa Dlin, sales manager, TeleRep, Philadelphia, joins Capital Cities/ABC Owned TV Stations there as account executive, national TV sales.



Schlotman

W, New York, as VP, TV, AdValue Network.

Doug Pulick, head of research department, The Weather Channel, joins Discovery Networks, New York, as director of advertising sales research. **Sid Eshleman**, marketing manager, Post Newsweek Cable, Highland Park, Ill., joins Discovery Networks' affiliate sales and relations department, Chicago, as account manager.

Jose del Cueto, VP, sales, domestic productions, Univision Holdings Inc., joins Telemundo Group Inc., New York, as senior VP, sales. **Filberto Fernandez**, VP, new business development, Univision, joins Telemundo, New York, as senior VP, marketing.

Tim Williams, general manager, Northern Ohio Interconnect, joins Rainbow Advertising Sales Corp., New York, as VP, director of local cable sales.

David Kaye, national sales manag-

er, WUAB(TV) Lorain, Ohio (Cleveland), joins WKYC-TV Cleveland in same capacity.

Robert Golden, marketing director, new business development, Time Warner Direct Entertainment, joins Courtroom Television Network, New York, as VP, sales planning and development.

PROGRAMING

Scott A. Greenstein, attorney, Viacom Entertainment, New York, named VP, counsel/enterprises, law department, Viacom International Inc.

Linda Frankenbach, senior VP, affiliate operations, Comedy Channel, joins Time Warner Cable Programming, Stamford, Conn., as VP.

Vicki DeShazo, senior producer, Fox TV's *Jane*, and former producer, *Geraldo* syndicated talk show, joins *The Maury Povich Show*, New York, as supervising producer.

Haidee Granger, VP, daytime programs, East Coast, ABC Television Network, New York, named executive producer, *Loving*.

Angus Yates, senior producer, The Monitor Channel, Washington, joins The Discovery Channel, Bethesda, Md., as executive producer.

Mary McLaren, director, international finance, FoxVideo, Beverly Hills, Calif., named executive director of finance, FoxVideo International.

Richard L. Plepler, president, RLP Inc. consulting and production company, joins HBO Inc., New York, as senior VP, corporate communications.

Rose Musgrove, talent coordinator, E! Entertainment Television, Los Angeles, named manager, talent relations.

Jonathan Axelrod, CEO, and **Harvey Bibicoff**, chief financial officer, The Producers Entertainment Group Ltd., Beverly Hills, Calif., named co-chairmen.

Gary De Laune, reporter, KENS-TV San Antonio, Tex., joins KONO-AM-FM there as air personality.

Stacey MacIlwaine, operations manager, National Telecommunications Services Inc., Washington,

LeMASTERS TO CANNEL

Confirming previous reports, former CBS Entertainment President Kim LeMasters, who has been working as an independent producer at Lorimar Television, has been named president of Stephen J. Cannell Productions. LeMasters's signing fills the vacancy left by Peter Roth, who is joining Twentieth Television as president of network series production. LeMasters left CBS in 1989 after a tough two-year reign and is credited with helping establish the network's consistently highly rated Monday night sitcom block. LeMasters, who assumes the Cannell post today, began his CBS career as director of development in 1976, holding various CBS series development posts from 1976 to '88 before assuming the entertainment division presidency.

joins Discovery Networks, Bethesda, Md., as manager of market research.

Russ Small, from WXYT(AM) Detroit and WXON(TV) Detroit, joins KTRH(AM) Houston as sports director.

Sharon Arnett, production director, Foote Cone & Belding Entertainment, Chicago, named VP, production.

Chris Castleberry, in-studio producer, *Larry King Show*, Mutual Broadcasting System, Washington, named senior sports producer, Westwood One's NBC Radio and Mutual Broadcasting System Sports divisions.

Michael Davis, VP, program director, WTTV(TV) Bloomington, Ind. (Indianapolis), joins WRGT-TV Dayton, Ohio, as program operations manager.

Ilene Kahn, former VP, HBO Pictures, forms Odessa Pictures production company, under aegis of Citadel Pictures, Los Angeles.

Bob Hamilton, president, Bob Hamilton Communications consultancy, joins KFRC-AM-FM San Francisco as director of programming.

Katy Consolino, manager, business and legal affairs, Saban Enter-

tainment, Burbank, Calif., named director, business and legal affairs. **Nancy Adams**, administrative assistant, business affairs, Saban Entertainment, named manager, business affairs.

NEWS AND PUBLIC AFFAIRS

Jon Scott, senior reporter, *Inside Edition*, joins NBC News, New York, as correspondent, *Dateline NBC*.

Bruno Cohen, independent TV producer and media consultant, Studio City, Calif., and former executive director of programming, Buena Vista Productions/The Walt Disney Company, Burbank, Calif., joins WNBC-TV New York as VP, news director.

Bill Prasad, courts and corrections reporter, KFOR(TV) Oklahoma City, joins KING-TV Seattle as general assignment reporter.

Cynthia J. Sanchez, reporter, KUSI-TV San Diego, Calif., joins KOVR(TV) Stockton, Calif. (Sacramento), as general assignment reporter and co-host, *In Focus*. **Gretchen Harris**, guest relations representative, NBC TV, joins KOVR as assignment desk assistant.

Chris Touhey, 11 p.m. producer, WEWS(TV) Cleveland, joins WKYC-TV there as executive producer. **Daniel Stadler**, 6 p.m. producer, WTKR-TV Norfolk, Va., joins WKYC-TV as producer.

Gary Butterworth, from KDOC-TV Anaheim, Calif., joins KBAK-TV Bakersfield, Calif., as weatherman.

Denise Suerth, office manager, WILL-AM-FM Urbana, Ill., named special projects manager.

PROMOTION AND PR

Chris Ender, manager, syndication publicity, Columbia Pictures Television, named director, syndication publicity.

Lori D. Terwell, promotion writer and producer, KFOR(TV) Oklahoma City, joins WCIX(TV) Miami in same capacity.

Maryse Najjar, formerly with Continental Cablevision and United Artists Cable, joins International Cablecasting Technologies Inc., Los Angeles, as VP, corporate communications.

Betsy Vorce, VP, public relations, Viacom Entertainment Group, New York, named senior VP, public relations, Viacom Entertainment Group and Broadcast Groups.



Vorce



Stapf

David Stapf, director, publicity, Lorimar Television, Burbank, Calif., named VP, publicity.

David E. Rhoades, from KSTP-TV Phoenix, joins WTVD(TV) Durham, N.C., as creative services director.

TECHNOLOGY

John C. Duffy, Eastern regional manager, Digital F/X Inc., joins Pinnacle Systems Inc., Santa Clara, Calif., as Northeast regional manager.

Appointments at ESPN Inc., Bristol, Conn.: **Suzanne Heintz**, from Sony Music Inc., named graphic arts operator; **Michael Lass**, system analyst, Teleco Oilfield Service, named program analyst; **Jean Sirica**, systems analyst, programing, named systems analyst I; **Jackie Bracco**, manager, operations and engineering business affairs, named director, operations and engineering business affairs, and **Paul Rochford**, senior scheduling coordinator, named supervisor, technical personnel and facilities scheduling.

ALLIED FIELDS

Stephen L. Ingram, executive director, The Society of Broadcast Engineers, Indianapolis, resigned, effective October, to pursue other opportunities.

Dennis Hamilton, VP, network stations, Minnesota Public Radio, St. Paul, Minn., awarded Roger Hamilton Mass Communications Alumni Award from Moorhead State University, Moorhead, Minn.

WNBC-TV RECEIVES TYPEWRITER AWARD



Ralph Penza, anchorman, WNBC-TV New York, and Chrystie Munves, former producer, WNBC-TV, accept their Golden Typewriter Awards for public services from the New York Press Club. Penza and Munves won for their three-part series on dirty restaurants.

Laura Walcher, president, public relations division, Capener Matthews and Walcher marketing communications agency, San Diego, named 1992 Public Relations Professional of the Year by Public Relations Club of San Diego.

Anne-Hope Johnson, freelance TV and radio correspondent, Washington, and former political reporter, WPTF-TV Raleigh-Durham, N.C., awarded National Press Foundation Spanish Language Fellowship, Cuernavaca, Mexico.

Robert F. Goodwin, former staff VP and director of governmental affairs, Meredith Corp., Washington, was nominated by President Bush to be ambassador to New Zealand.

New officers at International Radio & Television Society Inc., New York: **Peter A. Lund**, CBS/Broadcast Group, president; **Dick Ebersol**, NBC Sports, **Gerald M. Levin**, Time Warner Inc., and **Henry S. Schleiff**, Viacom International, appointed VP's.

New board of trustee members appointed at Association of America's Public Television Stations, Washington: **Hope S. Green**, Vermont ETV; **William J. McCarter**, WTTW(TV) Chicago, and **Maynard E.**

Orme, Oregon Public Broadcasting.

Roberta L. Fusari, legislative clerk, Connecticut General Assembly's Environment Committee, joins New England Cable Television Association, Hartford, Conn., as director of government relations for Connecticut.

Harold J. Pannepacker, retired sales veteran, KYW-TV Philadelphia, honored by Philadelphia Chapter of Broadcast Pioneers as "Person of the Year."

Ellen Abrams, reporter, and **Keith Porter**, photographer, WTNH-TV New Haven, Conn., awarded 1991 Excellence in Journalism award from Connecticut Chapter of the Society of Professional Journalists.

DEATHS



Sullivan in 1973

John Van Buren Sullivan, 78, former general manager, WNEW(AM) New York, died in his sleep May 18, in Larchmont, N.Y. Sullivan began his career in

advertising in 1936 at William Randolph Hearst enterprises, which served as valuable training ground. After observing steady growth of radio, he joined staff of WJZ(AM) New York in January 1942 as promotion manager. His work was soon noticed by WNEW, and he was offered similar post there in July 1942. From November 1942 through January 1946, Sullivan served in U.S. Army as radio news writer, and afterward returned to WNEW. In 1948 he moved from promotion department to sales, as account executive. He was elevated to VP, sales manager, in 1957, and two years later was appointed general manager and VP, Metropolitan Broadcasting Corp. He left WNEW for presidency of Metromedia Radio, with stints at Storer and WHN(AM) New York. Sullivan told BROADCASTING in 1972: "Some stations give an audience what it knows it likes. Others point and give an audience what it knows it's going to like." He is survived by his wife, Joan, and four children.

Monday☐Memo

“Public broadcasting can be dealt with by reforming [it], not killing it.”

Public broadcasting, at this writing, has squeaked by. The Senate last week gave the Corporation for Public Broadcasting a new lease on life, securing its funding, and its future, for at least the next three years. That's a relief. But the gunsmoke still hangs in the air after the most intense attack on public broadcasting in its 25-year history—an attack raising serious questions that may linger. The very existence of the enterprise has been called into question. Its objectivity has been denigrated. And the critics, who are intelligent and articulate, are not likely to stop pressing for “making public television public”—by taking it private.

Leading the pack of critics has been Dr. Lawrence Jarvik, a respected and articulate scholar whose Heritage Foundation paper, “Making Public Television Public,” asserts that public television today is “a solution in search of a problem.” Dr. Jarvik calls public broadcasting “unnecessary and wasteful,” and advocates turning the Corporation for Public Broadcasting into a private company. His idea has caught fire among other detractors of public broadcasting, including columnist George Will, who not long ago penned a column calling public broadcasting a subsidy for elitists.

What about it? Has public television outlived its usefulness? Could a private system, funded by royalties on “Big Bird” dolls and *Civil War* videotapes, accomplish the same ends as public TV? Is the public interest in public television a thing of the past?

Those who care about the enterprise, as I do, believe the answer is emphatically no.

I take issue, at the outset, with Mr. Will's charge of welfare-state elitism. I would argue that public television's roots are not in welfare-state condescension, but in the robust tradition of populism—the distinctly American notion that what's good for the elite should also be available to the rest of the citizenry. It's the democratic notion that underlies public support for museums, libraries, public schools and other cultural efforts.

Would Messrs. Jarvik and Will consign the Smithsonian Institution, the land-grant colleges and the National Gallery of Art to the free market? I suspect not. Yet, these institutions, like public television, stand for the principle that education and the advance of civilized culture should not be left wholly either to the wealthy elite or to the vagaries of the market. My guess is that most Americans would agree that great art and literature should be accessi-

ble to the public through publicly supported institutions. Public broadcasting, I would argue, is such an institution as well. The critics also argue that the explosion of cablecasting makes publicly supported programming obsolete: that the Discovery Channel, the Learning Channel, C-SPAN, Arts and Entertainment and Nickelodeon provide all the uplifting programs the public needs.

The problem with this argument is that it is elitist: It ignores the fact that nearly a third of the populace doesn't have cable and that many people aren't able to pay. Shall we, à la Marie Antoinette, let them eat cake?

We should be focusing on another question: not how to kill public broadcasting, but how to shape it anew for the 21st Century. Critics of public broadcasting generally cite two central problems: an absence of financial accountability for the way the leaders of public broadcasting spend taxpayer dollars, and a persistent bias in programming. If these are indeed flaws in the system, and I agree that they are, we can treat them—without killing the patient.

Another idea, if Congress is concerned about the way CPB spends taxpayer dollars, might be to channel more of public broadcasting's congressional funding toward expressly instructional programming. Noncommercial licensees have already made impressive strides in using broadcast technology for classroom instruction. Increasing this effort could press public stations toward an increasingly important mission.

As for the charges of liberal bias, a warning: The stewards of public television do need to take seriously the Public Broadcasting Act's mandate of fairness and balance in programming. The issue here is not so much a First Amendment question as one of legitimate accountability for how taxpayer dollars are spent.

The problems of public broadcasting, in short, can be dealt with in the long term by reforming the institution, not killing it. The critics who are dissatisfied with the way the leaders of public broadcasting spend \$300 million annual public dollars almost succeeded in advocating a single, stark alternative: Stop funding altogether. Surely we can think more creatively. The recent debate about Congressional funding for public broadcasting can now be seen as a constructive dialogue—one that has a chance to produce a reformed and responsive public broadcasting system, not a dead one. ■



*A commentary by Ervin S. Duggan,
FCC commissioner*

Broadcasting In Brief

NBC and parent General Electric are joining forces on a fall promotional campaign designed to highlight the network's new fall schedule and generate sales for GE Lighting products. The campaign will incorporate network television spots, newspaper and trade publication advertisements and displays in more than 150,000 retail outlets as well as an instant-win sweepstakes with 25,000 prizes. The campaign's combined elements are expected to generate more than a billion impressions in a one-month period. The program was developed to coincide with a GE media buy on NBC. NBC's entire fall schedule will be the focus of the campaign, with particular emphasis placed on new series.

TV ad revenues reached \$5.23 billion for first-quarter 1992, up 3.7% over the same period in 1991, according to the Television Bureau of Advertising. TVB cites a rise in automotive advertising as one of the major reasons for the increase. Network TV revenues rose 2.9% over the same period last year, syndication rose 3.1%, spot was up 4.1% and local was up 5.3%, according to TVB data from Arbitron's MediaWatch.

WCBS-TV New York made it official: it will schedule **Cristina Saralegui**, a joint syndicated talk show venture between the CBS Station Group and Columbia Pictures Television Distribution, at 9-10 a.m. starting June 22. The ejection of Viacom Enterprises' *The Montel Williams Show* from the morning slot is a serious blow, particularly while the show is undergoing a slow market rollout and is moving production from Los Angeles to New York later this summer. A spokesman for WCBS-TV said it was unlikely *Montel* would find another slot on the CBS O&O. The station is rumored to have

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending May 24. Numbers represent aggregate rating average/stations/% coverage)

1. Star Trek.....	12.8/244/98
2. Wheel Of Fortune.....	11.6/226/99
3. MGM Premiere Network TV.....	10.9/185/94
4. Jeopardy!.....	10.7/218/98
5. Oprah Winfrey Show.....	10.5/231/99
6. Entertainment Tonight.....	7.3/190/96
7. Donahue.....	7.0/231/99
8. Married...With Children.....	6.9/176/95
9. A Current Affair.....	6.6/176/95
9. Wheel Of Fortune-wknd.....	6.6/188/81
11. Inside Edition.....	6.1/137/89
12. Cosby Show.....	6.0/202/97
13. WKRP In Cincinnati.....	5.6/239/99
14. Sally Jessy Raphael.....	5.4/211/98
15. Hard Copy.....	5.2/176/92

committed 4-5 p.m. to King World Productions' hour blocking of *Inside Edition* and *Inside Edition Extra* for this fall. A Viacom spokeswoman said the syndicator is "confident" of finding another clearance in New York.

Producer Neal Marlens filed suit in Los Angeles Superior Court against Warner Bros. Inc. and Warner Bros. Domestic Television, seeking \$50 million in compensatory damages by claiming that the studio defrauded him of earnings due to him as creator of the former ABC sitcom *Growing Pains*. In the court filing, Marlens's attorneys also said the producer, who is best known for creating *The Wonder Years*, was supposed to receive 25% of *Growing Pains*' net profits. Although the suit claims that the series earned \$204 million in gross revenues (from network and syndication license fees), Marlens has not received a "penny" in net profits. A Warner Bros. spokesperson said it was studio policy to decline comment regarding "ongoing litigation."

The word in New York production circles last Friday was that **The Mau-**

ry Povich Show fired **Kari Sagin** as executive producer of the Paramount Domestic Television-distributed rookie talk show strip. A *Povich* spokeswoman termed Sagin's departure as a resignation, adding that "we're sorry to see her go and support her in her future endeavors."

ESPN has become the first cable network to surpass the 60 million households mark, now reaching 60,536,000 households (65.7% of U.S. TV households), according to A.C. Nielsen Co. data supplied by the all-sports network.

Turner Program Services has named **Steven Leblang** to the newly created position of VP, marketing and sales strategy for the Turner Broadcasting System syndication division. Previously, Leblang, who served as part-time consultant to TPS on the off-network sales launch of *The Wonder Years*, was executive VP of programing at LBS Communications and VP of programing at Fox Television Stations Inc.

Entering its second week, **The Tonight Show with Jay Leno continued to level off in the overnight metered markets**, turning in a 6.3 rating/19 average (NSI) for the first three days of this week (June 1-3), down 28% in rating and 32% in share from its 8.8/28 debut week overnight average (May 25-29). The Monday-Wednesday telecasts posted ratings of 7.3/20, 5.9/19 and 5.7/19, but it should be noted that the June 4 telecast was delayed by more than an hour due to an NBA championship game.

The Monitor Channel will cease operations on June 28, following several failed attempts to sell the basic cable network. The First Church of Christ, Scientist, which spent an estimated \$250 million to launch the channel, said it declined four sepa-



Last week was a busy one on the social scene. **Above, left:** CBS covered its own at the George Foster Peabody Awards ceremony, sponsored by the Broadcast Pioneers on June 1 at New York's Waldorf Astoria. Pictured (l-r): Frank Chirkinian, coordinating producer-director, *Masters Tournament*; Harry Radcliffe, producer, *60 Minutes: Friendly Fire*; Steve Kroft, correspondent, *Friendly Fire*; John Falsely and Joshua Brand, producers, *Northern Exposure*, and Howard Stringer, president, CBS/Broadcast Group. ■ While receiving a Peabody for her coverage of the Clarence Thomas confirmation hearings, NPR's Nina Totenberg turned a sharp tongue on the Peabody organization, saying she hoped to see the day "when the dais there has a few skirts on it."

Above, right: FCC officials joining Tom Wheeler, the new head of the Cellular Telephone Industries Association and former NCTA president, at a Washington reception for him last week included (l-r): Diane Cornell, chief, international policy division, Common Carrier Bureau; Wheeler; Cheryl Tritt, chief, Common Carrier Bureau; John Cimko, chief, mobile services division, and Jim Talens, chief, legal branch, mobile services division.

Bottom, left: The National Academy of Television Arts and Sciences presented its Trustees' Award to Robert Wussler (c), former president of CBS TV Network, TBS senior executive VP and president of Comsat Video Enterprises. Making the award were Michael Collyer (l), NATAS board chairman, and John Cannon, NATAS president. Wussler was cited for "continued leadership and service to the media of television, cable and satellite."

rate proposals to buy the news and information service.

The author of "Homicide: A Year on the Killing Streets" is charging Warner Bros. Television with plagiarism, saying there are a number of similarities between the book and the new Warner television series *Polish Hill*. The dispute could cause CBS, which has scheduled the series for the fall, to pull it from the lineup. The author, *Baltimore Sun* crime reporter David Simon, says entire accounts, dialogue and characters were lifted from his book by John Wells, who wrote the script for *Polish Hill*. Filmmaker Barry Levinson paid Simon \$10,000 for the television rights to the book, and any resulting litigation would pit Levinson and Simon against Time Warner.

Fox will not buy JVC newsgathering gear for all its affiliates as reported on page 23. Rather, **network negotiated one-year, special price list** for Fox stations that will save millions of dollars in aggregate, says Fox's Andrew Setos.

CANADA TEST ANGERS BORDER BROADCASTERS

A major confrontation may be taking shape, as U.S. broadcasters from Seattle and Spokane are reeling from the Canadian Association of Broadcasters and the Canadian Cable Television Association's decision to institute tests this fall in Vancouver and Edmonton of "non-simultaneous substitution" of duplicated programming from U.S. broadcasters—a Canadian version of the U.S.'s syndex rules.

For the last 15 years Canadian cable operators, under "simultaneous substitution rules," have been able to switch channels to existing Canadian broadcast signals to "overlap" or "block" U.S. broadcast signals of duplicated prime time lineups from network affiliates. With "non-simultaneous substitution," Canadian broadcasters will be able to request black-out of any duplicated network or syndicated program from U.S. broadcasters in any daypart.

The hue and cry over the potential loss of Canadian spot advertising dollars or Canadian-targeted U.S. media buys has attracted the attention of the Office of U.S. Trade Representative's Ambassador Carla Hills, who will bring up the subject with Canadian Trade and Industry Minister Michael H. Wilson when the two meet in Washington this week as part of the annual U.S.-Canada Free Trade Commission hearings. The CAB and CCTA say non-simultaneous substitution will "ensure a flow of revenue estimated to be about \$100 million annually for Canadian broadcasters," while Lon Lee, VP/GM of KHQ-TV, says if the "black-out policy" is adopted on a permanent nationwide basis later, U.S. broadcasters could stand to lose even more than the Canadian figure.

—MF

Editorials

GETTING THERE

CBS's changing the rules on compensation is neither the beginning nor the end of change in the network-affiliate relationship. It is just part of the process.

The wonder is not that CBS reduced its affiliate exposure by some \$25 million (to about \$100 million) but that it waited so long to do so. The concept of networks paying for carriage has been increasingly suspect for years, as economic forces have continued to erode the base of over-the-air television. Cable, of course, does it the other way around, with systems paying program suppliers, generally on a per-subscriber basis. It's been only a matter of time before the networks—pushed to the brink by fiscal pressures—would be forced to right the balance.

The real question is, where do we go from here? Do affiliates want to remain part of a nationwide communications system that has created the world's best in news and entertainment? Then they would do well to keep the network system viable, and make sure they bring as much to those partnerships as they take from them. In the long run, networks are likely to survive, either over the air or on cable. Stations, without networks, are a chancier proposition. Both sides have a great stake in finding the right quid pro quo.

ADVERTISING'S FIRST, TOO

You never know where you'll run into a First Amendment brouhaha, or when a critical principle will be at risk. We ran into one last week, in a Supreme Court brief filed *amici curiae* by the American Advertising Federation, the American Association of Advertising Agencies, the Direct Marketing Association, the Media Institute and the National Association of Broadcasters. The target of this diverse group: a case in which the City of Cincinnati seeks to prohibit Discovery Network Inc. from access to newsracks on the city streets. The principle at stake: whether a governmental authority may discriminate against advertising based solely on the commercial content of its message.

It is from such small acorns that giant legal oaks grow.

The brief advances a new argument: that the original understanding of the words "the freedom of the press" in the First Amendment included advertising. It goes back to Benjamin Franklin, who is credited with making the most important defense of a free press in the colonial era, in response to an attack on a commercial handbill he had printed for a ship's captain. The offending passage was a note at the bottom that said: "No Sea Hens nor Black Gowns Will Be Admitted on Any Terms." Black Gowns, it turns out, were the clergy, while Sea Hens were ladies

of the night.

And the FCC wonders where indecent media expression got its start.

As free speech has evolved in this country, it is clear that commercial speech and editorial speech are inseparable. Not only does one support the other, but each plays a part in informing the public and advancing the commonweal. Not only should the Supreme Court side with Discovery in the instant case, but it should seize the occasion to declare that truthful, non-misleading commercial messages concerning lawful products and services are entitled to the full protection of the First Amendment.

ACT TWO

A pertinent case in point.

For some months now those forces opposed to broadcast-based home shopping have been trying to freeze that programing category from the must-carry provisions of S. 12 (the Senate cable bill) and H.R. 4850, the cable legislation now working its tortuous way through the House. In S. 12 it was the Breaux amendment, ultimately defeated on the Senate floor. In the House it is the Ritter amendment, sponsored by the congressman from QVC (the cable-only shopping channel). As this page has said before, it is a gross violation of the First Amendment, and it should be stifled. Now, before the courts have to do it.

The First demands a content-neutral approach to telecommunications regulation. If there is to be must-carry legislation, it must apply equally to all legitimately licensed broadcast stations. Congress cannot pick and choose among its favorites in formulating the nation's telecommunications future.

All those lawyers who are fighting for Discovery's place on the streets of Cincinnati (see above) would feel at home arguing the case for home shopping. It's everybody's First Amendment.



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