

- CANDIDATES REMAP ELECTRONIC CAMPAIGN TRAIL / 4
- SURPRISE! FCC CHECKS UP ON LOWEST UNIT CHARGES / 8
- COURT TV: A CASE STUDY OF CABLE COVERAGE / 28



## America Continues Its Love Affair With Bob Eubanks!

8.8

NEWLYWED  
GAME

N'85-N'87

3.5



3.6



Bob Eubanks' Newlywed Game ratings are double the ratings of today's hottest relationship shows.

Source: Nielsen Nov. HH-ROSP as dated.

8.9    8.9    8.5

8.9



N'85

8.9



N'86

8.5



N'87

1.8



PAUL RODRIGUEZ

BOB EUBANKS

In Newlyweds' 1st season without Bob, ratings dropped dramatically. This fall, Bob will be matchmaking, America will be watching, and stations will be cashing in!

# Infatuation



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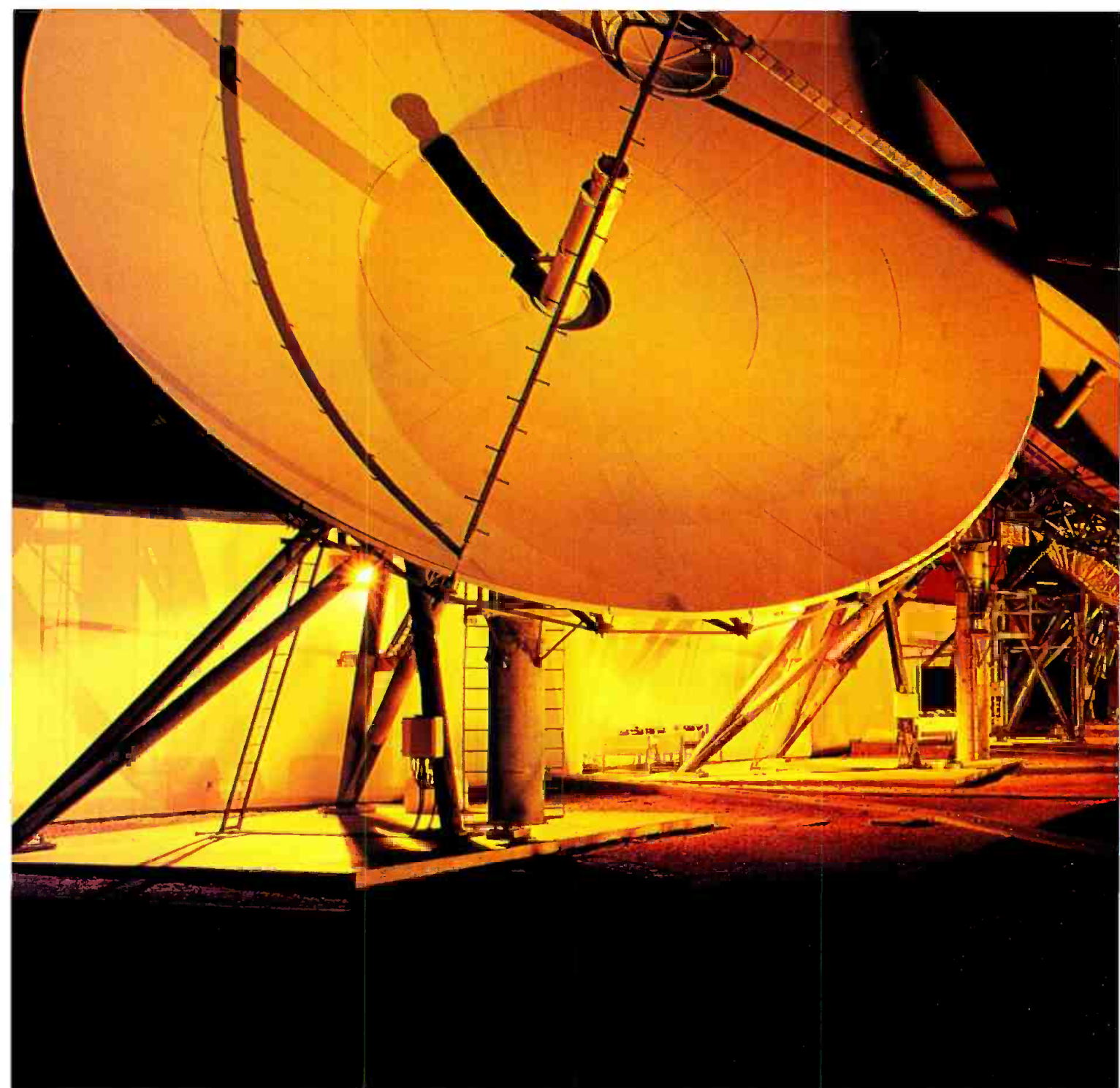
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A CARRIERS PUBLICATION  
**BPME/BDA PROMOTES  
CABLE-FRIENDLY  
CONVENTION**  
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 Vol. 22 No. 25



# Meanwhile, back

Orbiting some twenty-two thousand miles above the equator, a satellite fleet is only as dependable as its earth-bound support network.

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# Top of the Week



*In this campaign, the talk show appears to have replaced the evening news as the soundbite of choice for the candidates, offering more air time and direct contact with the public. The evening news has found itself reporting news made on the talk show circuit: Perot announced his possible candidacy on 'Larry King Live' (left), while Clinton blew his horn on 'Arsenio.'*

## IS CAMPAIGN '92 BYPASSING NETWORK NEWS?

*Talk shows are becoming the latest political battleground for candidates*



By Sharon D. Moshavi

**B**roadcast network news is facing hefty competition, some of it from within the networks themselves, as presidential campaign coverage floods television's fragmented terrain.

Where political candidates once fought for soundbites on the evening news, they now spend their time courting TV venues that will give them more air time and more direct contact with the public. From *Larry King Live* to *Donahue* to *Arsenio Hall*, and even MTV, the talk fests are becoming the political battleground.

Where, then, do the more traditional TV news media fit in a world in which, observers say, they may be less important than they once were?

The networks' initial reponse may be to follow the talk show/call-in show model, but others argue that TV news can save itself only by becoming more serious and hard-hitting in its coverage, not less. "The networks better wake up or they'll find themselves marginalized," says Marvin Kalb, former CBS and NBC correspondent and director, Barone Center at Harvard University.

Kalb and others contend that broadcast network news, through the New Hampshire primary, was involved in substantive campaign coverage. But since then, "They have walked down a flight of steps every week into the dungeon of horse race and character coverage," he says, enabling the softer news shows to gain and "network news departments

to lose their centrality and authority."

Steve Friedman, executive producer, *NBC Nightly News*, disputes the idea that the ascendance of talk and call-in shows in campaign coverage lessens the role of network news. "I think it's terrific. It gives us the perspective on the campaign. It's a jumping-off point and fits into our coverage."

Political appearances in talk show environments show no signs of abating. Both Bill Clinton and Ross Perot were scheduled for one-hour call-ins on *Today* last week (Perot was on for two hours, and Clinton has accepted *Today's* offer to come back for another hour; President Bush's invitation is still unanswered). This week, Clinton

*Continues on page 14*

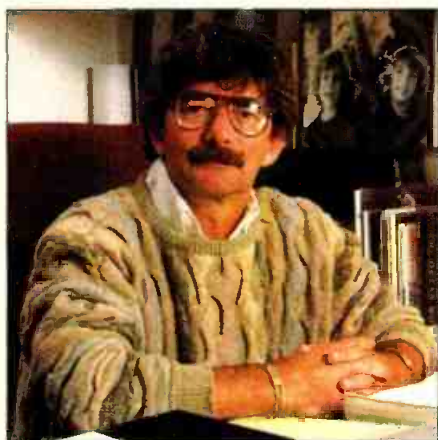
# DEMOCRATS PLAN ONE FROM THE 'HEART'

*Producer Gary Smith  
eschews a king-maker  
convention for a show with  
appeal for both networks  
and viewers*

By Sharon D. Moshavi

**W**ith likely presidential candidate Ross Perot absorbing most of the media attention these days, conventional wisdom is that Bill Clinton needs to shine at the Democratic National Convention in July to recapture his share of the limelight.

To help do just that, the Democrats have brought back Gary Smith, the Hollywood variety show and event producer responsible for the generally



Gary Smith, producer of the Democratic Convention in New York, July 13-16

well-received and well-reviewed 1988 convention. Smith is in charge of everything from designing the arena to orchestrating the music to deciding the program.

Smith wants to repeat the success of the 1988 convention, but changes in the political landscape also demand he produce a much different event. The 1988 convention was flashy and theatrical, he says, with Dukakis holding off an appearance until near the end of the convention. Smith says his instinct this year is "to play down the convention as coronation," a move that should please the networks,

## THE NEW CAMPAIGN TRAIL / 4

The 1992 presidential race finds the candidates exchanging brief moments on network evening news for fuller exposure in other outlets and dayparts.

## SEE JANE RUN OUT / 18

After 11 weeks of production and a \$3 million investment, Twentieth Television has pulled the plug on *Jane*, a talk show targeted to teens and young women and slated for a rollout on Fox stations. Its co-developers hope to take the show to syndication or cable.

## AMPEX LOOKS ABROAD / 22

Calling the U.S. professional TV market "mature," equipment manufacturer Ampex is looking to overseas markets and to the digital equipment storage business for its future growth.

## TOWN OF THE TALK / 24

As talk radio hosts converge on Washington for their annual convention, the format is enjoying rising ratings and influence, and even inspiring TV imitators.

## GAVELED IN WITH A BANG / 28

A number of high-interest court cases have



Seattle BPME conference will acknowledge cable's growing participation in association (p. 38)

boosted the profile of Court TV in its first year, and some TV news executives say the network has shown, through its sheer volume of cases covered, that cameras and courtrooms can work together.

## RBOC'S PITCH JOB BOOST / 31

As Congress moves closer to banning telco entry into information services, the regional Bell companies released a study showing that 1.46 million jobs could be generated by letting RBOC's into the business.

## FRACTURED IMPERATIVE / 37

Despite a fractured

frequency picture worldwide, the First International Symposium on Digital Audio Broadcasting finds Eureka, Canada and Mexico DAB bullish. FCC Commissioner Ervin Duggan calls it "imperative." Delco readies receivers.

## CABLE MAKES NAME FOR ITSELF / 38

Gathering in Seattle for its annual conference, the Broadcast Promotion and Marketing Executives-Broadcast Designers Association weighs the growing role of cable, and considers a name change to reflect the diversification of the media.

## NEWS DEPARTMENTS

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BORD WRGT, DAYTON KTVD, DENVER WXON, DETROIT WSMH,  
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# FCC MAKES SECOND ROUND OF SURPRISE CAMPAIGN AD AUDITS

*Thirty stations and cable systems in 10 cities visited to verify compliance with lowest-unit-charge rules*

By Harry A. Jessell

which cite lack of newsworthiness in addition to economics as reasons to cut back coverage. A big part of what the networks dislike is the convention's king-crowning aspect, says Bill Wheatley, political director, NBC News.

The change, Smith says, is a response not to the networks but to public attitudes. "We should be presenting somebody who can't wait to role up his sleeves and get in there and make this country work. This is not the year to present the bride and make a lovely show," he says.

Smith's background, though, is in presenting lovely shows. He produced the Liberty Weekend opening ceremonies in New York in 1986, has produced televised concerts featuring Barbra Streisand and Bette Midler, and is currently producing a Pia Zadora one-woman show in Florida called "Too Short to Be a Rockette." Smith is also no stranger to Republican functions: he has produced the president's Christmas in Washington for a number of years. He says he personally likes the Bushes, but his convictions lie with the Democrats.

Smith wants to achieve his obvious goal—having Bill Clinton as the next president—by playing to emotions. "I want to appeal to the heart, not the head," he says.

He also wants the convention to appeal to the right audience. Part of Smith's purview is deciding what part of the program is presented each evening and how it is played. For example, one night of the convention goes up against the All Star Game, so that may be a good night to address issues that interest women, Smith says.

Although C-SPAN and CNN will carry gavel-to-gavel coverage of the convention, the broadcast networks—despite their loss of audience share—are still the main vehicle to reach a mass audience, says Smith. Therefore, the convention will gear its most important elements to the ninety minutes or so the three broadcast networks are tuned in each night.

Although details are still being worked out, Smith says video will feature prominently in the convention. The theatrical will also find its way into the program through the use of singers, but they are not likely to be featured in prime time. Since this year is the Democratic Party's bicentennial, Smith is also deciding how much of that celebration to include. ■

**W**ith general elections just five months away, FCC officials last Wednesday dropped in on 30 broadcast stations and cable systems in 10 cities to see if they were complying with newly revised rules aimed at insuring candidates' ability to buy advertising time at the lowest commercial rates.

Hit in the "audit" were 22 TV stations, including the three network O&O's in Chicago; two cable systems, Cox Cable San Diego and Storer Cable Communications of Louisville, Ky., and six radio stations.

visited was asked for a copy of the political broadcasting file and any written disclosure statement, Gross said. In cases where there were no disclosure statements, he said, the station or system was asked to "describe in detail" its disclosure policy.

Although it was not the FCC's intent, Gross acknowledged the audit could lead to investigations for overcharges or other violations. "What comes out in the course of our audit remains to be seen," he said. "When we examine the files and the disclosure statement, we may or may not have further questions."

Stations or systems found in viola-

## The FCC's 30 targets

### Baltimore

WJZ-TV  
WMAR-TV  
WXYV(FM)

### Birmingham, AL

WBRC-TV  
WAPI(AM)  
WBMH(FM)

### Boston

WCVB-TV  
WHDH-TV

WLVI-TV

### Chicago

WMAQ-TV  
WLS-TV  
WBBM-TV

### Corpus Christi, TX

KIII(TV)  
KZTV(TV)  
KORO(TV)

### Indianapolis

WTHR(TV)  
WRTV(TV)  
WFXF(AM)

### Louisville, KY

WHAS-TV  
WAVE(TV)  
Storer Cable

### Omaha, NE

KETV(TV)  
KFAB(AM)  
KMTV(TV)

### Pittsburgh

WPGH-TV  
WPXI(TV)  
WLTJ(FM)

### San Diego

KFMB-TV  
KNSD(TV)  
Cox Cable

Federal law guarantees federal candidates ad time before elections at a station's or system's lowest unit charge, that is, at the lowest rate charged a commercial advertiser for comparable time.

Unlike the FCC's last political broadcasting audit in July 1990, which searched for actual overcharges, last week's audit looked at whether the stations and systems were disclosing advertising information that candidates could use to make sure they were getting the lowest rates.

According to Milt Gross, chief of the FCC's political broadcasting branch, the audit "focused" on compliance with two rules: one requiring maintenance of a file containing a record of all requests for time from candidates and how much was charged for it; the other, written or oral disclosure of commercial advertising rates and discounts.

Each of the stations and systems

tion of any of the rules could be admonished or fined. The "base" fine for such violations is \$12,500, but that could be adjusted up or down depending on aggravating or mitigating circumstances.

The upshot of the FCC's 1990 audit was sanctions of varying degrees against 10 stations—two were fined \$25,000 each—and a rewrite of some of the political broadcasting rules intended to make it easier for stations to comply with the rules and candidates to take advantage of them (BROADCASTING, Dec. 16, 1991). The disclosure requirement was one of the central reforms. The FCC also asserted jurisdiction over the lowest-unit-charge rules, pre-empting civil suits against stations brought by candidates.

Attorneys of audited stations contacted afterward expressed confidence that their clients were in compliance and relief that the FCC did not ask stations for complete advertising

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records and invoices as it did in 1990.

Pulitzer Broadcasting, licensee of audited KETV(TV) Omaha, Neb., has been "very conscientious in trying to figure out and comply with the regulations," said attorney Erwin Krasnow, adding that "the figuring out is the hard part."

The stations themselves were not alarmed. Robert Myers, president and general manager of KFMB-TV San Diego, grumbled about the time it was taking to copy the political broadcasting file but was certain it would contain everything the FCC was looking for. "I think our files are in good shape," he said.

Vann Kennedy, president and general manager, KZTV(TV) Corpus Christi, Tex., said his station has never had a complaint lodged against it for political broadcasting violations. "The inspector didn't think we had any problem," he said.

Others found the audit indicative of the FCC's intention to keep the heat on broadcasters and cable operators. The FCC "is serious about enforcing the political broadcasting rules," said Bobby Kahn, an attorney who has been demanding refunds for alleged overcharges on behalf of candidates in several states for the past year or so. "A lot of broadcasters thought that by getting the commission to assert exclusive jurisdiction, it was a way of burying complaints and making us go away. Obviously, we aren't going away, and the FCC is seriously enforcing the rules."

Kahn said his firm has checked up on some 250 stations. Of those, he said, nearly 50 have issued refunds amounting to \$1.1 million, but full settlements have been reached with only about 25 stations. The firm is trying to settle with the other 25 but, having given up on doing so with 11, it has filed complaints against them at the FCC, he said.

The broadcast attorneys, if not their clients, have been bracing for another audit ever since a group of key congressional communications leaders practically ordered one last February. Representatives John Dingell (D-Mich.), Edward Markey (D-Mass.), Norman Lent (R-N.Y.) and Matthew Rinaldo (R-N.J.), in a Feb. 18 letter to FCC Chairman Alfred Sikes, endorsed the use of periodic audits and asked that Sikes "allocate the necessary resources to permit vigorous enforcement of stations' compliance." ■

## FCC'S NEXT CABLE DEREG DECISION: 25% OR 50%?

*Commission to allow networks to own cable systems; question is what ownership caps will it adopt?*

By Joe Flint

**T**he networks will soon be able to buy cable systems if the FCC relaxes the 22-year-old prohibition against network-cable crossow-

commission, as one option, said to have been put forth by Commissioner Sherrie Marshall, would remove the local caps altogether in favor of "behavioral safeguards."

However, that may have just been

### ABC's Interpretation of the 50% Local Market Cap

| MSO                    | Total<br>Subscribers<br>(000) | Owned Market<br>Subscribers*<br>(000) | Cap<br>Exclusion**<br>(000) | Percent<br>To Be Sold |
|------------------------|-------------------------------|---------------------------------------|-----------------------------|-----------------------|
| ATC                    | 7,148                         | 1,529 21%                             | 1,999 28%                   | 49%                   |
| Comcast                | 3,141                         | 782 25%                               | 682 19%                     | 44%                   |
| Continental            | 2,548                         | 595 23%                               | 495 19%                     | 42%                   |
| Viacom                 | 1,068                         | 370 35%                               | 58 5%                       | 40%                   |
| Cablevision Industries | 1,045                         | 223 21%                               | 19 2%                       | 23%                   |
| Cablevision Systems    | 1,496                         | 961 64%                               | 56 4%                       | 68%                   |
| Cox Cable              | 1,662                         | NA NA                                 | 702 42%                     | 42%                   |
| Jones Spacelink        | 1,179                         | 354 30%                               | 61 5%                       | 35%                   |
| Newhouse               | 1,281                         | 136 11%                               | 246 19%                     | 30%                   |
| Storer Cable           | 1,606                         | 350 22%                               | 377 23%                     | 45%                   |
| Times Mirror           | 1,261                         | 164 13%                               | 456 36%                     | 49%                   |

\*Markets where ABC owns a station and is prohibited from owning a cable system.

\*\*Number of subscribers over the 50% local market cap.

Source: Capital Cities/ABC

nership, as it is expected to do at its meeting this Thursday (June 18).

However, ownership caps that the commission is expected to put in place may discourage the networks from any significant entry into the business.

If the FCC follows the recommendations of its Mass Media Bureau, the networks will be able 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 for the sake of compromise.

It is the 50% local cap that the networks—particularly Capital Cities/ABC—want removed. The affiliates, on the other hand, think 50% is too much of a starting point for the networks and have been pushing for a 25% local cap and a 5% national cap, although they appeared willing last week to bump the latter up to 10%.

Late last week it looked as if ABC's argument was having an impact at the

one way of insuring that the 50% option is seen in a more favorable light by other commissioners including James Quello, who has pushed for the 25% cap (along with a 10% national cap).

Something is usually better than nothing, but when it comes to the local caps the networks say that is not the case.

ABC last week gave the commission a chart (see above) showing the effects of the 50% local market cap on its ability to acquire large cable companies. The analysis is not encouraging. Says David Westin, vice president, general counsel, Capcities/ABC: "When you look at the numbers, even a 50% cap would be very burdensome for us to do a major deal with any cable operator—at 25% it is impossible."

The affiliates argue that 25% is more than enough to make an entry into the business. "Zero to 25% is not

an insignificant entry," says NBC affiliate board chairman Jim Waterbury, president/general manager, KWWL(TV) Cedar Rapids, Iowa.

That's true, say network executives, only if as a practical matter you can get 25%. "Look at the way multiple-systems operators are structured. It is unrealistic to think you can go around and cherry-pick parts of systems—this is not a mom-and-pop business," says one network executive.

The affiliates are also concerned about how the FCC will enforce other safeguards designed to protect against anticompetitive practices. The Mass Media Bureau recommended barring networks from dropping stations or altering channel positions for anticompetitive reasons, however, those recommendations did not make the draft floated to the commissioners last week. It has also been recommended that broadcasters that feel that a network-owned system has acted in an anticompetitive matter such as switching channel positions or cutting that station's access will have to petition the commission for action.

"Broadcasters having to prove motivation for anticompetitive practices ignores the FCC's affirmative responsibility to promote diversity," says David Donovan, vice president, legal and legislative affairs, Association of Independent Television Stations. Donovan adds that it is "interesting that while the Senate and the House are working hard in an attempt to check cable's market powers, the FCC is poised to relax the rules without safeguards, which will lead to massive concentration overnight."

While media analysts like the opportunities cable systems will provide the networks, they too are troubled by the local caps. "Ten percent does not trouble me. Capital Cities/ABC would like to be in the neighborhood of spending \$3 billion-\$3.5 billion, which buys you 1.5 million subscribers," says Wertheim Schroder & Co. Managing Director David Londoner. "But," he adds, "the 50% restricts them. How many municipalities are there with five different cable operators?" Another analyst described the local caps as a change that cannot be utilized—"typical Washington."

Jay Nelson, analyst, Brown Brothers Harriman & Co., says cable systems in the current marketplace are "not much of a bargain." ■

## TALK SHOWS FLOURISH DURING MAY SWEEPS

By Mike Freeman

**S**yndicated talk shows continue to exhibit year-to-year share growth, while news magazines seem to be softening, with audience shares dropping or remaining flat in Nielsen's May sweeps (NSI, April 23-May 20), according to research and analysis by Petry Television.

Among talk shows, *Oprah Winfrey* has continued on a "sustained growth curve" with an 11.7 rating/36 share, up 2 points from May 1991 and 11 share points ahead of its lead-in programming, reported Petry's vice president and director of programming, Dick Kurlander. *Donahue* was next in line with a 7.0/27, down 1 share point from May 1991. *Sally Jessy Raphael* posted a 3 share gain from last year with a 5.9/26 average. *Regis & Kathie Lee*'s 4.7/21 was down a share point from the year-ago sweeps.

*The Maury Povich Show*, a rookie talk show, turned in a 4.5/18 average, up 2 share points over the prior year's programming, but down 3 share points from its lead-ins. *Geraldo* had a "respectable" 3.8/16, up 1 share from a year ago. *Montel Williams* (51 markets) registered a 3.4/15 sweeps average, down 2 share points from May 1991 programming and down 1 share from its performance last February. Another slow-rollout talk show, *Jerry Springer*, posted a 2.2/8 in 19 markets, down 3 share points from year-ago programming.

*The Joan Rivers Show* continued downward with a 2.1/8 average, dropping 1 share point from the February 1992 and May 1991 sweeps. Kurlander said *Joan* could soon "cross paths" with rookie *Jenny Jones*, whose 2.0/10 average was 2 share points under May 1991 and flat from its February performance.

In the late-night talk arena, *The Arsenio Hall Show* was down 2 share points from the February and May books with a 3.0/12 average, its continuing erosion most evident in a 3-share-point drop among males 18-34. No sweep-to-sweep growth was recorded for the slow market introduction of *NightTalk with Jane Whitney* (2.3/14 in 13 markets). And *The Dennis Miller Show* recorded a 1.1/6 average, 40% below its lead-in programming and 2 share points under the May 1991 time period performances.

Among the news magazines, *Entertainment Tonight* had a top-ranked 8.1/16 average; however, that was down 2 share points from May 1991.

*Inside Edition* finished second with a 6.8/18, down 1 share point from the February and May books. *A Current Affair* also posted 1-share-point losses from both books with a 6.7/16, while *Hard Copy* remained flat at 5.6/16.

*Wheel of Fortune* (15.1/32) and *Jeopardy!* (12.6/28), although remaining flat, easily held on to the top spots in syndication, far ahead of the competition.

In the off-network sitcom category, long-time stalwart *Cheers* stayed atop with a 6.3/17, although it was down 2 share points from the year-ago sweeps. *Golden Girls*, a sophomore entry, held even with the February 1992 and May 1991 books with a 6.0/17.

Among rookie off-net sitcoms, *Married...with Children* had a top-ranked 5.5/14 average, up 1 share point in both books. However, Kurlander called *Full House* a "major hit," with a 5.5/13 average, up 4 share points from May 1991.

The top-rated weekly first-run series was *Star Trek: The Next Generation* with an 8.0/21 average, up 2 share points from the February and May books. ■



**'Married': highest rated newly launched off-network sitcom**

# CABLE REREG BILL DOWN TO THE WIRE

*As markup approaches for H.R. 4850, must-carry/retrans-consent issues are still not settled; also, rate regulation question is revived by FCC's Sikes*

By Randy Sukow

**T**he shape of the final Energy and Commerce Committee cable reregulation bill is still uncertain as preparations are made for an expected markup tomorrow (June 16). The most controversial issues of the subcommittee bill (H.R. 4850)—must carry/retransmission consent—were still unresolved last week and may yet be radically altered or dropped from the committee bill.

Meanwhile, the issue of federal rate regulation, which had been comparatively less controversial over the past two months, was revived by FCC Chairman Alfred Sikes, who claimed regulation as proposed in H.R. 4850 would cost the FCC between \$22.5 million and \$54.7 million, or 17%-44% of the current commission budget in the first year after enactment.

The new FCC estimates could have a significant effect on the markup debate. "It's sort of curious that all of this is coming up now, as opposed to January or some other time," said an industry observer asking not to be named. "It sounds very much like [NCTA President Jim] Mooney has added another lobbyist to his stable."

No official notice of an Energy and Commerce markup date had been released at deadline Friday, but Capitol Hill staff and broadcast and cable lobbyists were operating under the assumption that there would be action this week.

H.R. 4850, the bill introduced by Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) and passed by the subcommittee (BROADCASTING, April 13), is similar to the cable bill passed in January by the Senate (S. 12), with tough rate-regulation and access-to-programming proposals as well as the broadcasters' highest priority, must carry/retransmission consent. Cable bill supporters are said to be planning a substitute measure to H.R. 4850, with compromise measures developed since the subcommittee markup.

Republican committee members are also planning to introduce a substitute similar to one proposed by

ranking minority member Norman Lent (R-N.Y.) at the subcommittee level, which failed by a narrow 14-12 vote.

The authors of both substitute proposals were believed to be undecided about inclusion of retransmission consent. The House Judiciary Committee is expected to press for jurisdiction over the cable bill if retransmission consent is included and to attempt replacing the provision with the language in H.R. 4511, a plan to open a second revenue stream for broadcasters by gradually eliminating the cable compulsory license for local signals. (There were tentative plans last week to hold a Copyright Subcommittee markup to make adjustments to H.R. 4511 this Wednesday, June 17.)

Regardless of which substitute to H.R. 4850 is approved this week, retransmission consent may be dropped from the bill to avoid the possible referral to the Judiciary Committee. Supporters of the provision would then seek to retrieve it either on the House floor or in conference with the Senate.

Many had hoped House Speaker Tom Foley (D-Wash.) would make an informal ruling on the Judiciary Committee's claims to jurisdiction over both retransmission consent and program access before this week's Energy and Commerce markup. But Foley, after having met with Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Judiciary Chairman Jack Brooks (D-Tex.), is said to have decided not to decide.

It seems likely, however, that program access will be included in the Dingell-Markey substitute. Talks between the National Cable Television Association and Satellite Broadcasting and Communications Association requested by Dingell to settle the program-access dispute (BROADCASTING, June 8) broke down early in the week. But Telecommunications Subcommittee member Billy Tauzin (D-La.) late in the week was said to have developed program-access language that the House Parliamentarian's office would allow to pass without referral.

Sikes released the new FCC rate-

regulation cost estimates in a letter to Energy and Commerce Committee members as well as leaders in the Senate. S. 12/H.R. 4850's rate regulation "would have a negative impact on the ability of the FCC to do its job in all areas," he said. He suggested more cost-effective cable regulation could be handled by state public utility commissions rather than the federal government.

Sikes's new cost analysis differs greatly from the Congressional Budget Office's estimated \$2.8 million during the first year and \$12.9 million during the second, as published in the S. 12 committee report written a year ago. The new FCC estimate factored "a variety of alternative assumptions" regarding the numbers of local franchising authorities expected to request FCC rate regulation and the number of cable systems expected to request rate hikes annually, Sikes said. ■

## CNN BUYS AND FOLDS GROUP W NEWSFEED

By Rich Brown

**T**urner Broadcasting System last week bought and closed down Group W Newsfeed, consolidating the newsfeed business into two major players and bringing an end to Group W's 30-year news presence in Washington.

While terms of the deal were not disclosed, it was believed that Turner paid Group W upwards of \$2 million to acquire the 11-year-old newsfeed and a second feed, The Entertainment Report. A Group W spokesman would not comment on the specific financial condition of the Washington-based operation, which sources said had accumulated losses in the seven fig-

## EUROPEAN BROADCASTERS GATHER AT NAB/RADIO MONTREUX

**N**AB/Radio Montreux drew more than 1,000 broadcasters from 38 nations to that Swiss city for the association's first overseas conference/exhibition, June 10-13. Coinciding this year with the launch of the European Association of Broadcasters (AER) by growing numbers of private broadcasters there, the conference featured panel discussions of programing, regulation, financing and management. One hundred and one companies, most of them European, exhibited at the show. "It is our hope," NAB President Eddie Fritts told attendees, that the AER, "like NAB, will provide a single voice for the industry and the services to make individual private stations vibrant and viable businesses."

During the First International Symposium on Digital Audio Broadcasting (see page 37) at the same site,



"stabilize democracy worldwide" by fostering cultural diversity.

"The most important executives of almost all of Europe's private radio broadcasting organizations and many public broadcasters attended found NAB Radio Montreux the perfect event at which to share ideas and make new connections," said L. Lowry Mays, convention co-chairman and one of more than 100 U.S. broadcasters there. NAB will announce follow-up conferences later this year.

-PDL

ures. "In our view, this business made more sense as a growth property for CNN than for Group W," he said.

The sale further strengthens CNN Television, the Turner division that provides newsfeeds to stations across the country. CNN Television later this month will take over most of Group W's 88 affiliate agreements, boosting its reach to more than 350 network and independent stations nationally. The closest competitor remains Conus, the Minneapolis-based news cooperative with 105 affiliates in the U.S. and now the only major newsfeed not affiliated with a network.

Group W told the 32 staffers in its Washington office last week that their jobs would be terminated as a result of the sale. Turner executives in turn said they would try to find positions for the laid-off staffers within their organization. There were no immediate plans to dismantle The Entertainment Report, which staffs 14 full-time and six part-time employees in Los Angeles.

"It is sad to see the business change and economic conditions tighten so much that services like this are very difficult to maintain," says Gerald Udwin, who worked at Group W's Washington news bureau from 1967 to 1982, including six years as bureau chief. ■

## CHAPADOS SAILS THROUGH CONFIRMATION HEARING

By Randy Sukow

**G**reg Chapados, chief of staff to Senator Ted Stevens (R-Alaska), is likely to be confirmed and sworn in this week as the Bush administration's new assistant secretary of commerce for communications and administrator of the National Telecommunications and Information Administration.

The full Senate is expected to take up the nomination tomorrow (June 16), said Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) at the end of a brief and cordial Senate Commerce Committee hearing on the nomination last week. "I'm certain it will be unanimously approved," Inouye said. "This [hearing] is one of our more happy chores."

Chapados told the committee he would carry on the "market-oriented approach to national telecommunications policymaking" of his predecessor, Janice Obuchowski. At the same time, he promised to work on a cooperative basis with Congress. "I strong-

ly believe that telecommunications is one of the keys to our nation's future and that there is a consensus on basic telecommunications goals that should outweigh disagreements on specific issues," he said.

"I'm slightly worried about what the people at home are going to think about this appointment, because now they'll have only me to deal with in terms of telecommunications policy," said Stevens, Chapados's boss for the past nine years. "Greg has literally carried the load on telecommunications for a long time. He's really worked to become one of the Senate's experts in this area."

Stevens also praised Chapados, a Fairbanks, Alaska, native (BROADCASTING, June 8), for his service to the state. The other members of the Alaska congressional delegation also appeared and praised Chapados.

Inouye said all of Chapados's disclosure statements were in order and that the committee had received no negative comments on his nomination. ■

## TALK RADIO A PLAYER IN PRESIDENTIAL CAMPAIGN

**T**alk radio, which has often been dismissed as the domain of loudmouths, cranks and rabble-rousers (see page 24), finds itself perfectly suited to cover the 1992 presidential campaign.

And because of the medium's unique ability to monitor the public's pulse, talk radio itself has emerged as a key player in the campaign, making news as much as covering it. For example, call-in show hosts say their medium was the first to spot the surge of support for Ross Perot and was the first to take Perot seriously.

"I would offer this analogy," says nationally syndicated talk host Rush Limbaugh: "Talk media is to the dominant media institutions what Ross Perot is to the dominant political institutions. It is the portion of the media that the people trust the most."

The candidates seem to be taking notice. Before the New York primary, Bill Clinton scored points with the locals by swapping jokes on-air with WFAN(AM) morning man Don Imus. When Jerry Brown upset Clinton in the Connecticut primary, political experts said that a key

factor was his frequent appearances on radio call-in shows.

"He went from being an oddity to being the winner," says Michael Harrison of WTIC(AM) Hartford, Conn., who had Brown on his show several times.

Talk radio, with its opinionated hosts, also puts a new variable into the political equation: the potential for endorsements from trusted media figures. In Boston, for example, Jerry Williams of WRKO(AM) has been touting Perot for nearly two months.

The biggest endorsement—from Limbaugh—is yet to come. Limbaugh told BROADCASTING he will eventually make it clear to his listeners which candidate he supports. "They'll know without hesitation," he says.

When Limbaugh spent the evening at the White House as President Bush's guest earlier this month, political observers speculated that Bush was angling for just such an endorsement. But Limbaugh says the visit was "all social" and that Bush never even asked to be on Limbaugh's show. -PV

## CAMPAIGN '92

Continued from page 4

will appear on *CBS This Morning* talking to voters at remotes around the country, and he will also appear on MTV talking to a group of young voters for an hour.

"I wouldn't even call it coverage," says Richard Noyes, election project director, Center for Media & Public Affairs, of these forums. "I'm not sure there's a difference between Clinton paying a network to take calls [as he did last Friday night in prime time on NBC] and getting it for free on the *Today* show." Nevertheless, few doubt the impact of either appearance, especially the latter. The softer news shows have "obviously diluted some of the impact of the hard news. It's difficult to separate, politically, the impact of a *Donahue* show from the evening news," says political media consultant David Garth, who also acknowledges that "the softball question may elicit a more thoughtful response than the hardball question, on which the candidates have been extensively briefed."

The networks' nighttime news operations are also getting into the act. ABC is working with six senators who proposed that the network air three one-hour forums in which two retiring senators question each candidate individually on the budget deficit. The invitations went out last week. So far,

only Clinton has accepted. What does the proposed forum have in common with the talk shows? Little use of journalists.

That may be one reason candidates like the new formats—they don't have to deal with tough questions from reporters, say observers. Still, the most obvious reason candidates are looking beyond conventional newscasts may be that newscasts simply do not have the reach they did four years ago, during the 1988 presidential election. Evening news ratings for April and May are down 6% from 1988. But more than numbers, the perception that the TV media have fractionalized, largely because of the growth of cable and syndication, may be turning candidates away from more conventional outlets.

Some speculate the change in the way candidates use the media might not have happened were it not for Ross Perot, who started the trend by announcing his possible candidacy on CNN's *Larry King Live*. "No one else is that media-savvy," says King, who believes Perot had no intention of announcing his campaign that evening, if at all. Why did he? King says it is because the venue of an unedited long interview, and direct contact with the public, is appealing. Garth agrees: "It's a warmer environment. That's why Perot chose it. King does not take the role of the inquisitor."

The networks' evening news programs now devote a large amount of

time to reporting what was said on the day's talk shows, much the way they used to report on a candidate's campaign stops. Some fear the evening news may be eclipsed by the networks' own softer news programs. When Perot appeared on NBC's *Today*, the show "was more important than the *Nightly News*," says Garth.

Like NBC's Friedman, Susan Zirinsky, senior politics producer, CBS News, views the call-in and talk show forums as an opportunity. "It becomes part of the story," she says, adding that it challenges news departments to look more analytically at conversations and answers that take place in less critical venues.

The question remains: how long will this trend toward call-in and talk shows last? Former NBC News President Larry Grossman believes it is a danger to the evening news, and not just in election coverage. He sees the trend extending to events such as televised trials, which the public wants to watch without the interference of a reporter. But others believe network news will regain the stage when the political conventions get under way in July and that, in the end, the perspective and experience of the political reporter will prevail. ■

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

# Kennen Williams Appointed General Manager of Noll & Co., Inc.



*Dick Noll, left, congratulates Kennen Williams.*

Kennen Williams, former Station Manager, Director of Sales and Marketing for San Francisco's KPIX-TV, has been named to the Office of President and General Manager for Noll & Co., Inc. Noll & Co., Inc., a nationwide consulting firm in business for 14 years, develops integrated promotions for retailers and their vendors in conjunction with broadcast media.

Dick Noll, the company's founder, says he "is stepping back from day-to-day operations of the company," and "is excited to have a person of Kennen Williams' professional skills and excellent industry-wide reputation available to manage the firm."

Noll & Co., Inc. was founded in 1978 in Red Bank, NJ, but now has offices in five locations coast-to-coast in Hilton Head Island, SC; Ft. Wayne, IN; Dallas, TX; Albuquerque, NM; and San

Francisco, CA. Since its inception, the firm has worked with more than 1,200 retailers and 2,000 vendors with nearly all of its promotions supported by blue-chip television stations. Since 1978 Noll & Co. has developed more than \$100 million in incremental revenue for the broadcast industry. Mr. Noll said that Williams "will reposition Noll & Co. from a single-discipline organization to one that offers media organizations at least a dozen different services."

Mr. Williams said, "We have identified multiple services that I know from personal experience businesses would prefer to purchase on a per diem rather than on a staffing basis." Services available beginning July 1992 will include: Sports Marketing, Sales Training, Executive Search, Outdoor Media Negotiation and Strategic Planning Facilitation. Other services to be announced.

Williams will be based at the San Francisco office at 4000 Bridgeway Blvd., Suite 205, Sausalito, California, 94965, (415) 332-5640, while Noll will be based at the East Coast office at 7 Office Park Drive, Suite 731-32, Hilton Head Island, South Carolina, 29928, (803) 842-6540. Additional offices: Albuquerque, Ron Steiner (505) 293-4323; Dallas Jim Landon (817) 354-6994; Fort Wayne, Joe Tonsing (219) 485-4394.



# Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

## MATTER OF INTERPRETATION

FCC Commissioner Sherrie Marshall was none too happy with Chairman Al Sikes's letter to the Hill, which decried the cost to the FCC of cable rereg legislation and stated: "We and the President share an interest in seeing that [the measure] is effectively implemented," should it become law. Marshall was principally upset by the use of "we" and what she read as Sikes's tacit support for cable rereg. "This is a letter stating Al Sikes's views and nobody else's," she told BROADCASTING. "I share the administration's view, which is opposed to legislation." Sikes's Chief of Staff Terry Haines said Marshall misinterpreted the letter. Sikes opposes reregulation, he said. "The point of the letter was to make it crystal clear to members considering the legislation the regulatory costs it would impose on the agency."

## DRAFT DELAY

It appears the FCC will delay issuing an advanced TV channel allotment draft until July, in part to catch up on other issues with Mexico, including negotiations on new FM and AM radio treaties, as well as wireless TV—all involving complex interference protection issues. Although Mexican authorities are well aware the U.S. is preparing to double the number of TV licenses to accommodate HDTV, the FCC has decided not to "complicate our relationship right now," says one State source, adding he has "no sense that [Mexican authorities] are avoiding the issue; the plate is just pretty full."

NEW YORK

## WINNOWING TIME

Networks affiliated with Group W Newsfeed might lose the service as a result of Turner Broadcasting's acquisition of the newsfeed last week.

## KRON-TV, KCRA-TV CUT STAFFS

The prime time shifts in Sacramento and San Francisco may be taking an economic toll on network affiliates in those markets, although executives at two stations that have made recent staff cuts say they are unrelated to the shifts. KRON-TV San Francisco laid off five employees last week, at least three of them news staffers. General manager Amy McCombs said the layoffs were an "adjustment" to the softening of the advertising economy. Also last week, KCRA-TV Sacramento, also testing a prime time shift, laid off 21 employees (10% of the station's workforce), which comes on top of last March's dismissal of 40 employees from the now defunct Kelly News & Entertainment production division. According to station owner Jon Kelly, however, the layoffs were unrelated to the shift and its resulting rumored \$7.5 million to \$10 million in spot advertising losses, describing the cuts instead as a "pre-emptive" move due to an expected decline in ad revenue in 1993. "If you look around, stations around the country are cutting jobs due to the economy," Kelly said. "This is only the second time in 37 years that we've had to cut employees. It is not something I like to do, but I'd say that's a good track record."

Turner executives, not wanting to provide news footage to any outlet directly competitive with their own cable networks, have already crossed USA Network and Orange County Newschannel off the list.

## EYES ON THE BUYS

If Wall Street's hunch is right, Infinity Broadcasting is looking to make a mega-deal with another major-market station group. A new Shearson Lehman Brothers report on Infinity reads in part: "Investors should therefore expect the company to be continually exploring acquisition opportunities in the top 20 markets, with the emphasis on the acquisition of a major station group." There are only a handful of groups concentrated in the major markets: CBS, Capital Cities/ABC, Westinghouse, Cox, Bonneville, Viacom, Great American Communications, Gannett and Tribune. Shearson Lehman Brothers itself holds 13.7% of the outstanding common stock of Infinity.

## FALTERING FAIRMONT

Expect jawboning over the fate of Fairmont Communications during the next few weeks. Fairmont, group owner of four AM's and five FM's, has defaulted on debt incurred dur-

ing the \$120 million purchase of stations from Price Communications. Banks are actively considering options, as are other debtholders, including Price itself, which provided seller financing. If Fairmont does not repay the seller notes held by Price by September, Price can increase both ownership—from 27% to 32%—and board representation, possibly giving it control of the board. Remaining shareholders include two venture capital funds and Osborn Communications.

LOS ANGELES

## TELENOVELLA TIME

The networks' search for year-round original episodic programming in prime time has apparently led NBC to the idea of telenovellas, the popular programming form seen heavily in Latin American television. The network is in discussions with New World and the Miami-based Coral Pictures for a short version of a project titled *The Lady of the Rose*. The network is apparently interested in a four- to five-week run consisting of 25 to 30 episodes that would air five days a week for the duration of the project. If acquired, the show would be ready to air next season.

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Sol Talshoff (1904-1982)

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# BI-COASTAL

Keeping up with the TV set  
from Burbank to Sixth Avenue

## Terminated Too

About 200 present and former employees of the soon-to-be-closed Carolco Television (formerly Orbis Communications) whooped it up last Thursday night at Hart's nightclub in New York City at a "Terminated Too" party. The party, named after the popular Carolco feature, *Terminator 2*, included free "Terminated Too" sweatshirts for party-goers.

## Ahead of its time?

Last week's most unusual explanation for the collapse of a cable network came from The First Church of Christ, Scientist, which issued a four-page press release about the general health of the church and its operations. (Its investment of \$327.5 million in The Monitor Channel, which it is folding on June 28 after attracting no buyers, was a sore spot at the church's annual meeting last week.) "When considering the tremendous change that we've experienced in the world," says the release, which never mentions The Monitor Channel by name, "it's well to ask ourselves if technology has forced us to move ahead of our ability or if Mrs. Eddy's [Mary Baker Eddy] discovery of Christian Science has so opened to human consciousness as to reveal the great possibilities that technology presents. On this basis, we find that technology becomes not our master but our servant. The efforts at expansion and the opposition they raise are not at all unlike the opposition encountered in Mrs. Eddy's time. New ideas

stir up thought and often result in opposition and resistance. Yet only with the development of new ideas can mankind forge ahead."

## Newsman of letters

Former WCCO-TV Minneapolis news director and VP and general manager Ron Handberg has written a novel, *Savage Justice* (\$18.95, Birch Lane Press), that was headed for the bookstores last week. The story focuses on a TV reporter's investigation of a powerful judge who is also a pedophile.

## The two Robinsons

Ask eighth graders in Syracuse, N.Y., who Jackie Robinson is and they'll tell you: She's the news anchor for WSTM-TV, the local NBC affiliate there.

During a statewide social studies test, students were asked to write about prominent New Yorkers who had made contributions to society. A choice of 10 names was given, among them Washington Irving, Theodore Roosevelt, Susan B. Anthony and (the test makers thought) Brooklyn Dodger great Jackie Robinson, who broke the baseball color barrier in 1947. More than a dozen Syracuse eighth graders wrote, instead, about the anchorwoman. Robinson—the anchor—broke a barrier of her own when she became that station's first black anchor in 1990. "This thing has taken on a life of its own," she told BROADCASTING of her newfound notoriety. "I would have never considered myself in the

same category with these people. It's quite an honor that kids are choosing to write about me."

State education officials in Albany decided to accept answers about either Robinson.

## Fun with Dan and Murphy

Vice President Dan Quayle's criticism of *Murphy Brown* has provided unexpected "promotional value" to Warner Bros. Domestic Television Distribution's off-network launch of the CBS sitcom. For this week's BPME-BDA convention in Seattle, WBTD's senior vice president of creative services, Jim Moloshok, has put together a humorous tape using excerpts from the network and syndicated news programs that have given extensive play to reaction over Quayle's comments. "We're just going to show it to the station marketing executives at our workshop for a few laughs," says Moloshok. He stressed that the presentation reel will not be a part of WBTD's upcoming on-air promotional campaign. □

Staying on the subject of *Murphy Brown*, the story arc of the birth of her new baby will be repeated by CBS to culminate, appropriately enough, on Labor Day. In addition, Moloshok suggested one of the promotional themes for the off-network launch will be, "Congratulations, Murphy Brown, on your quintuplets," a reference to the five days a week it will air in syndication.

# Television

## PRODUCTION IS HALTED ON 'JANE'

*Show may go on in syndication and cable*

By Steve McClellan

**D**espite some impressive ratings in the show's target audience, production on *Jane*, the saucy and provocative talk show targeted to teens and young women, was halted a week ago with Twentieth Television's (Fox) decision not to go forward with the project. However, the show may go on, in syndication or cable, or both, according to Pat Mastrandrea, group publisher and director of broadcast services for Lang Communications.

Lang is publisher of *Sassy* magazine, whose editor, Jane Pratt, hosted *Jane*. The show was co-developed by Fox, under the direction of Garth Ancier and Lang, represented principally by Mastrandrea, former vice president of sales at Fox Broadcasting Co., who for a time also held key posts at other News Corp. companies.

Initially, Fox had hoped to launch the show at its flagship station WYNW(TV) New York, then roll the show out to other Fox-owned stations and into syndication. But after 11 weeks in production and roughly \$3 million in development and production costs, Twentieth Television pulled the plug, after deciding the show was too expensive to make a return on the investment.

From its debut in mid-March on WNYW, the show strived for a controversial edge, and that raised concern among advertisers. With subject matter such as women and AIDS, and "X-rated ways to work your way through college," the program was a "very tough sell," according to one station source.

## SYNDICATION UPDATE

■ All American Communications will begin production of a second season of first-run action-adventure *Baywatch*, with 120 markets and 85% of the U.S. renewed for year two. Production will resume July 6 with a two-hour season-opening special. All American has also signed Robert Conrad to host the live two-hour special *The Kennedy Assassinations: Coincidence or Conspiracy*, to be broadcast nationally July 7.

■ DSL Productions has signed Christopher Reeve to host *Hollywood F/X Masters*, a fall 1993 weekly reality series on film special effects. A domestic distributor has yet to be signed. Reeve will also host the second season of *Hollywood Stuntmakers*, a weekly series on The Discovery Channel.

■ Krypton International Corp. inaugurated its *All Night at the Movies* on June 8 as a satellite-fed syndicated overnight movie programming service. The service had been in development and tested for the last year on Krypton-owned WABM-TV Birmingham, Ala.; WNFT-TV Jacksonville, Fla., and WTVX-TV West Palm Beach, Fla.

■ Barruch Entertainment's eight-

part miniseries, *Shark Terror*, has been cleared in 102 markets (75% coverage), with major market deals concluded with WWOR-TV New York, KCAL-TV Los Angeles, WFXT(TV) Boston, WXON(TV) Detroit, WOIO(TV) Cleveland, WFTS-TV Tampa and KITN(TV). Stacy Keach is host of the summer specials, which Barruch is distributing for producer Atlas Media Corp.

■ Turner Broadcasting System's weekly *News for Kids* has been sold in more than 150 markets (90% coverage) for a September 1992 syndication debut. Turner's CNN and TBS Productions are producing the half-hour, which will share a simultaneous cable window with Turner's WTBS(TV) Atlanta.

■ Litton Syndication and Engle Productions report that production has begun on the second 13 episodes of a new mid-season weekly, *ZooLife with Jack Hanna*. Currently cleared in 131 markets—40 of the top 50—representing 87% of the U.S., Litton has received most recent clearance deals with KPIX-TV San Francisco, WJLA-TV Washington, WEWS-TV Cleveland and KSTP-TV Minneapolis.

Said Mastrandrea of Fox's move out of the show: "We regret the decision. We believe the show was very successful. It was up 30% in household share in the time period and number one among women 18-34 [and number two among women 12 to 24, behind *Saved by the Bell*]. Our plan is to move forward."

Mastrandrea declined to provide specifics, but sources with knowledge of the plans said Lang has discussed syndication opportunities with both Buena Vista Television and Viacom, among others. In addition, sources confirmed Lang and Lifetime are talking about a possible run on the cable network, which would not rule out a

syndication deal.

As to content, Mastrandrea said, "We had some concerns about the tabloid nature of the show." Lang and Fox, in agreement on that point, she said, were taking steps to tone it down in that regard.

There was also some debate last week as to whether *Jane* could continue in or close to its current format without Fox's blessing. According to Garth Ancier, who is under contract to Fox and who had been executive producer for the show up to the time production halted, Fox owns both the program's name and the show's concept.

"We are at a legal impasse right

now," he said last week of Fox and Lang. "Basically, one of the parties [Lang] got greedy."

However, Mastrandrea took issue with Ancier's view. "It's not possible to patent a format," she said. "Fox owns the product that they produced and we will respect that. But overall,

we can take what we like [from the first approach] and develop it into [whatever new approach] we want to take."

In addition to *Jane*, Lang is developing a magazine show based on *Sassy*, as well as a magazine show based on *Dirt*, a Lang publication that

targets male teens and young men.

*Jane* is the second recent attempt by Fox stations to develop a first-run, syndicable strip aimed at teens. Two years ago, it tried a costly soap opera called *Tribes*, which aired on the Fox O&O's for two months before being canceled. ■

## L.A. SCREENINGS BECOMING A WORLDWIDE DRAW

*Program marketplace is attracting a greater number of European and Asian buyers; action-adventure hours are in big demand and short supply*

By Steve Coe

In the last major meeting of international exhibitors and buyers before October's Mipcom in France, the Los Angeles screenings concluded last week with increased participation from such smaller markets as Turkey and less activity from the United Kingdom.

"The L.A. screenings are taking on more and more influence," said Armando Nunez, senior vice president, IBS-Trimark. "It used to be primarily just the Latin Americans that came into town, but now we have a lot of Europeans and Asians as well."

As in the past, action-adventure series and movies continue to be the genre in demand, primarily because those projects lose less in translation to other languages. "The international demand rarely changes," said Bruce Gordon, president, Paramount International TV Group. "It's usually action series and films. Comedy series are never easy because in most of the world most of the comedies have to be dubbed and wind up losing their humor in the dubbing," he said. Despite the traditional difficulty in selling comedies, Gordon said Paramount got good response from buyers for two of its new comedies—*Bob*, starring Bob Newhart, and *Glory Boys* (formerly *In the Loop*).

Also citing more receptiveness by buyers for comedies was Stan Golden, president, Saban Entertainment. "One area that seems to have picked up is the half-hour sitcom. We've had a number of inquiries from buyers who have expressed interest that they might not have in the past."

Since hour dramas have dwindled on the U.S. networks over the past few years, international buyers have

been forced to look for other types of programming to fill their schedules. "I know the reaction from clients coming back from screenings is that there are a lot of comedies out there, and if they had their druthers they'd like to see more action hours," said Nunez.

"The one-hour action genre, which is a proven success, is in such short supply that buyers are having to look for alternatives," said Golden, who cited reality shows, adding that "they're taking second looks at comedies. In Australia sitcoms are faring better than one-hour dramas. In Spain sitcoms are also doing well." As evidence of the growing popularity of reality programming among international markets, Golden said Saban received heavy interest for *Unsolved Mysteries*, and Paramount's Gordon said interest was high for *Sightings*, which has aired on Fox in the form of specials and is on the fall schedule.

Certain markets cut back their presence at the screenings, while others continued to acquire programming aggressively in Los Angeles. "We've had a significant level of interest from Latin America," said Jamie Bennett,

CEO and president, ACI. "France, despite what you read, has been very active with us," he said. ACI, which is responsible for approximately 20% of the long-form projects in the United States, negotiates not only the broadcast or cable rights for its projects but also contracts with home video and pay television in each international market. "We're dealing with more than 100 markets and three different media in each market—home video, pay television and free television. So it's a little different for us because with series you don't have to deal with home video and pay television," said Bennett.

Saban's Golden named Germany and Italy as being particularly active in acquisitions. "Germany was an especially active market based on the number of changes in their broadcasting system. The networks there have become quite aggressive, including the public channels ARD and ZDF. The smaller territories that came in aggressively were the Turkish channels. The Turks found a loophole in the law, which has made it much easier to establish new networks. The downside,



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however, is that Turkey is still a secondary market, so it doesn't affect our bottom line," said Golden.

The smaller-market participation in acquiring product was felt not only among the major suppliers but also by some of the smaller independent producers such as Miami-based Coral Pictures, which until a few years ago counted only the Latin American markets as clients. "Years ago we were primarily a Latin American supplier," said Gustavo Basalo, Coral's director, marketing and sales, "but with the popularity of tele-novellas, our sales have expanded to worldwide markets. The number-one show in Israel now is our tele-novella *Cristal*," he said. The popular novella, consisting of 248 hours, has been used by the company to open a number of international markets previously closed to that type of programming. "[*Cristal*] is like our arrowhead for opening up a market. It is what helped us open Spain, Turkey, Italy and Greece," said Basalo.

"In terms of the other territories, the United Kingdom was noticeably absent, with the exception of British Sky Broadcasting," said Golden. ■

## JUDGE DENIES TAPE REQUEST

*Does not rule out future access to execution video*

By Steve McClellan

**A** federal Judge in San Francisco has turned down a request by the Northern California chapter of the Radio-Television News Directors Association (Nor-Cal RTNDA) for immediate access to a videotape that recorded the gas chamber execution of Robert Alton Harris in April. However, the judge did not rule out future access to the videotape by broadcasters.

Harris, who was executed on April 21, was the first death row inmate executed in California in 25 years. In the hours leading up to Harris's death, U.S. District Judge Marilyn Patel granted a request by the American Civil Liberties Union to videotape the execution.

The ACLU request was made in connection with a lawsuit the organization has brought against the state of California that seeks to prove that

death by the gas chamber is a "cruel and unusual" form of punishment, which is banned by the Eighth Amendment to the U.S. Constitution.

On May 22, Nor-Cal RTNDA President John Catchings wrote a letter to Judge Patel seeking access to the tape. "The RTNDA agrees with your declaration that the videotape constitutes 'evidence critical' to the case before your court," Catchings wrote. Typically, evidence in a court case is open to the public.

However, in Patel's May 29 response, she told Catchings that "the court allowed the tape to [be] made on the condition that it be deposited with the court under seal and that it not be provided to anyone, including the parties in the case, unless it is needed for evidentiary purposes."

The tape remains under seal and has not been seen by anyone, including the parties to the case and Patel. "Until the tape becomes evidence, it will remain sealed and is not accessible to your organization or to anyone else," Patel told Catchings.

With the tape under seal, it technically hasn't been introduced as evidence in the case. According to attorneys familiar with public access aspects of the law, there are precedents for access to documents if they are "relied upon by the court" in a case, even if they are not introduced into evidence. That is, if Patel were to view the tape herself, a case could be made that it then should become part of the public record.

Whether the tape becomes evidence remains to be seen. The state argued against making the tape in the first place and would likely not want to see it introduced as evidence. According to ACLU attorney Matthew Coles, the organization believes its case is pretty strong without the tape. "It's possible we may ask to have it introduced, but I don't anticipate it at this time. We're in fine shape on the facts."

Coles said the RTNDA or any other media group could make a more formal petition for access to the tape. "The media challenges [court] seal orders all the time," he said. If such a petition is made, he said, "it is virtually certain we would not oppose that." ■

## SHRINKING RATINGS & REVENUES?



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# Broadcasting's Ratings Week Jun 1-7

|                     | ABC                                                  | CBS                                               | NBC                                                            | FOX                               |
|---------------------|------------------------------------------------------|---------------------------------------------------|----------------------------------------------------------------|-----------------------------------|
| <b>MONDAY</b>       | 9.4/16                                               | 11.8/21                                           | 10.7/19                                                        | NO PROGRAMING                     |
| 8:00                | 46. FBI: Untold Str 9.2/17                           | 23. Evening Shade 10.7/20                         | 21. Fresh Prince 10.9/20                                       |                                   |
| 8:30                | 38. Amer Detective 9.7/17                            | 21. Major Dad 10.9/19                             | 24. Blossom 10.6/19                                            |                                   |
| 9:00                |                                                      |                                                   |                                                                |                                   |
| 9:30                | 43. ABC Monday Night Movie—Critical Condition 9.4/16 | 10. Murphy Brown 12.9/22                          | 24. NBC Monday Night Movie—Roxanne: The Prize Pulitzer 10.6/18 |                                   |
| 10:00               |                                                      | 18. Northern Exposure 11.7/20                     |                                                                |                                   |
| 10:30               |                                                      |                                                   |                                                                |                                   |
| <b>TUESDAY</b>      | 11.7/21                                              | 9.4/17                                            | 9.5/17                                                         | NO PROGRAMING                     |
| 8:00                | 13. Full House 12.5/25                               | 38. Rescue: 911 9.7/18                            | 61. In the Heat of the Night 7.8/15                            |                                   |
| 8:30                | 3. Home Improvmt 15.1/28                             |                                                   |                                                                |                                   |
| 9:00                | 1. Roseanne 16.5/28                                  |                                                   | 52. Law and Order 8.6/15                                       |                                   |
| 9:30                | 4. Coach 14.3/24                                     | 45. CBS Tuesday Movie—Victim of Love 9.3/16       | 16. Dateline NBC 12.2/21                                       |                                   |
| 10:00               | 76. U.S.A. Music Challenge 5.8/10                    |                                                   |                                                                |                                   |
| 10:30               |                                                      |                                                   |                                                                |                                   |
| <b>WEDNESDAY</b>    | 8.5/16                                               | 10.9/20                                           | 13.5/25                                                        | NO PROGRAMING                     |
| 8:00                | 43. Wonder Years 9.4/19                              | 68. Davis Rules 6.8/14                            | 13. Unsolved Mysteries 12.5/24                                 |                                   |
| 8:30                | 24. Growing Pains 10.6/20                            | 73. Brooklyn Bridge 6.1/11                        |                                                                |                                   |
| 9:00                | 36. Doogie Howser 9.8/17                             | 27. Jake and the Fatman 10.5/18                   | 9. NBA Finals Game 1—Portland at Chicago 13.5/25               |                                   |
| 9:30                | 57. Anything B/Love 8.0/14                           |                                                   |                                                                |                                   |
| 10:00               | 70. Civil Wars 6.6/12                                | 2. 48 Hours 15.6/28                               |                                                                |                                   |
| 10:30               |                                                      |                                                   |                                                                |                                   |
| <b>THURSDAY</b>     | 9.0/16                                               | 9.4/17                                            | 11.1/20                                                        | 8.3/15                            |
| 8:00                | 62. The Young Riders 7.5/14                          | 32. Top Cops 10.1/19                              | 46. Cosby 9.2/17                                               | 28. Simpsons 10.4/20              |
| 8:30                |                                                      |                                                   | 30. A Diffnt World 10.2/19                                     | 67. Drexell's Class 6.9/13        |
| 9:00                | 63. MacGyver 7.2/12                                  |                                                   | 4. Cheers 14.3/24                                              | 57. Beverly Hills 90210 8.0/14    |
| 9:30                |                                                      | 48. Year of the Generals 9.1/16                   | 11. Wings 12.6/21                                              |                                   |
| 10:00               | 15. Primetime Live 12.4/22                           |                                                   | 34. L.A. Law 10.0/18                                           |                                   |
| 10:30               |                                                      |                                                   |                                                                |                                   |
| <b>FRIDAY</b>       | 10.2/20                                              | 10.3/19                                           | 10.5/20                                                        | 4.9/10                            |
| 8:00                | 35. Family Matters 9.9/21                            | 50. Miracles and Other Wonders 8.9/18             | 71. Tom Brokaw Reports 6.4/13                                  | 77. America's Most Wanted 5.4/11  |
| 8:30                | 38. Step By Step 9.7/19                              |                                                   |                                                                | 78. Sightings 5.3/10              |
| 9:00                | 50. Dinosaurs 8.9/17                                 |                                                   | 7. NBA Finals Game 2—Portland at Chicago 13.7/27               | 87. Hidden Video 2 3.6/7          |
| 9:30                | 53. Baby Talk 8.5/16                                 | 20. CBS Friday Movie—Jailbirds 11.0/20            |                                                                |                                   |
| 10:00               | 17. 20/20 12.0/22                                    |                                                   |                                                                |                                   |
| 10:30               |                                                      |                                                   |                                                                |                                   |
| <b>SATURDAY</b>     | 5.0/10                                               | 8.4/17                                            | 8.3/17                                                         | 5.8/12                            |
| 8:00                | 82. Who's the Boss? 4.2/9                            |                                                   | 55. Golden Girls 8.1/18                                        | 73. Cops 6.1/14                   |
| 8:30                |                                                      |                                                   | 38. Empty Nest 9.7/19                                          | 64. Cops 2 7.1/15                 |
| 9:00                | 83. Billy 4.1/8                                      | 54. CBS Saturday Movie—Midway 8.4/17              | 36. Nurses 9.8/19                                              | 75. Code 3 6.0/12                 |
| 9:30                | 81. Perfect Strang. 4.3/8                            |                                                   | 64. Sisters 7.1/14                                             | 84. Vinnie & Bobby 3.9/8          |
| 10:00               | 64. The Commish 7.1/14                               |                                                   |                                                                |                                   |
| 10:30               |                                                      |                                                   |                                                                |                                   |
| <b>SUNDAY</b>       | 9.6/17                                               | 11.8/22                                           | 12.1/23                                                        | 6.1/11                            |
| 7:00                | 79. Life Goes On 5.1/10                              | 6. 60 Minutes 14.2/29                             | 8. NBA Finals Game 2—Chicago at Portland 13.6/26               | 86. True Colors 3.7/8             |
| 7:30                |                                                      |                                                   |                                                                | 85. Parker Lewis 3.8/7            |
| 8:00                | 29. Am Fun Hme Vid 10.3/18                           | 11. Murder, She Wrote 12.6/22                     |                                                                | 59. In Living Color 7.9/14        |
| 8:30                | 32. Am Fun People 10.1/17                            |                                                   | 42. Seinfeld 9.5/16                                            | 71. Roc 6.4/11                    |
| 9:00                |                                                      | 30. CBS Sunday Movie—Lonesome Dove, Pt. 1 10.2/18 | 59. Night Court 7.9/14                                         | 49. Married w/Childn 9.0/15       |
| 9:30                | 19. ABC Sunday Night Movie—Memories of Me 11.5/20    |                                                   | 69. Dear John 6.7/14                                           | 55. Herman's Head 8.1/13          |
| 10:00               |                                                      |                                                   |                                                                | 80. Fox/MTV Guide to Summer 5.0/9 |
| 10:30               |                                                      |                                                   |                                                                |                                   |
| <b>WEEK'S AVGS</b>  | 9.1/17                                               | 10.4/19                                           | 10.9/20                                                        | 6.3/12                            |
| <b>SSN. TO DATE</b> | 11.9/20                                              | 13.2/22                                           | 12.0/20                                                        | 7.8/13                            |

RANKING/SHOW [PROGRAM RATING/SHARE]

\*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

# Business

## AMPEX TERMS U.S. TELEVISION MARKET 'MATURE'

*Equipment and tape manufacturer seeks to diversify; plans stock offering*

By Geoffrey Foisie

**A**mpex, whose growth has been built on the U.S. television business, is now trying to expand beyond that business. In a candid appraisal required by its proposed stock offering, the equipment manufacturer said: "...the U.S. professional television market in the aggregate is believed to be mature." Ampex is now seeking to transfer digital technology developed for that market both to overseas television markets and to the digital information storage business.

The product for which the 48-year-old company is most famous, the videotape recorder (VTR), still accounted for almost one-quarter of the \$526 million in total 1991 revenue. But

VTR sales, at about \$130 million last year, were only about half what they were two years prior, and are expected to decline further in 1992. Three-quarters of the VTR revenue came from half-inch analog recorders, which, said Ampex, are facing a "mature" ENG market. The half-inch VTR also has a lower profit margin, since Ampex only assembles the products, which are made by Sony. The Ampex-produced one-inch "Type C" VTR has approached "the end of its product life cycle," said Ampex.

To replace the Type C VTR, Ampex introduced in 1988 the digital "D-2" VTR. So far, however, growth of that format has been slow, which Ampex attributed to "adverse economic conditions in the U.S. market."

The base of more than 35,000 Am-

pex VTR's that have been sold provides a ready-built customer base for the company's magnetic recording tape, which last year had sales of \$207 million. Included in that total is audio tape sold to radio stations, music recording studios and others.

Another product line, with 1991 sales of \$54 million, includes robotic library systems, switchers, digital special effects machines, editors and graphics devices. This market has also been hurt by the television industry recession and, said the company, by the elimination of analog products. A digital special effects device was introduced in late 1989.

Other sources of revenue include royalties from technology licensed to others, and an "after-market" for spare parts and the resale of products accepted as trade-ins.

The move from analog to digital has permitted Ampex to consider other markets besides television. The company this year is introducing digital storage products for "high-performance computers and workstation networks." It is also placing hopes on sales of digital equipment overseas.

So far, the changed strategy has contributed more to operating losses, \$39 million in 1991, than profits. The clearance of analog inventory has, in some cases, taken place "at less than fully absorbed cost." Additionally, the changing production has halved the company's work force from only four years ago, resulting in "restructuring charges."

Financially speaking, the company's situation is complex, since Ampex has numerous financial dealings with its "indirect parent," NH Holdings Inc. (NHI). It appears that recent start-up costs and operational losses have contributed to a worsening financial liquidity. The company

## PARAMOUNT, MCA PART WAYS

**P**aramount and MCA have dissolved their barter sales partnership, Premier Advertiser Sales. The three-year contract between the two studios is up, and both companies have chosen not to renew it.

Premier will now be solely a Paramount entity, although MCA will continue to use the company as its barter agent for the 1992-93 season. MCA plans to take the barter function in-house for the 1993-94 season, said an MCA executive. But that could change: other barter companies are said to be wooing MCA. Interested parties, in addition to Premier, could be Group W, Tribune, Camelot and Taurus Media Sales, which all represent several companies.

The reason for the split: a "huge size disparity right now" between the companies' barter offerings, says Marc Hirsch, president of Premier. Paramount's barter roster includes both *Star Treks*, *The Untouchables*, *Hard Copy*, *The Arsenio Hall Show* and *Entertainment Tonight*. MCA's barter consists of just the weekly *Roggin's Heroes* and *Harry & the Hendersons*. The studio recently pulled the plug on its fall talk show entry *Kitty Kelley*.

The Premier sales force will essentially be kept intact, and continue to be headed by Hirsch. MCA's David Brenner, who was executive vice president at Premier, is already back at MCA TV, where he will head the company's advertiser sales operations.

-SAM

also carries \$150 million in long-term debt bearing average interest of roughly 13%. NHI itself has debt incurred from the purchase of Ampex five years ago for \$485 million. The bonds issued for the acquisition are trading at substantial discounts, said

a recent article in *Barron's*.

The Ampex offering, through Lehman Brothers and PaineWebber, hopes to raise about \$55 million, primarily for working capital and to repay previous working-capital borrowings. ■

# Changing Hands

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

## **KFXX(AM)-KGON(FM) Portland, Ore.**

□ Sold by Ackerley Communications Inc. to Apogee Communications Inc. for estimated \$5.5 million. Seller is headed by Barry Ackerley, and owns KGET(TV) Bakersfield and KCBA(TV) Salinas, both California; KKTU-TV Colorado Springs; WAXY(FM) Fort Lauderdale, Fla; WIXT(TV) Syracuse, N.Y.; KVOS-TV Bellingham and KJR (AM)-KLTX(FM) Seattle. Buyer is principally owned by Roy P. Disney, great nephew of Walt Disney (see "Riding Gain," page 27). Disney is shareholder in Shamrock Broadcasting Inc., headed by his father Roy E. Disney, which owns five AM's, nine FM's and 2 TV's. KFXX has all-sports format on 1520 khz with 50 kw day and 10 w night. KGON has AOR format on 92.3 mhz with 100 kw and antenna 920 feet. *Broker: Kalil & Co. Inc.*

**WDOT-AM-FM Burlington-Warren, Vt.** □ Sold by Nichols Radio Broadcasting Corp. and Nichols FM Radio

Broadcasting Corp. to Kenley D. Squier for \$643,000. Seller is owned principally by John C. Nichols (57.24%), and has no other broadcast interests. Buyer has been sports commentator for CBS Television for 18 years and is CEO of World Sports Television Production Co., television microwave and camera rental company based in Atlanta. He also owns WDEV(AM) Waterbury, Vt. Stations simulcast oldies format. WDOT(AM) is on 1390 khz with 5 kw day and 2.5 kw night. WDOT-FM is on 96.1 mhz with 3 kw and antenna 4,000 feet above average terrain. *Broker: New England Media Inc.*

**WBZA(AM)-WAYI-FM Glens Falls, N.Y.** □ Sold by Northway Broadcasting Inc. to Hometown Broadcasting of Glens Falls Inc. for \$500,000. Seller is headed by David G. Mitchell, who also has interests in licensees of WMXW(FM) Vestal, N.Y., and WKMC (AM) Roaring Spring, Pa. Vice president Joseph A. Reilly also has interests in assignee. Buyer is headed by Matthew H. Mataraso, and is 25% shareholder of licensee of WIZR(AM)-WSRD(FM) Johnstown, N.Y. WBZA is fulltimer with Music of Your Life format on 1230 khz with 1 kw. WAYI-FM has AC format on 107.1 mhz with 280 w and antenna 844 feet above average terrain.

**WCMT-AM-FM Martin, Tenn.** □ Transfer of control of Thunderbolt Broadcasting Co. for \$475,000. Seller is Harold T. Brundige, selling his 54.9% to buyer Paul Tinkle, et al. Principals have no other broadcast interests. WCMT(AM) has adult country format on 1410 khz with 1 kw day and 58 w night. WCMT-FM has oldies format on 101.7 mhz with 6 kw and antenna 328 feet.

## **PROPOSED STATION TRADES**

*By volume and number of sales*

**This Week:**

AM's □ \$1,684,337 □ 8

FM's □ \$359,000 □ 5

AM-FM's □ \$7,165,600 □ 5

TV's □ \$0 □ 0

Total □ \$9,208,937 □ 18

**1992 to Date:**

AM's □ \$36,723,535 □ 90

FM's □ \$63,270,138 □ 107

AM-FM's □ \$124,489,805 □ 67

TV's □ \$1,114,316,620 □ 33

Total □ \$1,338,800,098 □ 297

For 1991 total see Jan. 27, 1992 BROADCASTING.

# CLOSED!

KZRC-AM/KXYQ-FM, Portland, Oregon from Daytona Group of Oregon, Inc., Norman S. Drubner, Principal to KXYQ Broadcasting Company, Inc., Edward S. Leffler and the members of the Van Halen band, Principals for \$1,300,000.

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# Broadcasting Radio

## TALK RADIO RIDING HIGH

*Both ratings and influence are on the rise; can respect be far behind?*

By Peter Viles

**T**alk radio, once looked upon as the unwanted stepchild of the nation's dominant media, is going through a noisy boom, spreading to hundreds of new stations to feed the public's hunger for unfiltered conversation and opinion.

As talk radio's popularity has increased, so has its influence on politics and the public debate. To cover the presidential campaign, for example, television networks are increasingly turning to two-way talk formats, essentially imitating talk radio with the candidates as guests.

"For the first time in recent history, you're seeing TV imitating radio," says WTIC(AM) Hartford, Conn., talk show host Michael Harrison, who publishes *Talkers*, a newsletter for talk show hosts, and produces *The Talkers Ten*, a soon-to-be-syndicated countdown program.

"The major media, including some of the trade magazines, have always looked on talk hosts as being odd, like illegitimate sons," says Jerry Williams of Boston's WRKO(AM). "As Rodney Dangerfield would say, now we're getting some respect."

The growing political influence of talk radio will be on display in Washington this week when the National Association of Radio Talk Show Hosts holds its fourth annual convention.

How far has talk radio come recently? The first NARTSH convention drew only 25 people and little attention; this week's gathering is expected to draw 250 talk show hosts, and the White House is sending Vice President Dan Quayle to give the keynote address. And Bill Clinton may speak too, although via satellite.

Most observers agree that talk radio

has benefited from a disaffected audience that is increasingly distrustful of powerful institutions ranging from newspapers and network news to the Congress and the presidency.

"I think people have felt helpless recently," says Mary Beal, president of NARTSH and a syndicated talk show host based at KNSS(AM) Wichita. "They've felt that if they tried to contact the people who represent them, they've fallen on deaf ears. But in talk

not limited to all-talk or news/talk stations. Some industry observers now argue that one of the country's most influential talkers is New York shock radio king Howard Stern, whose show is now heard on music stations in New York, Los Angeles, Washington, Baltimore and Philadelphia.

Indeed, Infinity's WJFK-AM-FM Washington has turned into a talk/rock hybrid, following Stern's morning show with talk from G. Gordon

### TOP TEN TALK TOPICS

February 1992

1. The economy
2. Presidential election
3. Bill Clinton & the press
4. Health care crisis
5. AIDS
6. U.S.-Japan relations
7. Foreign affairs
8. Mike Tyson rape trial
9. Crime & drugs
10. Criticism of government

April 1992

1. Rubbergate
2. Criticism of government
3. Presidential election
4. The economy
5. Health care crisis
6. AIDS
7. Crime & drugs
8. Russia
9. Japan
10. Hate

May 1992

1. Rodney King verdict
2. Race relations
3. The economy
4. Justice
5. Police
6. Political science
7. Presidential election
8. Abortion
9. Health care crisis
10. The media

Source: *Talkers*, "The Talkers Ten"

radio, they have found a media that's immediate, that's responsive, and allows them to participate."

According to a Katz Radio Group analysis of the winter 1992 Arbitron ratings, the average share that talk radio stations receive jumped from 3.7 in winter 1991 to 4.2 in winter 1992.

And there are more talk stations now than ever. According to the *Broadcasting & Cable Market Place*, the number of stations that use the word "talk" in describing their format has more than tripled in five years, from 238 in 1987 to 875 in 1992. Harrison estimates that another 500 stations use some form of talk programming during the day.

Talk radio's growing popularity is

Liddy. And in Houston, US Radio Group's KKHU(FM) recently switched to a format that combines local talk with oldies all day long.

But the undisputed king of traditional, daytime, issues-oriented talk is EFM Media's Rush Limbaugh, who is heard on nearly 500 stations and is becoming known as one of the nation's most influential conservatives.

"By and large, he has probably been the most important figure that we've had in talk radio for a long time," says Beal. "I'm not saying that what he's saying is so important," she adds. "It's what he has been able to do. He has exposed people to the medium who previously didn't listen to AM talk radio." ■

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# FIRST MERCURY GOLD GOES TO MOTEL 6 TEAM

*RAB's Radio Creative Fund hands out nearly \$200,000 in prizes to creators of best ads*

By Peter Viles

**T**he radio industry handed out its newest and most lucrative prize, the \$100,000 Mercury Gold Award, to the Dallas-based advertising team that creates folksy commercials for Motel 6 featuring humorist Tom Bodett.

The Mercury Awards, an ambitious effort by the radio industry to attract the attention of major advertising agencies by rewarding the creators of the best radio ads, were presented June 4 at a black-tie ceremony held at the New York Hilton and emceed by Dick Clark. Nearly 1,000 radio and advertising executives attended the inaugural event, which was billed as the largest cash awards program for advertisers.

The top prize, a check for \$100,000, went to writer Thomas Hripko and The Richards Group of Dallas for "Singing Phone Number," a spot in which Bodett makes an off-key jingle out of the phone number for Motel 6 reservations.

Hripko said The Richards Group has created nearly 200 Motel 6 ads and has won about 30 awards for them, but none as prestigious as the Mercury. "It's just beyond belief to be recognized by your radio peers like this," he told BROADCASTING.

The awards attracted nearly 600 entries, which were judged by a panel of advertising executives.

The Richards Group also won one of the four \$20,000 Mercury Silver Awards for another Motel 6 spot featuring Bodett. Two Silver Awards and \$40,000 went to Chiat/Day/Mojo (New York) for separate commercials for Nynex Information Resources, and the fourth Silver went to John Crawford Radio (San Francisco) for "976-Eden," a spot touting Washington Apples.

In addition, Moving and Talking Picture Co. walked off with four Bronze Mercury Awards for separate spots for Molson Breweries, part of a long-running and much-awarded campaign.

The awards were presented by the Radio Advertising Bureau's Radio Creative Fund, an ad hoc group founded by Group W Radio President Jim



*Tom Hripko and Brian Naduruk of the Richards Group accept the Mercury Gold Award from presenters John Gambling and Deborah Norville.*

Thompson. The cash itself—nearly \$200,000—was contributed by the RAB, various station groups, networks and rep firms.

In addition to cash awards for advertising writers, Thompson presented the first Radio Creative Fund Ad Lab

Fellowship to Kathleen Fullam, a recent graduate of Fordham University. She received a \$10,000 stipend and a six-month fellowship, two months each at a radio station, an advertising agency and a radio production boutique. ■

## BATTISON EXITS WESTWOOD ONE

**W**illiam Battison, who led Westwood One through its acquisition of the NBC Radio Networks, resigned last week as president of the Los Angeles company, a position he had held for six years.

Battison's resignation came one week after Westwood One Chairman and CEO Norman Pattiz announced the promotion of Greg Batusic to the newly created position of president of the company's Network Radio Division, reporting directly to Pattiz.

Battison, who is 42, told BROADCASTING his departure was a "mutual decision" between himself and Pattiz. "I had discussed this with Norm a while back," he said. "Both Norm and I would call it a mutual decision.

"From my point of view, I could have stayed another two or three years, but then I'd be doing the same thing at 46 as I'm doing now. And I'd like a jump-start."

Battison's duties had been reduced somewhat when Westwood brought in a chief financial officer, Bruce Kanter, in December. Further, the job of running Westwood's radio stations has become less demanding as it has become clear the company has no immediate plans to buy more stations.

Katie Garber, a Westwood One spokeswoman, said the company has no immediate plans to replace Battison. Both Garber and Battison denied, however, that his departure was a cost-cutting move on the network's part.

Battison, meanwhile, said he will spend some time mulling over his future, which he said may entail a move into cable or broadcast television, or even out of broadcasting. He said he is particularly interested in new technology that provides more detailed information for advertisers about reaching targeted audiences.

"If you want to get ahead of the curve, you've got to look at the advertisers' expectations and their demands," he said.

—PV

## KATZ REORGANIZATION

The Katz Radio Group last week announced the merging of its new business development, network and syndication units into a single, consolidated sales division. Bonnie Press, senior vice president and general manager of the network, was named to supervise the new division. Her duties will include development of new radio accounts and servicing and selling existing and potential non-wired network business. Stu Olds, executive vice president and general manager of KRG, said the restructuring will improve communication and teamwork among various KRG divisions.

## DEALING DISNEY

Walt Disney's great-nephew has taken the plunge into radio and is looking for more stations to buy. Roy Patrick Disney's recently formed Apogee Communications last week purchased KFXN(AM) and KGON(FM), Portland, Ore., from Ackerley Communications (see "Changing Hands"). An industry source said Apogee paid \$5.5 million for the combo. Apogee, meanwhile, has plans to

build a group of stations in the West. Its operations will remain separate from other Disney-family holdings, which include Shamrock Broadcasting.

## UNISTAR'S BLEND BLENDED

Unistar Radio Networks announced last week that its Special Blend format would be merged into Format 41, saying the two formats had grown too similar to justify separate existences. Special Blend was created to help beautiful music stations move away from instrumental to soft adult contemporary music, similar to Format 41. Ed Salamon, Unistar president for programming, said the format was undone by its success—it helped wipe out the beautiful music stations it was designed to help in the first place. Salamon added that Unistar plans to develop a new format.



*WCBS(AM) New York celebrated the 25th anniversary of its switch to all-news last week by saluting Charles Osgood, who was the station's first morning anchor in 1967. The station staged a week-long 'Osgood Festival,' running vintage editions of 'The Osgood File' once an hour all day long for the entire week.*

## BECK HONORED

Martin F. Beck, chairman of the board, Beck-Ross Communications, is the 1992 recipient of the NAB's National Radio Award. The award, which recognizes significant contributions and a lifetime of service to radio, will be presented at NAB's convention in September. Beck spent 27 years at the Katz Agency (now Katz Communications) before forming Beck-Ross, which owns three stations.

# PAXSON DEAL WITH TM CENTURY COLLAPSES

*Plans for taking group of Florida radio stations public will switch to another company*

By Peter Viles

**L**owell "Bud" Paxson's \$8.4 million deal to buy a controlling portion of TM Century Inc. fell apart last week when final negotiations with the majority stockholder broke down and TM Century Chief Executive Officer David Scott abruptly resigned.

Paxson, whose stated intent was to purchase a controlling share of the Dallas public company and then use it to take public his group of Florida radio stations, said Wednesday he planned to pull out of the deal.

"I'm notifying them today that I'm no longer interested in pursuing the transaction because of this confusion and uncertainty," Paxson told BROADCASTING on June 10. "Obviously the company has internal problems that

I'm not aware of that have seriously affected the essence of the original transaction."

TM Century, which produces jingles and other services for more than 5,000 stations, had announced May 12 that an unnamed majority stockholder had signed a letter of intent to sell Paxson 63% of the company's stock.

But talks between Paxson and attorneys representing the stockholder, a trust controlled by Marjorie McIntyre, broke off June 4. Two days later, Scott submitted his conditional resignation, saying he would remain with the company only if the stock were sold to Paxson or if the company's board of directors were restructured. The resignation was accepted, and the board promoted P. Craig Turner from president to CEO.

The company, meanwhile, initially refused to comment on negotiations between Paxson and lawyers for the stockholder, but confirmed Wednesday that talks had broken down.

Paxson, a co-founder of Home Shopping Network who has recently turned his sights to building a radio group, said he was trying to negotiate three separate issues when the talks broke down: a purchase agreement for the stock, an employment agreement for company officials, and a shareholder's agreement for Scott. He would not speculate when asked what might have led to the talks' failure.

"I don't know what's going on," he said. "It's very confusing. We're going to turn our sights to another public company, although I don't have any in my sights." ■

# Broadcasting Cable

## THE TRIALS OF COURT TV

*After one year, new network rides wave of high-profile cases, garners favorable reviews, but its next appeal is to big-name advertisers and hold-out cable operators*

By Rich Brown

**T**he past year has been just as tough for Court TV as it has been for any new cable network in terms of trying to build an advertiser and subscriber base. But as a programmer, the network appears to be onto something.

It has been a momentous year for cameras in the courts. Just as Court TV was launching last July, a three-year experiment kicked off allowing cameras in federal courts. As the year progressed, at least three TV stations—KOFY-TV San Francisco, KTTV-TV Los Angeles and WDJT-TV Milwaukee—experimented with extensive live coverage of celebrated court cases. CNN broke from its usual newswheel to provide extensive live coverage of the William Kennedy Smith rape trial, and broadcast networks pre-empted their lineups to present extensive live coverage of the Senate confirmation hearings on Supreme Court nominee Clarence Thomas.

Just how much Court TV has influenced the use of cameras in the courtroom is subject to debate, but there is no mistaking that the network's first year of business has coincided with an unprecedented boom in TV courtroom coverage.

With its relatively small base of about 6.3 million cable subscribers, Court TV still has a way to go in making itself a household name. But the channel's programming has managed to attract a number of endorsements from journalists, lawyers, advertising executives and others who might have originally feared the experiment in 24-hour courtroom coverage.

### NETWORK'S HEAVY CASELOAD...



Anita Hill at Clarence Thomas hearings



Milwaukee serial killer Jeffrey Dahmer



Witness's identity concealed at William Kennedy Smith rape trial



Off-seen videotape at trial of Los Angeles police officers in Rodney King case

"Court TV has done a great thing for the legal profession," says Douglas G. O'Brien, news director at WQCD(FM) New York and a lawyer who chairs the New York State Bar Association's public relations committee. "The legal process is horribly underexposed. As the public becomes more educated about what goes on in the court, the whole legal process will make sense."

Several TV and radio station newsrooms credit Court TV with making pool coverage manageable in courtrooms around the country. They add that the network's greatest contribution so far might be the sheer volume of cases it has presented. Court TV's

caseload of more than 100 trials in the past year has been helpful in showing legislators the usefulness of allowing cameras in the court, says David Bartlett, president, Radio-Television News Directors Association. The channel's live courtroom coverage has originated from 30 states and 78 municipalities in the last year.

"My overall impression is that Court TV's impact has been very favorable," says Bartlett. "Its impact on the process in covering the courts has been almost entirely wholesome."

Even those who are generally opposed to cameras in the court, such as New York State Senator Joseph L. Galiber (D-Bronx), seem to have fa-

vorable things to say about Court TV. Galiber, who last week voted against a law allowing cameras in New York courtrooms, says he likes the approach Court TV takes in covering trials.

"It's a little different because you see the trial in its entirety," says Galiber. "What we have a problem with is the 6 o'clock news fast bit."

Roger LaMay, news director at WTXF-TV Philadelphia and an active proponent of cameras in the court, agrees that Court TV has played an important role in courtroom coverage. "Court TV has put some trials on that wouldn't have gotten the coverage otherwise," he says. "Court TV also fills a gap that we're frequently criticized for, which is showing two minutes of a particular trial."

Since Court TV's launch, at least three TV stations decided to forgo the traditional courtroom soundbite on the evening news in favor of extensive live coverage. Court TV provided KOFY-TV San Francisco with a live feed, network spots included, of the William Kennedy Smith trial. In the other two cases—KTTV-TV Los Angeles's coverage of the Rodney King police brutality trial and WDJT-TV Milwaukee's coverage of the Jeffrey Dahmer murder trial—station executives say Court TV did not influence their decision to cover the trials, but they do express their admiration of the cable channel.

"Court TV has covered very important court cases in an intelligent and a rational way," says Erica Gruen, senior vice president, associate director of TV Information and New Media, Saatchi & Saatchi. "They've become a credible source and have done a good job at attracting primarily favorable publicity."

But successful programing is just one part of the equation for a cable network. The favorable publicity has not generated immediate advertising dollars because Court TV is not an easy fit for advertisers, says Bob Perlstein, executive vice president, network, SFM Media Corp. The network has few breaks during its live afternoon court coverage, and advertisers are never quite sure what environment will be provided by the cases of the day. The channel has averaged a 0.8 rating within its universe (Monday-Friday, 11 a.m.-2 p.m.), according to A.C. Nielsen Co. telephone coincidentals.

"I doubt if anybody's going to

watch that channel every day at the same time," says Perlstein. "Besides, the problem with courts in general is that they are very laborious."

Court TV has made slow progress in attracting the big sponsors that are traditionally found on competing networks. Much of the Court TV schedule—which typically includes five minutes of national spots and three minutes of local spots per hour—has been filled with direct response advertising during its first year.

Steven Brill, Court TV chief execu-

tive officer, says it will still be another 18 months before the subscriber base will be large enough (about 15 million) to attract a number of traditional network sponsors. Nevertheless, he says, the network has just signed its first such sponsor, which it will announce later this month.

"I think we've satisfied people that we're handling it the way a serious journalist would do it," says Brill. "You have to get the product right before you sell it."

Court TV's parents—American



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## NO FRIEND OF THE COURT TV

**W**hile Court TV has won a lot of supporters of its live courtroom coverage, not everyone is convinced that cameras in the courtroom are such a good idea.

Prominent attorney and Harvard University law professor Alan Dershowitz has been among the more outspoken critics of Court TV. Dershowitz, who is said to have had a long-standing feud with Court TV CEO Steven Brill, last summer questioned "the appropriateness of having a for-profit cable channel exploiting the miseries of crime victims, criminal defendants and other litigants in order to sell soap, dog food and laxatives." In February, Dershowitz lashed out against Court TV for what he termed the network's "salacious" coverage of the grisly trial of mass murderer Jeffrey Dahmer. "Courtrooms should not be for rent or for sale to commercial enterprises whose purpose it is to exploit."

President Bush last December offered his own criticism over the "filth and indecent material" that accompanied the televised William Kennedy Smith rape trial. "I think the American people have a right to be protected against some of these excesses," he said. "While people have a right to a fair trial, I think the American people have an overriding right to let those matters be decided behind closed doors." —

Lawyer Media, Time Warner, Telecommunications Inc. spinoff Liberty Media, and Cablevision Systems Corp./NBC—will spend somewhere between \$40 million and \$70 million before the network breaks even, says Brill. That break-even point will be in

three more years, he says, which is one year sooner than originally anticipated. One way Brill says he is keeping costs down is by maintaining a total staff of 85, including about 50 editorial.

Court TV has several plans to ex-

pand its programming, including such possibilities as a monthly call-in show with Brill, *Ask the Editor*; a midday call-in show, which would take audience questions during trial breaks; *Parole Hearing Review*, a half-hour show featuring parole hearing highlights; *Legal Tips*, a series of shows on common legal issues; a morning show, which would preview the day's trials and highlight cases from the previous day, and classroom-oriented shows aimed at high school students.

Brill says they are also toying with doing a half-hour daily or weekly syndicated courtroom highlights show, comparable to the weekly hour that Court TV now produces for London's Channel 4.

Eventually, says Brill, he could envision a time when TV stations around the country would pay Court TV about \$100 a month in exchange for a courtroom newsfeed-type service. Court TV currently offers TV stations and networks up to 20 seconds of tape at no charge and sometimes receives news footage in return.

For now, the network continues to face a tough climb in an environment of limited channel capacity and regulatory uncertainty, says Robert Stengel, senior vice president, programming, Continental Cablevision, one of the nation's top multiple-system operators. Court TV's challenge is particularly great because the network has relatively high subscriber fees and requires a large subscriber commitment, he adds.

Brill says that regulatory uncertainty is leading Court TV to consider ways to restructure its cost to operators, although he emphasizes that any changes would have to be done in a way that would not penalize those systems that have already signed on. One possible reconfiguration could include linking rates to rating points, Brill says.

Court TV is guaranteed at least 25 million subscribers within the next three years based on signed and existing commitments, according to Merrill Brown, vice president, corporate and program development for the channel.

"Conceptually, it has some merit in the sense that it's a niche service," Stengel says of Court TV. "If they can continue to fund its losses in an environment with greater channel capacity, the prospects would appear to be pretty good." ■

# Broadcasting

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| <input type="checkbox"/> TV/Network         | <input type="checkbox"/> Organization                             | <input type="checkbox"/> Attorney/Gov't/Trade       |
| <input type="checkbox"/> TV/Independent     | <input type="checkbox"/> Manufacturer of Radio/TV/Cable Equipment | <input type="checkbox"/> Organization               |
| <input type="checkbox"/> Radio Station      | <input type="checkbox"/> Advertising Agency                       | <input type="checkbox"/> Other (please describe)    |
| <input type="checkbox"/> Radio Network      | <input type="checkbox"/> Advertiser                               |                                                     |
| <input type="checkbox"/> Cable TV Operation |                                                                   |                                                     |

2. What best describes your title? (Check one)

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| <input type="checkbox"/> Vice President        | <input type="checkbox"/> News Director             |
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| <input type="checkbox"/> General Manager       | <input type="checkbox"/> Other (please describe)   |
| <input type="checkbox"/> General Sales Manager |                                                    |
| <input type="checkbox"/> Station Manager       |                                                    |

# Washington

## RBOC'S SAY TELCO ENTRY WILL BOOST ECONOMY

*Bell-sponsored study says if allowed to provide information services they will generate 1.46 million new jobs and additional \$110 billion in gross domestic product by 2001; that's disputed by Unity Coalition of newspapers, computer firms*

By Randy Sukow

**J**ust let them stay in the information-services business, say the regional Bell operating companies (RBOC's), and by 2001 they will have led an economic surge of 1.46 million new jobs and a \$110 billion boost in U.S. gross domestic product. The broad economic boom will be felt in every state, concludes an RBOC-commissioned study released last Tuesday (June 9).

The Unity Coalition, a group of hundreds of newspaper chains, computer data transmission companies and other large and small information-service providers, denounced the report, claiming an already-thriving industry has already generated millions of new jobs. RBOC entry and the threat of monopolistic behavior, Unity says, could threaten those jobs.

The RBOC report was released as the House Judiciary Committee prepares for a markup of the Antitrust Reform Act of 1992 (H.R. 5096), authored by Committee Chairman Jack Brooks (D-Tex.). The bill would delay all Bell entry into information services—broadly defined as all wire-based audio, video and data services, including cable television—for three years, with a strict antitrust entry test to follow.

The bill puts even longer waiting periods on Bell entry into long-distance service and telephone equipment manufacturing.

RBOC information services were banned by the modified final judgment (MFJ), the 1982 consent decree controlling the breakup of AT&T, until last year, when the ban was



Representatives Swift, Boucher and Oxley at the RBOC press conference

thrown out by the courts.

House Energy and Commerce Committee members Rick Boucher (D-Va.), Mike Oxley (R-Ohio) and Al Swift (D-Wash.) endorsed the RBOC report during a Capitol Hill press conference.

"I think this [report] confirms what we have suspected all along—that the Bell operating companies have a major benefit to confer on the American economy," said Boucher, who serves on Brooks's Judiciary Committee.

Boucher acknowledged the potential for anticompetitive abuse by the RBOC's, but he panned the Brooks bill, which he said would prolong the MFJ information-services ban indefinitely. "I say there is a better way. Put in place the guarantees that are necessary to insure a fair and competitive market," Boucher said. Legislative safeguards to block unfair cross-subsidies of RBOC information services with the local telephone busi-

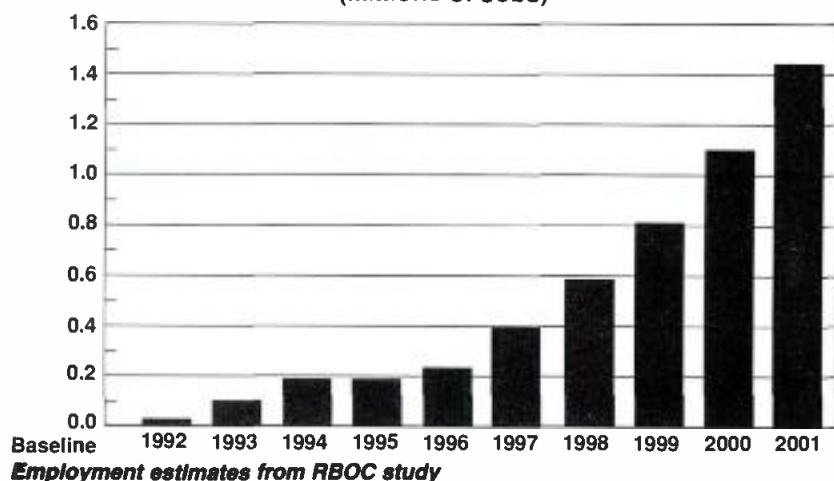
ness can be enacted, he said.

The attorney representing the Unity Coalition, Brian Moir, with the Washington firm of Fisher, Wayland, Cooper & Leader, said the safeguards Boucher proposed are not enough to guard against antitrust violations. "The resources the regulators have—in particular the FCC—are fewer now than they were [in 1982], when they weren't doing the job well enough," he said following the RBOC press conference.

Moir said Unity members do not oppose Bell entry, but wish to make entry conditional on adequate safeguards, adequate enforcement and the dissolution of the current RBOC monopolies on local telephone service. Control of the local loop gives the Bells an unfair competitive advantage and the ability to discriminate against other information-services providers, he said.

"There is this assumption that

**Total U.S. Employment Gains  
IS Simulation vs. Baseline  
(Millions of Jobs)**



somehow these companies that wallowed in antitrust suits and anticompetitive behavior for years are now somehow going to operate in a manner that's going to preclude that from happening again," Moir said.

Swift attacked the idea that the RBOC's act as a single entity with the goal of stamping out all competition. "Each of the Bell companies will operate on its own. Each one is about the size of GTE, which is already permitted in this field."

It makes sense, Swift said, to allow the companies with the most expertise in telephone communications to enter information services. "The idea that we are simply going to freeze technology in time because technology is providing some new challenges to old public policy concepts, seems to me, will freeze our whole economy in time."

Oxley argued that the Bell expertise should be unleashed on rural America, where information services are growing at a slower rate than in urban areas. "I don't think any of us want to see our own constituents denied the ability to have a first-class information service made available to them. Frankly, it boggles my mind that certain consumer groups would support legislation which would by definition limit consumer choice," Oxley said.

Telephone companies, RBOC and non-RBOC, naturally tend to expand new technology into rural areas slowly because lower volume of traffic lowers the profit margins, and lifting the MFJ ban does nothing to change that fact, Moir replied.

"Right now I can get a lot of infor-

"Right now I can get a lot of information services anywhere I have a telephone," Moir said. "I know when I travel all around the country with my fax/modem board, if I've got a dial-tone, I'm off and running."

The RBOC job report was completed by the WEFA Group, a Burlington, Mass., research and consulting firm. It concludes that benefits of RBOC information benefit the economy as a whole, not just communications workers. A 1.1% employment gain nationwide over all industries is projected over 10 years, with 162,000 of 1.46 million new jobs in the communications industry. Manufacturing, construction, transportation and nearly every other segment of the economy are also projected to benefit.

"We are assuming that all of the players do have equal access to the telecommunications network," said

dent and director of WEFA's Resource Planning Group. "We're also saying that the printing and publishing industry gains 10,000 jobs over the next 10 years."

The report was vague, however, on which current and new forms of information services would be successful and what level of technical upgrade to the existing switched networks would be needed to maintain the projected growth rates.

"The jobs are increasing in this industry every year already," Moir said. He cited a 1991 Commerce Department report that found the U.S. leads the world in electronic information services with 2.4 million employed in the industry in 1990 and another 2.7 million jobs indirectly supported by it.

Boucher and Oxley used the WEFA report to champion cable-telco cross-ownership. "One of the primary reasons we are suggesting that change is to give telephone companies the financial incentive to modernize the national telecommunications network over a fairly short period of time," Boucher said. Other countries, including Japan, have already made the commitment to install advanced networks, he said.

Although cable television service falls within the MFJ definition of information services, telco ownership of cable systems in their local service areas is banned by the 1984 Cable Act (except in communities of fewer than 2,500). H.R. 2546, a bill co-sponsored by Boucher and Oxley, would remove the Cable Act ban.

The WEFA report conclusions do not factor in the potential economic effects of cable-telco crossownership, Raimondi said. ■

## SMATV'S WIN FRANCHISE BATTLE

*Appeals court says private cable can connect separately owned buildings if right-of-way not breached*

**By Harry A. Jessell**

**P**riate cable, or so-called SMATV, systems may serve separately owned apartment buildings without having to obtain a municipal cable franchise as long as they steer clear of public rights-of-way, the U.S. Court of Appeals in Washington ruled last week.

A three-judge panel, in a 2-1 decision, declared unconstitutional a pro-

vision of the 1984 Cable Act that exempted from franchise obligations systems serving commonly owned multi-unit dwellings that did not cross rights-of-way, but not those serving separately owned buildings. Such discrimination violates the equal protection provision of the Fifth Amendment, Judges Harry Edwards and Douglas Ginsberg said in their opinion.

The provision "was preventing the

expansion of the private cable business and hurting it in its competitive growth" against conventional franchised cable operators, said Deborah Costlow, counsel to the National Private Cable Association, which challenged the provision.

Prior to the ruling, private operators wishing to avoid having to obtain a franchise had to put in separate headends to serve two adjacent buildings simply because they were separately owned, Costlow said. "That doubles the cost. Now they can put in one headend and serve both of those build-

ings by running a cable between them."

"It is not an insignificant case," said a spokesperson for the National Cable Television Association, which had argued for preserving the franchise requirement for systems serving separately owned buildings. "It will make it easier for SMATV operators to set up shop in some communities."

With a literal reading of the Cable Act, the FCC in December 1990 affirmed that only systems serving commonly owned buildings could avoid

the franchises and the heavy fees and responsibilities that typically come with them.

On appeal, Edwards and Ginsburg last March found the discrimination constitutionally suspect, but gave the FCC a chance to justify it. The FCC tried but, as last week's ruling makes clear, failed.

Noting the cable legislation now pending in Congress, Edwards and Ginsburg concluded: "If we have misunderstood congressional intent...we have no doubt that Congress will act to remedy the situation." ■

## FIRST-RUN TOPS OFF-NET IN PRIME ACCESS

*That's the preference of broadcasters in markets 51-75*

By Joe Flint

**A** BROADCASTING analysis of television markets 51-75 shows that when given a choice of how to program the hour preceding prime time, the majority of broadcasters opt for first-run syndicated programming instead of off-network shows.

That hour, known as prime access, has become the topic of debate both at the FCC and in the programming community. In the top 50 markets, affiliates are limited in the amount of network and off-network programming they can air, leaving those time slots open to syndicators and off-network programming available for independent stations. The networks and Disney would like to see the off-network prohibition rule repealed or at least significantly relaxed, while other studios and programmers such as King World and independent stations are lobbying hard to keep the status quo.

Of the 75 programs airing in the access hour in markets 51-75, 31 are off-network programs. Those numbers are up slightly from a similar study done earlier this year by the FCC's Office of Plans and Policy that showed 25 stations airing off-network shows in prime access. When Fox's *Married...with Children*, which technically is not off-network, is added to the mix, the number increases to 40.

In the majority of markets 77-100, 28 of 81 shows are off-network. With *Married...with Children*, the number grows to 32.

In markets 51-75, according to Nielsen's February ratings, the first-run syndication shows are usually the



Syndication hit 'Wheel of Fortune'

winners. For example, in Albuquerque, *Wheel of Fortune* and *Entertainment Tonight* both finished ahead of *Cheers*. Of the 18 markets where off-network competes head-to-head with first run, a first-run show finished first every time and was usually followed by another first-run show.

Syndicators such as King World argue that what happens in markets 50 and beyond should not necessarily be applied to any decision-making process regarding the top 50 markets. *Entertainment Tonight* premiered with four clearances in the top 10 markets, while *Jeopardy!* had only two.

King World also argues that in markets 51-75, the "top" shows are practically absent from independent station schedules.

In some cases, though, it appears no stations are taking the off-network programming. For example, in markets 51-75, nine affiliates and one Fox affiliate have *Cosby*. In the other markets, no independents have it and presumably don't want it. It is a similar

story for *Golden Girls*: the show is not in the 16 remaining markets.

King World says if FCC Office of Plans and Policy Chief Robert Pepper's assumption that markets 51-75 serve as a model for the top 50 markets with regard to off-network prohibition repeal, the net benefit to the entire off-network industry would be \$24 million—\$12 million, once the "aberrantly priced" *Cosby* series is dropped from analysis—in annual incremental revenue against "the backdrop of a \$1.2 billion industry." The benefits to off-network, the syndicator claims, would be "overwhelmed by the massive damage to the first-run industry." However, that \$1.2 billion figure is for all first-run syndication. Industry sources estimate the access period to be worth \$500 million in ad revenue this year.

Besides the three networks, affiliate groups including Bonneville International and Hubbard Broadcasting have been pushing for repeal of the off-network ban. FCC Chairman Alfred Sikes had hoped to launch a rulemaking on the off-network ban at this week's meeting, but three of the commissioners thought it was too early to move on the item.

Capitol Hill has also told Sikes to go slow with Senator Paul Simon (D-Ill.) and House Telecommunications Subcommittee ranking Republican Matthew Rinaldo (N.J.), asking the commission to wait until the financial interest and syndication issue is resolved. If that line of thought prevails, it could be at least several months before the commission addresses the prime time access rule. ■

# YOU CAN SEE THE FUTURE BY LOOKING AT US NOW.

While industry talk invariably revolves around new technologies, it takes a very special Company to stay focused on the creative product and capital investment you've already made.

Panasonic is making significant refinements to existing technology and developing major new products such as its half-inch 4:2:2 videotape recording system currently under development. All Panasonic products share the same vision: a commitment to value, quality, and technological continuity.

Each Panasonic system, whether it's S-VHS, EnHanced MII or D-3, has cameras, dockable recorders, field portable recorders and studio VTRs; with high quality bridges between formats.

RS-232C interfaces have been added to



HALF-INCH 4:2:2 DIGITAL VTR

key VHS and S-VHS VCRs to extend their applications in edit environments. The new EnHanced Series MII has a forward-looking 16:9 video capability built-in, and includes a Studio VTR with a Digital Output for interfacing to CCIR 601 or D-3 composite digital domains. D-3 VTRs now

have a Digital Format Converter, so D-3 can work easily with component digital sources or destinations.

Thus, it should come as no surprise that when Panasonic debuts its half-inch 4:2:2 recording system in 1993, it will play back D-3 recorded tapes in composite or component.

Now, when you choose a videotape recording system, think about where you're headed and how Panasonic can help get you there.



■ The FCC doesn't have to open a rulemaking to repeal PTAR's off-network prohibition this month or next, Disney Studios President Rich Frank reportedly told agency officials on his visit there last Wednesday, but it would be nice if the agency got the proceeding underway late this summer or early fall so it could render a decision by the end of the year prior to syndication's prime selling season.

Disney and network affiliates have been demanding an end to the prohibition, which would allow affiliates in the top 50 markets to buy off-network shows for prime time access. But first-run syndicators, who like the extra demand for their shows created in the top markets by the ban, and independent stations, not eager to compete with affiliates for popular reruns, have been trying to derail the whole effort.

Despite Frank's appeal, final action by year's end appears to be a long shot due to reluctance of most of the commissioners to take up the highly controversial issue. However, there is a real chance the commission could start it later this year and wrap things up early next.

■ NBC officials made a "rifle shot" visit to the FCC last Monday to spur action on KRON-TV San Francisco's PTAR waiver request. KRON-TV is one of the stations experimenting with a 7-11 p.m. prime time; the network and the station want the waiver so the latter may exceed PTAR's network programing limit and air *The Tonight Show* at 10:30 p.m. NBC's Rick Cotton, Bob Hynes and Howard Monderer were able to get in to see four of the five commissioners—all but the out-of-town Sherrie Marshall. The request apparently needs a nudge. As of last Wednesday, the chairman's office had yet to circulate a recommendation to the other commissioners.

■ Dan Brenner was in Washington early last week to check in with the legal department at the National Cable Television Association, which he will be heading come June 25. A one-time aide to former FCC Chairmen Charles Ferris and Mark Fowler, Brenner was named to NCTA's newly created post of vice president, legal and regulatory policy, late last month. Brenner says he has known Michael Schooler, the new general counsel, since their salad days together at Wilmer, Cutler, but had not yet met other members of the staff. He says he is looking forward to June 25. "It's a very good group and the people like it there."

According to Brenner, the road that led to NCTA began last December when the UCLA School of Law decided to close the communications law program he has headed since leaving Washington and the FCC in 1986. With that news, he says, he began updating his resume, which includes a five-year stint on the CPB board.

Brenner is remembered in Washington for his unusual avocation: stand-up comic. But he says he's not that serious about being funny anymore. "For better or worse, it's become less a part of my life," he says.

■ The FCC scrambled two weeks ago to correct the impression left by Chairman Al Sikes in Senate testimony that the agency was putting personal communication service (PCS) on a slow track (BROADCASTING, June 8).

## Washington Watch



phone alternative came last Monday with the release of an order denying a 60-day postponement for comments on who should get preference for PCS licenses.

■ NCTA is right up there when it comes to PAC contributions. It ranked 13th in its class of "trade/membership/health" PAC's, distributing \$431,400 during the first 15 months of 1991-92, according to the latest Federal Election Commission report. The NAB's TARPAC placed 18th, but was far behind NCTA in total dollars, doling out \$291,487, the report said. The Association of Trial Lawyers of America, by the way, was number one with \$937,550.

■ An aide to retiring Senator Tim Wirth (D-Colo.) said the senator would be returning contributions made to his aborted re-election campaign, even though the law would permit him to keep a good portion for personal use, as are some of Wirth's fellow retirees. Cable could be a big beneficiary. Through PAC's and individuals, the industry was a faithful and heavy contributor to Wirth over the years. As of March 31, according to FEC records, Wirth had nearly \$1.2 million sitting in his campaign account. The aide called a *Washington Post* report that Wirth would join the World Resources Institute

"pure speculation." It will be a while before the senator announces his plans, the aide said.

■ The National Republican Senatorial Committee has fingered the two key communications policymakers in the Senate as potential losers in their re-election bids this fall. According to a June 4 report from NRSC Chairman and Texas Senator Phil Gramm, Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) are facing tough re-election campaigns.

"Recent polls show that...Inouye...is vulnerable and that his Republican opponent, [State Senate Minority Leader] Rick Reed, is closing in," the report says. And, it says, former Republican Representative Tommy Hartnett is "in a very strong position" to unseat Hollings, whose "vote against the Persian Gulf War and his continuing calls for higher taxes further his image as out of touch with South Carolinians."

■ Infomercial producers proved to be decent marketers of themselves, as the *New York Times* ran a favorable article on the industry on June 5 and *Entertainment Tonight* made the industry the focus of its lead story on last Monday's show. The reason for all the interest was the National Infomercial Marketing Association's first annual mid-year seminar, held June 5 in Washington.

Aside from self-promotion, the seminar was concerned with a regulatory problem, namely an effort by public interest groups to persuade the FCC to require infomercials to continually identify themselves on air as program-length commercials. Greg Renker, NIMA co-founder and president of Guthy-Renker, an infomercial producer, claims such regulation would open the floodgates for unnecessary regulation throughout the advertising industry. The NAB said that current industry standards are "more than adequate."

—HAJ

# Technology

## DAB: SIGNS OF COMING DOWN TO EARTH

By Peter Lambert

**A**lthough the last World Administrative Radio Conference saw the globe fractured over frequency allocations for digital audio broadcasting (BROADCASTING, March 9), more than 750 radio engineers appeared bullish enough about DAB to attend the First International Symposium on Digital Audio Broadcasting in Montreux, Switzerland, June 8-9.

During the week, Canadian and Mexican officials underscored their intentions to pursue terrestrial DAB, meeting with the 147-Eureka Consortium in Paris June 9 to advance plans to introduce over-the-air Eureka domestically as early as 1995. Eureka itself demonstrated mobile DAB reception from a UHF transmitter in France and announced its list of investors has grown from 13 to 20, including parties in the Commonwealth of Independent States.

In Montreux to present Delco Electronics's design for a DAB/AM/FM receiver, staff engineer John McComas said his company is preparing to test out-of-band terrestrial DAB at its laboratory in Marion, Ind.

Gene Miller, chief engineer for WMRI(FM) Marion, confirmed his station will provide digital audio signals to allow Delco to compare WMRI's analog transmissions with the digital source and digital transmissions of the same easy listening programing.

And FCC Commissioner Ervin Duggan called DAB a "technological imperative" for radio worldwide. The United States, he assured the symposium, is "as eager to make digital radio a reality as you are."

Duggan said he will seek a DAB solution in the U.S. that both protects terrestrial radio and "also opens possibilities for new services to develop—satellite services, for example, with

national and regional reach. I will be interested in putting such a hybrid solution in place," he said.

NAB Executive Vice President John Abel suggested, however, that an interference protection deadlock among

the U.S. (adopter of 2310-2360 mhz for DAB) and Canada and Mexico (both adopters of 1452-1492 mhz) "is likely to forestall the possibility of developing a satellite [DAB] system ...into the foreseeable future." ■

## VYVX, GI ADVANCE COMPRESSION

**P**roponents of compressed digital video satellite distribution systems received another invitation to tout their wares last week as Vyvx Inc. asked 30 companies and consortia to detail proposals that could be deployed in Vyvx's nationwide fiber-optic network in early 1993. Days earlier, General Instrument sold DigiCipher satellite compression equipment to Mexico City-based cable programmer/operator Multivision.

GI is to deliver encoding equipment (priced around \$700,000) to uplink six program services to one satellite transponder, as well as receiver-decoders for about 120 cable headends, says Geoff Roman, vice president, technology and new business development, GI's Jerrold Division.

Meanwhile, Vyvx asked companies in Europe, Japan and North America to detail how they would squeeze approximately seven broadcast quality TV signals through its 50-city fiber network, probably at 6 megabits per second—fitting into the existing compression rate hierarchy used by the telecommunications industry, says Howard Meiseles, vice president of engineering for Vyvx. Since 1989, Vyvx has delivered point-to-point TV network news and sports contribution feeds in 45 megabits per second (Mbps) digital form, but last spring Vyvx edged closer to becoming a multipoint-to-multipoint provider when it agreed to interconnect Fox Inc. affiliates in 41 cities (BROADCASTING, March 30). Vyvx will need perhaps five times less data devoted to error correction; the data can be redirected to the video portion of transmissions, Meiseles says. Vyvx's request also asks for encryption proposals. Outside the U.S., compression implementation appears to be on a faster track. Roman says other parties in South America, Asia, Europe and Canada are negotiating DigiCipher purchases like Multivision's.

GI is one of nine systems under analysis at Cable Television Laboratories, Boulder, Colo., since late last year (BROADCASTING, Dec. 23, 1991). Tele-Communications Inc., Viacom Networks and PBS are now selecting systems among them for CableLabs testing this summer, on the way to purchase orders in late 1992.

Multivision head Ernesto Vargas credited CableLabs with "moving this technology forward on a timetable that will now make it possible for me to implement it much sooner." Although DigiCipher can squeeze as many as 10 channels into each transponder, Jerrold's Roman says he expects Multivision will stay with a 6-to-1 ratio to assure the highest quality for its sports and other live services.

PDL

# BPME 1992

*Name change, CTAM participation in next year's conference are proposed*

By Mike Freeman

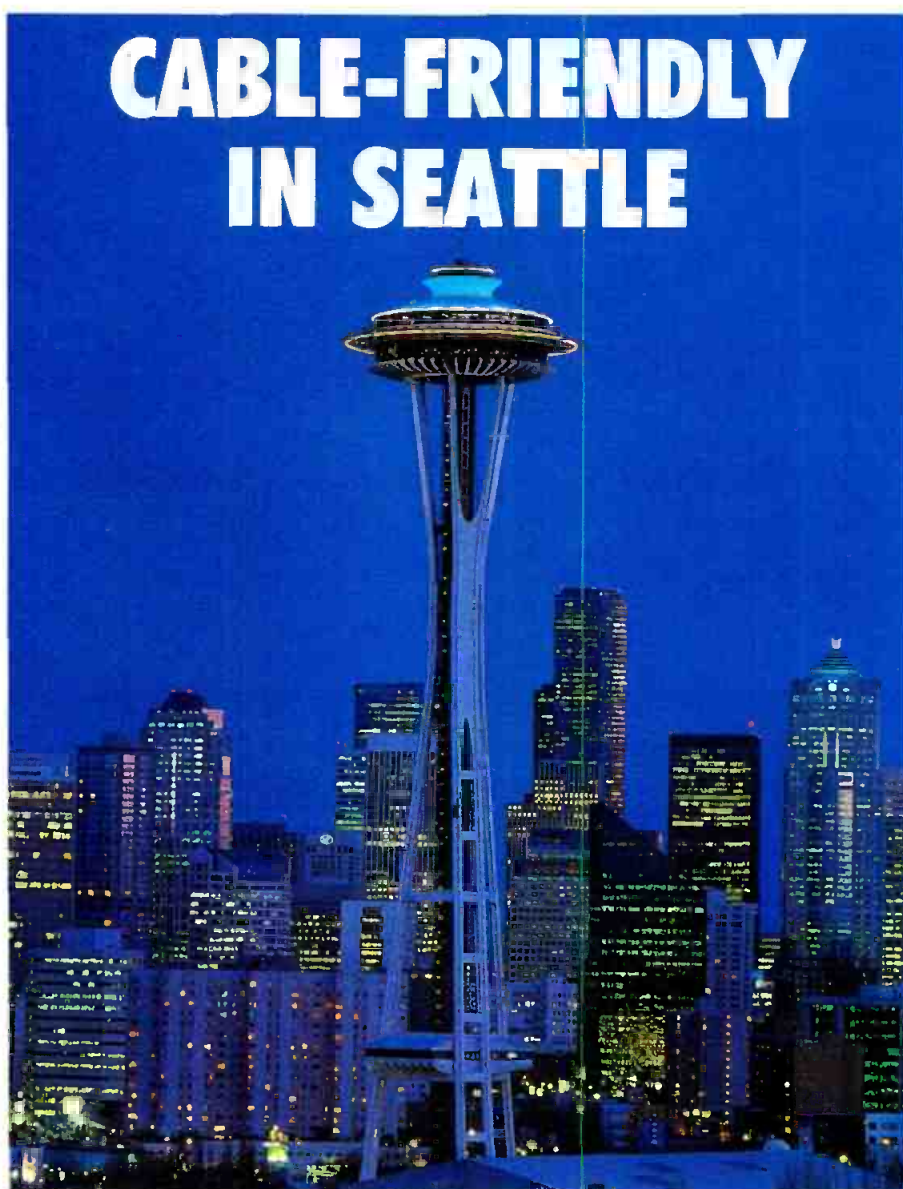
**T**he Broadcast Promotion and Marketing Executives-Broadcast Designers Association Conference and Exposition this week in Seattle is taking the "changing" part of its theme, "Surviving in a Changing Environment," to heart. Reflecting its own need to further diversify its membership rolls to include more cable marketing executives, a name change could be in the offing, reflecting the increased participation of nonbroadcast media.

This year's BPME chairperson, Erica Farber, who just moved from the senior marketing position at New York-based Interep Radio Store to become senior vice president of sales and marketing for radio trade magazine *Radio & Records* in Los Angeles, told BROADCASTING that a name change for the organization has been put forward for a vote from the entire membership in its slated June 14 meeting.

"With cable and pay per view becoming more actively linked with BPME, there has been a sense of urgency to come up with an organizational title that reflects the diversification of our membership," Farber said. "It's imperative that we recognize the need to change the perception of this organization as a promotion and marketing tool for the broadcast industry."

In fact, Farber and full-time BPME President Gary Taylor say cable accounts for BPME's fastest and largest area of growth. Cable and PPV registrations for this year's convention total close to 400—up 15% to 20% over last year's convention in Baltimore.

Of cable's increased participation in BPME, Farber says: "Cable promotion managers are seeking answers on



how to deal with declining budgets yet be able to deliver promotional information to cable and non-cable households in a highly competitive television environment." With a career background in radio, Farber says cable's problems are akin to those that radio experienced in the explosive growth of FM stations during the 1960's and 1970's.

"Radio was the first medium to build a strong local identity, and con-

tinued to thrive despite the fragmentation of the FM and AM bands by keying on local promotions and contests," Farber says. "It is clear that the cable networks picked up on that philosophy, but it is not apparent that the local cable system operator has picked up on it. Today, our promotional budgets in radio tend to be as limited as cable's, but radio has better adjusted to market conditions."

With a "growing sense of kinship"

between broadcast and cable promotion executives, Bob Klein, co-chairman of the BPME Cable Committee, says discussions have been initiated with the Cable Television Administration and Marketing Society (CTAM) about participating in BPME's 1993 conference, slated to take place in Orlando.

"We have been trying to get the message to the MSO's to open their pocketbooks for promotion on the local level," says Klein, owner of Klein & Associates, a Los Angeles-based cable marketing consulting company. "Most cable systems still don't have a local identity, even though they offer 40 to 60 channels. A few MSO's are beginning to recognize the importance of cross-channel promotion and are now setting aside 15% to 20% of their on-air time for local promotion."

Taylor echoes Klein's feeling that a "cross-fertilization" is taking place between broadcast television, cable and radio. "Much of MTV's and Nickelodeon's success in breaking through the clutter [from competing cable services] during the 1980's was due to the fact that their marketing staffs are made up of ex-radio promo-

tion executives," Taylor says.

However, Taylor, like many other broadcast promotion executives, says that the decline in advertising spot buys during the last three years has not afforded local TV stations the same kind of rapid growth cable enjoyed in the previous decade. Taylor estimates that spot advertising sales have de-

*"We have been trying to get the message to the MSO's to open their pocketbooks for promotion on the local level."*

**Bob Klein, Klein & Associates**

creased 30% over the last five years, which he says has stations looking for "economies," such as the cutting of lower-level personnel and the "phasing out" of the program director.

"If I were a program director, I would learn as much as I could about promotion and marketing," Taylor says. "The days of the programing

specialist are over. I know this may upset some of my friends at NATPE, but in today's market reality, the general manager is making the purchasing and programing decisions at the station level. And, increasingly, the GM has turned to his sales, marketing and promotion managers to bring more viewers to the TV set and develop incremental revenues."

To illustrate the importance of integrated promotion and sales efforts, Taylor points to KNBC-TV Los Angeles's recently initiated cross-promotion with Universal Studios' Hollywood Tour. "KNBC did it all in-house and put together a value-added promotion that may have cost them \$100,000 to produce and air, but the station makes \$900,000 in incremental advertising revenues," he guesses. "Typically a value-added promotion like that spotlights your on-air talent, generates stronger ratings and advertising revenues, and ultimately induces the client to spend more ad dollars for a larger package of advertising efficiencies. There is still the problem that the station is giving away more inventory and getting less [money], but the advertiser wants efficiency." ■

## SYNDICATORS TO STATIONS: LET'S DO LAUNCH

**By Mike Freeman**

*With the 1992-93 season less than three months away, over a dozen syndicators will be conducting marketing workshops at the BPME-BDA Conference and Exposition this week in Seattle. Set to launch domestically are close to three dozen new first-run weeklies and strips and a half-dozen off-network strips, but many of the major distributors will also be fine-tuning ongoing promotions for incumbent syndicated programs. The following is a survey of the promotion plans on display in Seattle.*

**Buena Vista Television.** To herald the launch of its newest *Disney Afternoon* animated series spoke, *Goof Troop*, Buena Vista Television is re-teaming with Kellogg Co. and has signed Burger King, Pacific Theatres and another yet-to-be-identified national retailer for a major tie-in "Get Goofy" campaign valued at \$100 million for next season. From July to September 1992, several of Kellogg's best-selling

cereal brands will include proof-of-purchase figurine giveaways featuring characters from *Goof Troop* and companion cartoons *Darkwing Duck* and *Tale Spin*.

Also, in October, Burger King kicks in with *Goof Troop* premium coupons, in-store Kids Club displays and other on-air and print support. Pacific Theatres, which operates 90 screens along the West Coast and Hawaii, will participate in a *Goof Troop* collectors' cup giveaway.

Maintaining the tradition of heavily cross-promoting *The Disney Afternoon* programming in its Disney World and Disneyland theme parks, The Disney Co.'s publishing, audio and retail sales (The Disney Store) divisions will be releasing collector magazines, music videos and other merchandise celebrating Goofy's 60th anniversary. On top of receiving the usual complement of teaser, launch, generic and PSA on-air spots,

client stations will have the opportunity to host a preproduced half-hour special from one of the two theme parks, with each station retaining the full commercial inventory.

**Claster Television.** John Claster, president of the traditionally children's animation-oriented company, will be embarking upon new territory as the Timonium, Md.-based distributor unveils its promotion plans for its live-action rock 'n' roll series, *Catwalk*. In targeting the MTV generation, Claster says a promotional campaign—in excess of \$1 million—will be making "heavy" buys of radio satellite time for localized interviews between cast members and local radio talent. To further hype the *Catwalk* premiere (a two-hour telefilm debut, Sept. 28-Oct. 4) before it goes to regular telecast (starting Oct. 4), Claster has cut a deal with MCA

Records to release a *Catwalk* album and single performed by cast regulars.

Claster will also be unveiling a PSA campaign for *Stunt Dawgs*, an animated strip based on the exploits of movie stunt coordinator and director Hal Needham. In addition to a complement of 10 on-air teaser spots, plans are to produce a similar number of animated PSA's on such topics as bike and skateboard safety.

### Columbia Pictures Television

**Distribution.** Following in the footsteps of this season's marketing effort with the off-network launch of *Married...with Children*, CPTD will be discussing marketing plans hammered out in its station-led "Designing Women Advisory Council" board meetings. At an invitation-only luncheon today, Bob Cook, senior vice president of marketing, CPTD, is expected to announce a multimillion-dollar station co-op advertising campaign that Cook suggested to BROADCASTING will have a "major retailer" picking up 75% of the promotion costs, compared with the industry-standard 50/50 split.

With *Designing Women* being offered on an advertiser-supported barter basis, national and local tie-in promotions could figure prominently in *Designing Women's* end-result ratings and revenues.

Also, the Hollywood studio, says Cook, will be discussing promo plans for its slow-rollout talk show *Cristina Saralegui* on a "per-request basis," with the group of stations participating in its summer introduction. He said that will also be the case for the marketing effort on *Beakman's World*, a first-run weekly kids series for next season.

**Genesis Entertainment.** The Agoura Hills, Calif.-based syndicator is hoping that the star power of Whoopi Goldberg's presence at Genesis's Tuesday afternoon workshop will gain the complete attention of station promotion executives. In its teaser campaign for *The Whoopi Goldberg Show*, Doug Friedman, Genesis senior vice president of creative services, says the campaign theme, "Whoopi Plus



Disney's 'Goof Troop'

One," will feature clips of one-on-one interviews with such stars as Robert DeNiro, Cher, Robin Williams and Michael Douglas to "differentiate" her from other "couch-type" talk shows. Friedman says that Thin Man Productions of New York will be producing the on-air teaser and launch campaign spots. Goldberg will also host a reception at the Seattle Space Needle that evening.

**Group W Productions.** Two workshops are scheduled with the hosts of its daytime strips *Vicki!* (Vicki Lawrence) and *That's Amore* (Luca Barbareschi) in attendance. Lawrence is known to American viewers as a long-time regular on *The Carol Burnett Show* and the lead in *Mama's Family* but will be accentuated in print and on-air campaigns as the mother of two teenage children who can relate to American housewives, says Group W's vice president of creative affairs, Owen Simon, who will be the recipient of BPME's lifetime achievement award at Wednesday's Gold Medallion Awards.

Similar research by Frank Magid & Associates on Barbareschi, who has hosted the Italian broadcast version of *That's Amore*, will seek to highlight his "ability to playfully prod husbands and wives to share their idiosyncracies," says Simon. Aside from the standard complement of promotions, stations will receive a 30-minute "behind-the-scenes" pre-launch special on *That's Amore* (free of national barter time).

### King World Productions.

Headlining activities will be Oprah Winfrey, who will be taking part in a promotional workshop for her talk

show, speaking at the Seattle Opera House and hosting a Tuesday (June 16) reception at The Columbia Tower Club. A new generic campaign for *The Oprah Winfrey Show* will be unveiled during KWP's workshops. There will also be workshops for top-rated strips *Wheel of Fortune* and *Jeopardy!*

### MGM Domestic Television

**Distribution.** Plans are for MGM to hold two workshops for the launch of *In the Heat of the Night*, the off-network drama being offered on a straight barter basis. After conducting focus group testing, Steve Bradbury, MGM's vice president of advertising and promotion, says on-air spots will look to capitalize on series star Carroll O'Connor's "big pull" in suburban and rural markets and co-star Howard Rollins's "popularity" in major urban markets. With the network run of *Heat* moving from NBC to CBS next season, Bradbury suggested an "overlap" cross-promotional effort is in the works between the studio and the network.

### Multimedia Entertainment.

The spotlight will be on Phil Donahue, with Multimedia throwing a 25th anniversary luncheon salute to the veteran talk show host. Donahue will also be on hand to receive the 1992 Industry Achievement Award from BPME at Wednesday's Gold Medallion Awards. Julie Farin, Multimedia's manager of publicity and promotion, says that a Tuesday workshop for its *Sally Jessy Raphael* talk show will allot time for discussion of similar promotional plans for rookie *Jerry Springer* and fall 1992 newcomer *Rush Limbaugh*.

### Paramount Domestic

**Television.** Although the Hollywood studio is working on two high-profile weekly action-adventure series, *Star Trek: Deep Space Nine* and *The Untouchables*, those projects will not be discussed at length at BPME, since neither debut until January 1993, according to Tom Connor, Paramount's executive director of advertising and publicity. Instead, he says, Paramount will detail continuing promotions for first-run stalwarts *Entertainment*

Tonight, *The Arsenio Hall Show*, *Hard Copy* and *The Maury Povich Show* at distributor/station roundtable sessions and an invitation-only reception. Connor did reveal that a new on-air campaign is being shot for *Arsenio*, an "extension" of the talk show's "One of these Nights" campaign.

### Television Program

**Enterprises.** Officially expanding *Star Search* to a strip next season, TPE is planning one of its largest-ever promotion pushes for the long-time syndicated franchise. TPE's executive vice president of sales, Allan Bennett, says a "Star Search Viewer's Choice Contest" will be conducted on a market-by-market basis.

Starting today, *Star Search* host Ed McMahon will be visiting individual client station markets to conduct talent tryouts at local high schools. For participants who choose the winning contestant in the various categories, drawings for expense-paid trips to Disney World (Delta Airlines is also participating) will be conducted. Tie-in radio station contests will also be a major tool in localizing the promo effort.

"We're out to create a seamless campaign where *Star Search* is an integral part of each market," says Bennett, who declined to put a dollar value on the entire campaign.

**Tribune Entertainment.** The Chicago-based distributor has three workshops slated: New generic and episodic promos for *Geraldo* and *The Joan Rivers Show* are slated. Generics and episodics heralding next season's 1,000th episode of *Geraldo* will be the major highlight of the new campaign, according to Maryann Schulze, Tribune's director of station relations. Also, *The Dennis Miller Show* will be featured in a Tuesday workshop (Miller is scheduled to host BPME's Gold Medallion Awards).

**Twentieth Television.** Luncheon workshops for *A Current Affair* and *Studs*—the rookie romance strip—are planned. Both luncheons will mark the introduction of David LaFountaine, who left WCBS-TV New York last month to take over as



Warner's 'Batman'

Twentieth's senior vice president of marketing and promotion. Joining him will be Twentieth's vice president of creative affairs, Mathy Wasserman, in addition to *Current Affair* anchor Maureen O'Boyle and *Studs* host Mark DeCarlo.

**Viacom Enterprises.** The launch of *Roseanne*, one of the most anticipated off-network sitcoms since Viacom's *The Cosby Show* joined stations in 1988-89, is going to receive a "three-pronged" pre-launch on-air promotional blitz. Viacom's vice president of creative services, Lisa Merians, with promotional producer Image One Productions of Los Angeles, enlisted the "creative input" of series stars Roseanne Arnold and John Goodman in taping the three sets of on-air promo spots—"The Big Number," "Letters" and "Hard Cell"—each airing for a week in advance of the sitcom's launch. "Big Number" has Roseanne performing Marilyn Monroe's immortal "Diamonds Are a Girl's Best Friend" dance number; in "Letters," Arnold and Goodman play "dear Abby" by reading fan letters; and "Hard Cell" has Roseanne "thanking the prison warden for not having to put up with her kids," according to Merians.

**Warner Bros. Domestic Television Distribution.** Warner Bros.' senior vice president of corporate marketing and advertising, Jim Moloshok, will have the most series promotions to unveil in workshops at the convention. In coordination with the Fox Children's Network workshop, Warner Bros. will detail the promotion blueprints for five series to be cleared on FCN next season, with the debut of the

animated *Batman* strip benefiting from the interest generated by this summer's release of the theatrical sequel. Station reps and other industry insiders who have seen early production clips have expressed concern over how children will react to the "darker tilt" of the cartoon, but Moloshok says an on-air campaign has been developed for Fox stations where shots of *Batman* are "intercut" with the more "lighthearted" clips from *Tiny Toon Adventures*.

In all, five Warner strips will be appearing next season on FCN—*Batman*, *Tiny Toons*, *Beetlejuice*, *Merrie Melodies* and *Tom & Jerry*—in addition to weekend airings of *Tiny Toons* spinoff *The Plucky Duck Show*, and *Taz-mania*. Moloshok says the "synergy" of Time Warner's ownership of Six Flag theme parks across the U.S. will have them taking part in tour promotions and prize giveaways in conjunction with Fox Kids Club promotions on the station level.

Also, the off-network launch of *Murphy Brown* has benefited from uniquely different publicity (see "Bi-Coastal," page 17). Since *Murphy Brown* is being cleared by some stations as a news lead-in or lead-out, Moloshok says on-air episodic promos are being produced in a "news format" with "F.Y.I." anchor Jim Dial (played by Charles Kimbrough) teasing upcoming episodes in front of a blue matte screen, where local stations will be able to "key in" their call-letters and *MB*'s time of airing. Also, Moloshok has hired The Four Tops, whose music is often featured on *MB* openings, to perform in music video-style launch promo spots.

**Zodiac Entertainment.** A "Widget's Great Space Race" contest promotion will offer kids the chance to win a grand prize trip to the U.S. Spacecamp Academy in Huntsville, Ala., which will be awarded to one boy and one girl. This season's addition to *Widget*, the weekly series *Mr. Bogus*, is planning a "Party Hardy with Mr. Bogus Sweepstakes," a national promotion awarding grand prize winners a visit from a costumed *Mr. Bogus* and a specially prepared party.

# Date Book

■ Indicates new listing or changed item

## THIS WEEK

**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 15—"NFL—The ESPN Way,"** reception and program sponsored by *International Radio and Television Society, sports division*. Speakers: Jack Bonanni, senior vice president, advertising; Steve Bornstein, president and CEO; John Walsh, executive editor, and John Wildhack, vice president, remote production. Time-Life Auditorium, New York. Information: (212) 867-6650.

■ **June 16-17—"Independent Rally,"** sponsored by *Association of Independent Television Stations, Inc.* Washington. Information: Angela Giroux, (202) 887-1970.

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

■ **June 17—Society of Broadcast Engineers, chapter 15, New York area,** meeting. Speaker: Bill Kraus, chief engineer, WABC-AM, New York. WABC-AM, New York. Information: David Bialik, (212) 594-1380.

■ **June 18—Local advertising sales presentation** sponsored by *Lifetime Television Network*. South-

## INTERFACE AND HALL OF FAME SET

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

ern California. Information: Ron Davis, (310) 556-7528.

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

**June 18—International Radio and Television Society** newsmaker luncheon, on "Public Television: Dawn of a New Era or Twilight?" Speakers: William Baker, president-CEO, WNET(TV) New York; Les Brown, Freedom Forum, Columbia University, and Dick

Hubert, TV producer/writer. Waldorf-Astoria, New York. Information: (212) 867-6650.

**June 18—"Tuning Up! Format Strategies for the '90s,"** seminar sponsored by *International Radio and Television Society*. Time-Life Auditorium, New York. Information: (212) 867-6650.

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

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

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

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

**June 20-22—Ninth annual ShowBiz Expo** trade show and conference. Los Angeles Convention Center, Los Angeles. Information: (213) 668-1811.

**June 20-24—1992 PBS** meeting. San Francisco Hilton, San Francisco. Information: Fran Freyman, (703) 739-5319.

## MAJOR MEETINGS

**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. Future convention: March 21-24, 1994, Las Vegas.

**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. Future conference: May 22-25, 1994, San Diego.

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

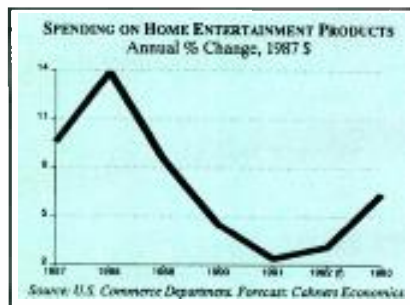
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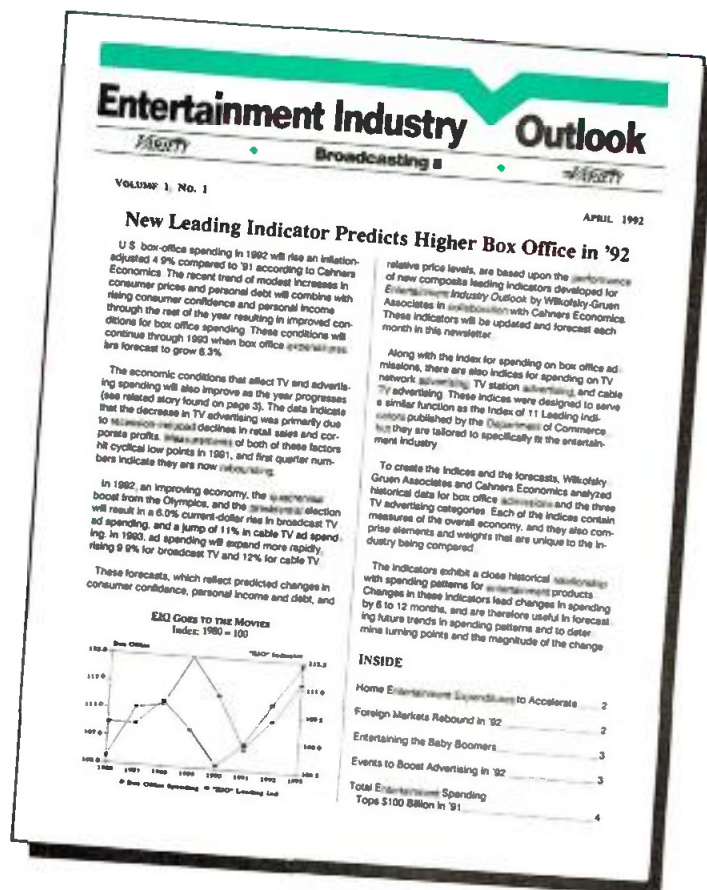
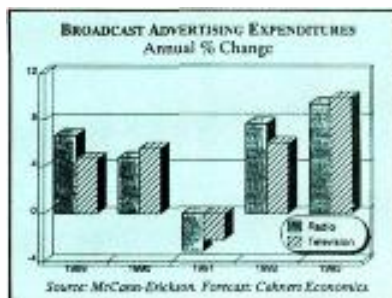
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# Open Mike

## PUBLIC SUPPORT

EDITOR: In the May 18 "Open Mike" column, BROADCASTING printed a letter from John Goeman, aroused by the so-called government business of noncommercial public broadcasting. Mr. Goeman, as owner of commercial radio stations KJAM AM-FM Madison, S.D., is hardly an impartial observer of public broadcasting in South Dakota, and he appears confused as to just what "business" public broadcasting conducts in his state and in the nation.

For the record, public broadcasting is a valuable community partner. In South Dakota, the state network co-sponsored a Technology 2000 conference last year for business, education and government leaders. Its goal was to share technology planning and implementation for classroom use, state emergency communications and the exchange of medical and agricultural information.

Public television is a valuable educational resource, serving more than 127,000 students in 72 South Dakota school districts with a daily schedule of five hours of programming. The network also provides programs in an overnight block feed for teachers to record on their VCR's. Teachers find public TV a great teaching tool.

In South Dakota, public television is motivating pre-school children to learn through programming for daycare centers and by training childcare providers in conjunction with the state's extension agents.

In South Dakota, public broadcasting is giving students the opportunity to develop their own quality programming by producing, for broadcast, plays written by students in the elementary and secondary grades.

Which commercial outlets in South Dakota provide these kinds of services to all South Dakotans? South Dakota Public Broadcasting does so, at a federal investment of \$1 (yes, one dollar) per person per year. This is the incredible "drain" on the American taxpayer Mr. Goeman decries.

As John Hendricks, chairman-

CEO of the Discovery Channel, said before the Washington Metropolitan Cable Club last year: "PBS is the vehicle through which our government can insure that all citizens, regardless of their economic situation, can have access to educational programs and programming that inspires our citizens and our students to take an interest in the arts, the humanities, and the sciences.... Public funding of the PBS *Civil War* series, *The MacNeill/Lehrer NewsHour* and the wonderful PBS series...on astronomers is an example of government carrying out its public interest obligations to make sure all citizens have access to quality, informative programming that commercial broadcasting might find difficult to offer due to competitive reasons."

Similar sentiments about the need for public broadcasting and the constraints of commercial media were expressed in recent letters to Senator Inouye by the president and the chairman of Capcities/ABC and the chairman/CEO of Continental Cable.

Mr. Goeman asks what reaction would be provoked by the government's opening 1,200 gas stations, newspapers or other private enterprise with tax dollars. I wonder what this straw man has to do with public broadcasting. Public broadcasting is by definition a public service, responsible to local communities, local school boards and local universities. It is neither government-owned nor a private enterprise. It is, rather, the only locally controlled communications medium in the country whose sole reason for being is to make and distribute programs for public and educational rather than commercial purposes.

True, public broadcasting has been instructed by its government funders to earn some of its money because it cannot fully fund the ser-

vices it wants us to provide. This is of concern to public broadcasters as well. My choice to be a public broadcaster was deliberate, and the personal rewards are other than those I found in commercial broadcasting. I doubt that throwing out the baby with the bathwater is the answer to Mr. Goeman's concern. More likely, the time has come to establish a permanent funding base adequate to provide for the necessary public interest, educational and community service aspects of all Americans as only the media can provide.—David J. Brugger, president, *America's Public Television Stations*, Washington.

## ATTENTION PLEASE

EDITOR: Two separate pieces in the May 18 BROADCASTING were particularly timely in our part of the world. An article discussed the FCC's proposed hoax penalties, while an excellent editorial warned of the dangers in acceding to mandatory unregulated government access channels for cable systems. Permit me to add a new wrinkle.

Central and Western Virginia have experienced two so-called 100-year floods in the last decade. We residents are thus understandably uneasy during heavy rains. It appeared we were at the threshold of another disaster on April 21.

I should say, with all due modesty, that WDBJ is by far the single-most-viewed channel on the local cable system. Our principal newscast has almost as much audience as all other broadcast and cable channels combined. We treasure and guard our credibility. We had spent April 21 in an intense effort to monitor and report to people who depend on us just what risk of flooding—specifically, another 100-year flood—was present. I believe our reporting, and that of the other local stations, was calm, reasoned and reassuring.

At least three times during prime time on the evening of April 21 our viewers on Cox Cable saw the WDBJ signal go to snow. An ominous unidentified voice then overrode

## ERRATA

**Multimedia** is **syndicator** of CBS off-network series *Sweating Bullets*, not **Metromedia**, as reported in June 8 story on CBS compensation.

our signal and announced that the Roanoke River would crest overnight at 20 feet above flood stage. Roanokers know that 20 feet above flood stage exceeds the levels of the tragic flooding of 1985; this was serious stuff! And it seemed WDBJ just said so. Unfortunately, a series of problems had led to dissemination of erroneous information.

Needless to say, the station's telephones began to ring. That evening, and in subsequent investigation, we learned several things.

■ We have known that we have absolutely no control over a cable system's use of our signal. We just didn't realize what "absolutely no control" really means.

■ It wasn't just us. The same voice-from-hell and the same snowy screen appeared simultaneously on every other channel on the cable system, from C-SPAN on channel 2 through the television stations and pay services to A&E on channel 36.

■ Cox Cable, under the pressure of recent franchise renewal negotiations, granted local government—which already had an access channel—a new production facility and the ability to take control of the entire system and override all channels to broadcast government information. No Emergency Broadcast System coordination is required. Radio is bypassed. There is no device for determining when or under what circumstances the interruption is warranted. The cable company says it has no voice in the decision.

■ Because the new system was not entirely ready on the night of April 21, a representative of the city provided a script of sorts to be read by a technician at the cable system's headend. The technician whose voice was heard was the only person available to read it.

■ A misunderstanding about the script resulted in a serious error. What was read as "20 feet above flood stage" should have been "will crest at 20 feet." The Roanoke River's flood stage is 10 feet.

■ Good intentions drove the whole thing. Over-the-air channels account, on average, for 73% of viewing in Roanoke County. Local government was looking for a way to send emergency information to those cable viewers who at any given time might be watching cable channels that are not part of EBS. It

seemed like a good idea at the time.

This was not a hoax, but its consequences were equally disturbing. This occurred within the existing cable and television regulatory environment, and the ramifications are even more disturbing. Nothing prevents any prankster who learns how from seizing control of the system and broadcasting on our channel and all the others any hoax he wishes. Nothing prevents a big-brother figure in government from deciding he doesn't like the content of network newscasts at 6:30 tonight and blocking them all with his own message. Nothing enables me to protect the integrity of this station's signal. Nothing enables Cox Cable to resist this incursion, unrelated to rates or quality of service, into its business.

We have seen the future and it is disturbing. While we fully and carefully control the signal that leaves our transmitter, its subsequent use or misuse cannot be controlled under existing law. We need relief.—*Robert G. Lee, president/general manager, WDBJ(TV) Roanoke, Va.*

## FERTILE FIELD

EDITOR: The media business is facing daunting challenges. Technological innovation and hard times are forcing a marketplace mutation. One often overlooked result of this industry-wide restructuring is that a phenomenal window of opportunity has been opened. Deft new media companies securing a foothold today will be highly competitive well into the next century. Many of the current contenders are technology based, yet it is software innovation that is key to long-term future growth.

From Melrose to Atlanta and from Orlando to midtown Manhattan, investors, executives, producers, agents, talent, unions, technology—from the biggest multinational corporation to the smallest radio station—virtually everyone must actively promote innovation in the ways we design, market, produce, distribute and pay for radio and television programming. Despite the vast array of electronic distribution systems now or soon to be on line, and the self-evident truth that programming access is not synonymous with profitability, industry players are still spending vast sums on alternative hardware-based delivery systems.

Advertising-driven national

place-based television is one such innovation [programming distributed via linked video monitors located amid consumer traffic]. Although the theory behind place-based television is sound, the approach is far from a panacea for the '90s. Americans understand all too well the connection between advertising and "free" radio and television programs. Coincidental proximity to a television screen is rarely sufficient pretext for successful communication. It works where there is a genuine need for information, or where operators can guarantee an appropriate environment. Elsewhere, advertisers not only fail to communicate—they may be ritually sacrificed at the cash register altar.

The point is that in the quest for innovation, access is simply not enough. Where is the programming that will actually get people to click in and ante up in large numbers?

As the major networks, cable channels, studios and syndicators will dominate the production and distribution of serial programming for the foreseeable future, the next wave of independent producer/distributors will necessarily introduce a new species of multifaceted, limited run/special event program, positioned minus any exclusive technological frame of reference. Funding for this coming species will come from advertisers, consumers and the producer/distributors themselves. One key to the viability of these future nationally distributed programs is, paradoxically, localism. Producer/distributors must reach national audiences at the grass-roots level. Breaking through the clutter with limited run/special event programming, particularly in lieu of a larger PPV universe, requires that consumers are made to feel like participants. Breakthrough vehicles will be those that allow consumers across the country to talk about the programming as it relates to their own town and their own friends. Consumers will respond if they feel their interests are recognized and appreciated.

These are challenging times for all of us in the Fifth Estate. But is also a time of great opportunity, a moment in history where technology and circumstances have neutralized many competitive barriers.—*Floyd E. Vasquez, founder, Vision Broadcasting Network, New York.*

# Classifieds

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

## RADIO

### HELP WANTED MANAGEMENT

**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.

**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.

**General manager:** Madison, Wisconsin area. Strong sales record. Must sell and train. EOE. 175 Spring Lane, Winnetka, IL 60093.

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

**Sales manager:** This position handles all national sales, including market trips, correspondence programs and promotion/merchandising. This position will also be a back-up on local sales to the general sales manager. Responsibilities include assisting on avail preparation, sales meetings and sales tools. 5 years radio experience required. Management preferred. College education required. Resumes to: P. Agase, B96 630 McClurg, Chicago, IL 60611. EOE.

**General manager** competitive Midwest medium market. Lite AC format. Candidates need positive, enthusiastic attitude and strong leadership skills. Excellent compensation package. Future potential for partial ownership. GM seeking new challenge or GSM ready to move up. Send resume to Jim Masters, 1605 Colonial Parkway, Inverness, IL 60067. EOE.

**Indianapolis area full time AM/FM** looking for aggressive selling sales manager. Must sell own list, plus manage 6 person sales team. The right person in line for my job as G.M. as we expand. AM is Talk, FM is Country, both 24 hour. Market of 250,000. Reply to Box D-18. EOE.

### HELP WANTED SALES

**24 hour AM/FM** looking to expand current sales department. Excellent commission and bonus. If you have proven you can sell radio time, move up to our team. Send resume to Jim Mougeotte, WAXT/WHBU, Box 610, Anderson, IN. EOE.

**Account executive** needed with at least 3 years experience in selling radio. If you can go beyond cost-per-point business and are creative and aggressive, the 3rd ranked station in the 8th largest market in the U.S. may have the position for you. Preferential treatment given to those with prior experience selling an urban format. Send resume attn: Howard Toole, KJMJ, 545 East John Carpenter Frwy, Irving, TX 75062. EOE.

**Senior account executive** with management potential needed for top billing stations in the Southwest. Successful candidate must possess excellent oral, written communications skills. Must be aggressive and proven winner and leader. This is not a developmental position. Opportunity for advancement and excellent pay on performance. Send resume to Foster Communications Co. Inc., PO Box 2191, San Angelo, TX 76902. Attention GSM. EOE.

**Fastest growing radio station** in CA's fastest growing market: K-FROG, the L.A.-size radio station in Riverside/San Bernardino currently has two openings due to expansion. Position 1: Regional account executive. Duties consist of handling current accounts and developing new business in Los Angeles. Requirements include at least two years successful radio sales experience, preferably in the Los Angeles A.D.I., great presentation skills, and the need to earn a high income. Position 2: Local account executive. Duties include developing new business in the Riverside/San Bernardino /Orange County area. Requirements include at least one year successful radio sales experience, desire to re-locate to the inland empire. Both positions are now available. To apply, fax your resume to Gerry Cunningham, GSM at 714-825-0441. KFRG is an equal opportunity employer.

**Marketing-oriented sales professional**, experienced in national sales and willing to relocate to FL. We are adding to our network sales staff and welcome self-starters who can talk to brand management as well as media buyers. Send resume and references to Dave Donovan 813-572-9209 or fax 813-572-4735. EOE/M/F.

### 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

**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.

**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 cards, 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.

**Only if you're serious** about news: Midwest Family growing to 18 radio stations in Michigan, Illinois, Wisconsin, Missouri. Current, future openings — entry level reporters, experienced anchors, news director candidates. Tape, resume, salary history: Toni Denison, WTDY/WMG, PO Box 2058, Madison, WI 53701. No calls! EOE.

**Anchor and strong writer** for English-language radio station in Taiwan. Resumes and tapes with references to Robert Blum, News Director, ICRT, 8-1 Chung Yung 2nd Rd., Yang Ming Shan, Taipei, 111, Taiwan, R.O.C. EOE.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Program director** for KMOX Radio, St. Louis. Must have background in broadcasting, preferably with degree in journalism or communications and a minimum of five years' experience in radio including management responsibilities. Proven track record and familiarity with News, Talk, Sports and Entertainment format a must. Contact KMOX-CBS Radio, Attention: General Manager, 1 Memorial Drive, St. Louis, MO 63102. Equal opportunity employer.

**Think you're as good as Geraldo, Phil or Oprah?** We want you for a live daily prime time television talk show in USA's 11th largest television market. Send tape/resume to Bill Klaus, TV 29, Box 2170, Akron, OH 44309. EEO.

**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

**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.

**VP + GM/SM with corporate background** of large group has extensive experience medium to majors. Increased ratings + revenues at many top stations. Looking for career move into GM equity/investor position. Reply to Box D-19.

**Looking for leadership**, motivation and success? Then pick up that phone, we should talk. Former group owner, manager, excellent sales, promotion and production specialist seeking re-entry from early retirement to medium or large market. I've done it all and done it well, and I can do it again for you. From on-air to front office, you get it all. Phone Tom Armshaw, 919-292-8964. Let's talk today!

### SITUATIONS WANTED SALES

**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

**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 ANNOUNCERS

**Rich voice**, versatile deliveries/styles, this talented novice hungry for first on-air position. Kevin 212-388-2741.

## SITUATIONS WANTED NEWS

**Young enthusiastic female**, experienced, news director — writer, producer, anchor — for small market network affiliate seeks opportunity in NY metropolitan area. \$ open. Martha 212-864-7426.

## MISCELLANEOUS

**Have a radio program to syndicate?** Unsure how to start? We can help. 12 years in network radio points you in the right direction. SASE for free information. 90 Buckhead, Northport, AL 35476.

## TELEVISION

### HELP WANTED MANAGEMENT

**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.

**GM/GSM for small independent** in Hartford, CT market. Experienced manager, negotiator with sales background. Resume with salary to Box D-20. EOE.

**Traffic manager** for Northeast independent. Columbia experience required. Resume with salary requirements to Box D-21. EOE.

**Traffic manager:** Needed for top 50 market, major affiliate in Southwest. Must be a leader with a can-do attitude. Must know JDS BIAS. Inventory control to assist rate control a priority. Career opportunity with a leader. EOE. Reply to Box D-22.

**NSM needed** for number one station in Hartford/New Haven. Candidate must have 3-5 years minimum national sales experience. NY rep and sales management experience preferred. Extensive travel is required. Contact Kathleen Keefe, GSM, WFSB TV, 3 Constitution Plaza, Hartford, CT 06103. WFSB is an EEO employer.

### HELP WANTED SALES

**Television sales manager:** WNWO-TV seeks a local sales manager. Applicant should have extensive experience selling broadcast advertising in northwest Ohio. Position requires supervision of six salespeople and support staff. Strong organizational, training and creative abilities are essential. Send cover letter and resume to Sam Jacobs, General Sales Manager, WNWO-TV, 300 South Byrne Road, Toledo, OH 43615 by July 3, 1992. WNWO-TV is an equal opportunity employer.

**Aggressive "top gun" local A.E.:** Fox 45 Television in Baltimore, one of the fastest growing stations in the country, is looking to add a heavy hitter to its sales staff. Candidates must have at least 3-5 years in local sales or national rep experience. Send cover letter and resume to: Bill Stanton/LSM, WBFF Fox 45, 2000 W. 41st Street, Baltimore, MD 21211. EOE.

**Local sales/marketing executive:** Fox television station, KRIV-Channel 26 Houston is seeking an energetic, creative sales/marketing A.E. with exceptional service skills and the ability to develop new business. Applicant must have a minimum of three (3) years local experience in a top 25 market. An excellent reference list, familiarity with avail computer systems. Must be highly motivated and a team player. Interested applicants should contact: Nancy McNeil, Local Sales Manager, KRIV-TV, PO Box 22810, Houston, TX 77227. EOE. 713-626-2610.

**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.

**Exciting opportunities** with the New Inspirational Network, a Christian broadcasting company. We are looking for experienced sales people in airtime (spot and program), production and post-production facilities and with complete teleport, selling uplink and satellite time. Please send your resume to INSP, Rosemary Green, Box 40, Fort Mill, SC 29716-0040. EOE.

**Experienced AE** for top affiliate in Traverse City/Cadillac market. Good pay, great lifestyle, resort area. Established list, but new business development is vital. Great tools include BMP, Marshall Marketing, Jefferson-Pilot Co-op and more. Applicants must be energetic, motivated for success with some television or related experience. Write or fax Mark Featherston c/o WWTW-WWUP-TV, PO Box 627, Cadillac, MI 49601; fax 616-775-6987. 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** 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.

**VTR maintenance:** The Museum of Television & Radio is looking for a person to maintain videotape machines in our brand new dubbing/playback/editing facilities. Many tape formats, from Hi8 to D2. Candidates must have at least 3 years experience maintaining professional VTRs; an Associate's degree or better in Electronics is preferred. Please send your resume to: The Director of Engineering, MT & R, 25 W 52nd St, NY, NY 10019. EOE.

**Chief engineer:** Large market station with a small market approach is looking for a hands-on chief. UHF, 1-inch and Betacam experience a must. Reply Box D-23. EOE.

**Maintenance technician:** Experienced technician needed to maintain a wide range of technical equipment. Experience in troubleshooting and repair of studio video and audio equipment, digital and ENG equipment needed. RF experience desirable. Send resume to Chief Engineer, K\*USA-TV, 500 Speer Blvd., Denver, CO 80203. Equal opportunity employer.

**We are looking for a chief engineer** with documented experience maintaining UHF high power television transmitters. As a satellite programed station, we also require direct supervision and responsibility for our small staff in 24 hour, low stress, master control operation. Successful applicant should have minimum five years television transmitter maintenance with appropriate education and license. Also a must, the highest integrity, supervisory skills, and self discipline. If you are willing to relocate to our city of license, adjacent to top fifty markets, and have qualifications, let us hear from you. We offer a refreshing change of pace in quiet semi-rural setting for a seasoned professional transmitter engineer. This great position will be filled no later than August 15th. To apply, you must submit all items for consideration: job history with earnings; references; education, certifications, and licenses; and letter telling us why you are the best qualified for this position. Convince us and we will respond. Equal opportunity employer. Reply Box D-24.

**Broadcast maintenance engineer** with experience troubleshooting TV broadcast equipment to the component level. Must have experience with maintenance of all TV broadcast equipment including cameras, video tape machines, switchers, transmitter, etc. Send resume to: Darrell Hunter, WKFE-TV, 1731 Soldiers Home Road, Dayton OH 45418. No phone calls please, resumes only. EOE/M/F.

**Electronics technician:** ChicagoLand Television, a local news channel, is seeking a highly motivated technician experienced in installation, maintenance and troubleshooting of television studio equipment including ENG and microwave gear. Thorough understanding of basic electronics with a minimum of 5 years experience is necessary. General radio telephone license required. Send qualifications to: ChicagoLand Television, 435 North Michigan Avenue, Suite 1900, Chicago, IL 60611. No phone calls please. We are an equal opportunity employer.

### HELP WANTED NEWS

**Experienced TV director** capable of directing newscasts, master control switching, and commercial production. Send resume to Darrell Hunter, WKFE-TV, 1731 Soldiers Home Road, Dayton, OH 45418. No phone calls please. Resumes only. EOE/M/F.

**Weathercaster/reporter:** Handle weekend weather and news reporting three days a week. To apply send resume and non-returnable tape with weathercast and stories to Pat Lawrence, KOLN/KGIN-TV, Box 30350, Lincoln, NE 68503. No phone calls. EOE.

**Broadcast/TV news coordinator:** Aggressive broadcaster with news, documentary and production experience. Degree in journalism or broadcasting, professional experience in news, on-camera work, knowledge of radio and management ability required. Salary competitive. Application deadline: July 6, 1992. Send resume and demo tape to: Director, Public Relations, The University of Mississippi, University, MS 38677. The University of Mississippi has a strong institutional commitment to the principle of diversity. In that spirit, it is particularly interested in receiving applications from a broad spectrum of people, including women, members of ethnic minorities and differently abled individuals. AA/EOE.

**Meteorologist:** Medium, midwest market seeking strong communicator. Prefer AMS seal. Send resume and statement of weather philosophy to Box D-27. No beginners. EOE/M/F.

**Producer:** Here's your chance to get in on the ground floor and help shape a new newscast. We are looking for an experienced, innovative self-starter to launch a new early morning newscast in Orlando. No beginners please. If your newscast stands out from the rest and your writing shines, send a tape, resume and production philosophy to Joshua Loory, Executive Producer, WCPX-TV, PO Box 606000, Orlando, FL 32860. No phone calls please. EOE.

**National TV pilot,** independent production. Immediate casting for experienced on-camera anchor/investigative reporters. Submit video tape and resume to PO Box 339, Lewisville, NC 27023. 919-945-2101. EOE.

**Small Midwestern affiliate** looking for weekend anchor and reporter. Not an entry level position. Send resume and nonreturnable tape to: PO Box 6247, St. Joseph, MO 64506. EOE.

**Credible, energetic anchor** to complement female talent in beautiful California coastal market. We're looking for an experienced journalist to help lead award-winning news team. Send tape, resume, salary requirements to: Maria Barrs, KSBW TV, PO Box 81651, Salinas, CA 93912. EOE.

**Main anchor:** Competitive mid-sized, midwest affiliate is looking for a top-notch communicator to complement our current 6/11 pm female co-anchor. Rush resume/news philosophy to Box D-28. EOE.

**News producer:** WTEN is looking for an imaginative and creative newscast producer. Candidates must have at least two years experience in producing newscasts. Send resume to Don Decker, News Director, WTEN-TV, 341 N. Blvd., Albany, NY 12204. We are an EOE.

**Assistant news director:** KSDK, #1 NBC affiliate. Looking for take-charge #2 person capable of directing day-to-day news coverage in an expanding news department. Must be strong on content and leadership skills. Major market news management /experience preferred. Send resume: Human Resources, KSDK-TV5, 1000 Market, St. Louis, MO 63101. No calls. EOE.

**Producer — assignments desk:** Strong writing-organizational-people skills. Must be experienced with computerized newsroom, in video-editing, and handling of multiple live shots. Responsible for one hour prime cast. Retirement, profit-sharing among excellent benefits. Send rundown, tape, resume and references via Priority Mail to Ken Booth, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. Fax 671-477-7847. EOE.

**Investigative reporter:** Lead special projects which already won ACE, Silver Gavel, George Polk and RTNDA Awards. Retirement, profit-sharing among excellent benefits. Send rundown, tape, resume and references via Priority Mail to Ken Booth, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. Fax: 671-477-7847. EOE.

**Sports director — top 50:** Five years experience including reporting, anchoring, editing and managing. This job requires a team player who knows how to please the sports nut and those who aren't. Resumes to Box D-25. EOE.

**Network affiliate in the Southeast** has an opening for a meteorologist. The candidate should have at least one year experience with a commercial television station. Familiarity with computer newsroom, Colorgraphics and the WeatherSpectrum 9000 helpful. Resume to Box D-26. EOE.

**KTXL Fox 40 Sacramento** has an immediate opening for a co-anchor to complement our co-anchor Jim Crandell. The right person will have experience as an anchor and field reporter. We're not looking for just a face but a real, live news person, someone who can write and understand what the news is all about. If you have these qualifications send resume, non-returnable tape and salary requirements to: KTXL Fox 40, Personnel Department, 4655 Fruitridge Road, Sacramento, CA 95820. Absolutely no phone calls. Please indicate source from which you are applying. EOE.

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

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

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### HELP WANTED PROGRAMING PRODUCTION & OTHERS

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**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.

**Master control supervisor:** Previous supervisory experience with a minimum of 5 years in broadcasting. Must be knowledgeable in the following areas: On-air switching, satellite and shift scheduling, Beta and 1" editing and PC operation. Will also fill-in during production sessions as camera, audio or graphics operator. No calls! Send resume to: WATL Fox 36, Room M, One Monroe Place, Atlanta, GA 30324. EOE.

**Experienced weathercaster/co-anchor/reporter:** Needed at a major market network affiliate. Candidates with a strong working knowledge of meteorological terms and weather forecasting a must. Background in atmospheric sciences and additional experience in TV news anchoring and/or environmental reporting preferred. Qualified applicants need a minimum of three years experience in television weathercasting/reporting. Send resume and tape to KOMO-TV Human Resource Department, 100 Fourth Avenue North, Seattle, WA 98109. Closing date: June 30, 1992. No calls. EOE.

**TV talk show co-host needed:** To join male counterpart on a highly successful, long-running, major market talk show. Candidate must have exceptional interviewing skills, and proven talk show success. Solid script writing abilities and strong people skills are a must. Minimum of three years talk show experience. Please send resume and tape to: KOMO-TV Human Resource Department, 100 Fourth Avenue North, Seattle, WA 98109. No calls. EOE.

**Kansas Regents Educational Communications Center (ECC)** seeks senior TV producer/director. MA and 8 years TV production experience preferred. Proven abilities in writing, shooting, editing, and live multi-camera directing. Excellent interpersonal and supervisory management skills mandatory. \$28,000-33,000 plus benefits. The ECC serves Kansas Regents Institutions, public schools and general public. Fixed and mobile uplinks; studio, remote and field Betacam SP equipment. University community and affordable cost of living. Send resume and 3 reference letters to Mel Chastain, Director, Dole Hall-ECC, Kansas State University, Manhattan, KS 66506. Review of applications will begin July 6, 1992 and continue until position is filled. EOE.

**Seeking talk show associate producer** for a successful major market talk program. Candidate must have proven talk show booking and producing skills, and be able to generate topic ideas with high viewer appeal. Must have Beta editing and remote production skills. Minimum of two years talk show experience necessary. Please send resumes to: KOMO-TV Human Resource Department, 100 Fourth Avenue North, Seattle, WA 98109. No calls. EOE.

**TV news executive producer:** One of America's best television stations is looking for the best news executive producer in the business. This prime job goes to the manager who has outstanding production abilities and can motivate a strong news staff in the production of our weekday broadcasts. College degree strongly preferred. Minimum of 8 years television news management and news producing experience in medium or major markets. Closing date: June 30, 1992. Send resume to KOMO-TV Human Resource Department, 100 Fourth Avenue North, Seattle, WA 98109. No calls. EOE.

**Producers/directors/videographers:** We're looking for well-produced comedy shorts for a nationally televised special (take-offs, satire, original). Shouldn't exceed 2 minutes. Only tapes accompanied by S.A.S.E. will be returned. Selected pieces will require a release and compensation will be paid. T.E.G., 444 Alan Rd., Santa Barbara, CA 93109. EOE.

**Super strong CBS affiliate** is looking for a station services writer/producer in creative services. This hands-on position provides organizational, operational and production support for sales, news, marketing, and station image projects. Required: Strong organizational, creative and technical skills; and television broadcast experience. To apply send non-returnable tape and resume to Pat Lawrence, KOLN/KGIN-TV, Box 30350, Lincoln, NE 68503. No phone calls please. EOE.

**Promotion writer/producer:** ABC affiliate in 34th market has immediate opening for high-energy, innovative, quality-oriented expert to join creative promotion team. One year experience in TV promotion required. Must be able to demonstrate strong writing, producing, and editing skills. Expertise in print and radio required. Send resume, non-returnable tape and writing samples to: WSYX-TV, PO Box 718, Columbus, OH 43216, Attn: Job — Promotion Writer/Producer. No phone calls please. Company is especially interested in seeking qualified women and minority applicants. EOE, M/F.

**Operations manager:** WBRE-TV/NBC affiliate is seeking an individual with a strong background in production and promotion. Candidate must be creative, organized leader who is capable of handling multiple projects. Experience in management and controlling department budgets a requirement. Resume to Personnel Officer, WBRE-TV, 62 South Franklin Street, Wilkes-Barre, PA 18773. No phone calls. EOE.

**Major market midwestern independent** seeks self-motivated promotion assistant/producer. Strong writing and computer skills are a must. This creative person will write, shoot and edit on an award winning staff. If you're a team player, send your reel and resume to: Bruce Stone, KSMO TV 62, 10 East Cambridge Circle Drive, Kansas City, KS 66103. EOE.

**Production manager,** fast-paced, growing southeast teleproduction company seeks motivated, well-organized professional to manage high-end field, studio and post operations. Self-starter with strong leadership and people skills required. Must be budget oriented with hands-on skills. Lots of scheduling and client support. Broadcast programming experience helpful. A challenging, creative position with a demanding work schedule. Send resume, salary needs, references, to: Box D-30. EOE.

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### SITUATIONS WANTED MANAGEMENT

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**General manager:** Your independent or network TV property isn't worth what it should be? Three remarkable turnarounds are my credentials. Top industry references who know. Jack Stuart 817-469-1540, or 817-465-1540 leave message.

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### SITUATIONS WANTED NEWS

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**Outstanding sportscaster** (also knowledgeable newsperson) 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.

**Female sports reporter/producer** looking for full-time sports reporting position. Capable of editing own material. Please respond to Box D-29.

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

### **SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS**

**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.

**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.

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

**Television feedback:** If your news director isn't giving you any, turn to someone who will. Critics On Call, professional consultants, PO Box 441423, Indianapolis, IN 46244; 1-800-758-2237. Comprehensive critiques for as low as \$49.95.

### **CABLE**

#### **HELP WANTED SALES**

**Account executive/advertising sales:** National entertainment medium expanding in Florida markets seeking qualified, energetic self-starters to sell local and regional advertising in the Miami/Ft. Lauderdale, Orlando and Tampa markets. 1 to 2 years advertising sales experience (cable or radio preferred). Base plus commission. Great benefits package. Comprehensive training program. EOF. Please send resumes to: National Cinema Network, 5109 Leesburg Pike, Suite 912, Falls Church, VA 22041, Attn: Stuart Hoffman.

### **ALLIED FIELDS**

#### **EMPLOYMENT SERVICES**

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

**Job hunting?:** Learn how to create your own position. 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.

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

### **WANTED TO BUY EQUIPMENT**

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

**Wanted used AM transmitter** in good operating condition and capable of achieving reliable 5.4 kw. Prefer Harris MW-5 or SX-5 series. Contact Marty Foglia at WBMQ-AM 912-897-1529.

**Catholic Diocese Las Cruces** New Mexico is praying for donor or will pay cash if price is right. Production equipment needed to tape Mass for shut-ins. Call: Robert Munoz 505-526-4848.

### **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.

**Cameras:** 3 Sony BVP-7, studio and EFP configuration with Fujinon lens, CCU-350, studio VF, RMP-3, tripods, wheels, Q-TV prompter, cases. 2 Sony BVW-200, Fujinon lens, cases. All in excellent condition. Fax request for info to 202-966-4941.

**Betacam SP recorders:** Sony BVW 75, 70, 65, 35, 10. Excellent condition, well maintained, some with traveling cases, monitors and other accessories for complete cuts edit package. Fax request for info to 202-966-4941.

**2-day liquidation sale:** Huge inventory of quality used broadcast video equipment. Unbelievable low prices! June 26th 8:00 am - 9:00 pm, June 27th 9:00 am - 5:00 pm. Best Western Parkway Center Inn, Pittsburgh, PA. Call for brochure 412-921-7577.

**Yadkinville, NC radio station,** located 30 minutes from Blue Ridge Mountains, 20 miles west of Winston-Salem, includes 1600 sq. ft. building, 5.9 acres land, 1 kw transmitter, two towers, phasing equipment, racks, cabinets, etc. No license. All \$60,000 or will sell separately. Jim Childress 704-586-2919.

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

### **SATELLITE**

#### **HELP WANTED SALES**

## **Account Manager Broadcast Services**

COMSAT World Systems, the leader in international satellite television services, is expanding its team of Account Managers. Rapid expansion of our global satellite-based broadcast services requires the talents of a degreed college graduate with a successful sales orientation and thorough understanding of satellite communications technology and applications. The challenges you will face include servicing existing accounts and developing new sources of revenue. Domestic and international travel will be required.

We offer a competitive salary/incentive plan, expenses and a full program of company benefits. Learn more about the potential you can find with COMSAT. Send your resume, including salary history to: COMSAT Corporation, Attn: Judy Graham, Staffing/E-107.



**COMSAT** Communications  
Satellite Corp.

950 L'Enfant Plaza, SW  
Washington, DC 20024

EOE, M/F/H/V

### **TELEVISION**

#### **HELP WANTED PROGRAMING PROMOTION & OTHERS**

## **DIRECTOR CREATIVE SERVICES**

**San Diego's Hot Growth** Ind. looking for accomplished TV Promotion/Marketing Pro with finely tuned writing and hands-on production skills.

250,000 member Kids Club, fast-growing Prime Time News with plans for more, Padres baseball, Lakers basketball, plus great syndication. You'll get some station group experience.

Minimum 3 years promotion and 3 years TV Promotion Management experience plus college degree or equivalent.

Send complete information and non-returnable tapes to  
(NO PHONE CALLS, Please):

**9KUSI-TV51**

P.O. BOX 719051  
SAN DIEGO, CA 92171  
Fax No: 619/571-4852

**AN EQUAL OPPORTUNITY EMPLOYER**

**HELP WANTED PROGRAMING  
PROMOTION & OTHERS CONTINUED**

**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.



**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

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THE FIRST.. THE AFFORDABLE.. NWN WEATHERSOURCE  
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AVAILABLE FOR ALL DAY PARTS 7 DAYS PER WEEK.  
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**RADIO**

**HELP WANTED NEWS**

**WANTED:**

**THE BEST RADIO ANCHOR  
IN AMERICA!**

**WCBS Newsradio 88** in New York is looking for a solid journalist with at least 5 years of major market experience.

The Anchor we seek is an excellent writer with the ability to communicate the news with authority, clarity and conviction.

Join the professionals at WCBS Newsradio 88. To apply, please send your resume and tape in strict confidence to: **Mr. Harvey Nagler, Director, News and Programming, Department B, WCBS Newsradio 88, 51 West 52nd Street, New York, NY 10019.** Equal Opportunity Employer M/F.



**MORE THAN JUST THE HEADLINES.**

**HELP WANTED SALES**



**Interview  
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International, Inc.**

Tokyo Dallas Washington

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

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

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**OPPORTUNITY KNOCKS**

Turn failing radio stations into satellites programed from your station making them profitable. Call Dan Rau at Marti for details of **PLAN A**, (817) 645-9163.

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California Broadcasters Association

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Inside Job Openings, Nationwide

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2 Television jobs, updated daily  
3 Hear "Talking Resumes"  
4 To record "Talking Resumes" and employers to record job openings  
5 Entry level positions

**1-900-726-JOBS**  
(\$1.95 Per Minute) (5627)

**HotLine**  
DAILY REPORT OF TV AND RADIO JOBS  
117 W. Harrison Blvd. 6th Floor  
Suite R-347 Chicago, IL 60605

**1-900-786-7800**  
\$1.95 per. Min.

**Television**  
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☒ Entry-Level  
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☒ Producer  
☒ Photographer

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☒ Radio Sales  
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Mark Wilson  
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**WUNI-AM WUNI-FM**

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

**EARLY DEADLINE  
NOTICE**

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

**FOR SALE STATIONS**

**WE HAVE ONE JUST FOR YOU!**

**Class A** — Serving large Carolina Coastal market. \$250,000. Terms.

**Class C** — Florida resort area. \$1.3m with \$400,000 down. Sales Up. Up. Up!

**5kw AM** in 33rd ARB market. Christian format. Outstanding real estate. Positive cash flow. \$450,000. Terms.

**Class A** — Prosperous and growing Carolina market. AM/FM. Sales up 35% over '91. \$750,000 terms or \$675,000 cash. All new facilities.

**Class C** — Full 100,000 watts. Fine SE market. Covers several medium cities. A real monster. Full AM companion. \$2.5m. Assumable financing and terms.

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**Associates**

Tom Snowden

MEDIA BROKERS

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

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

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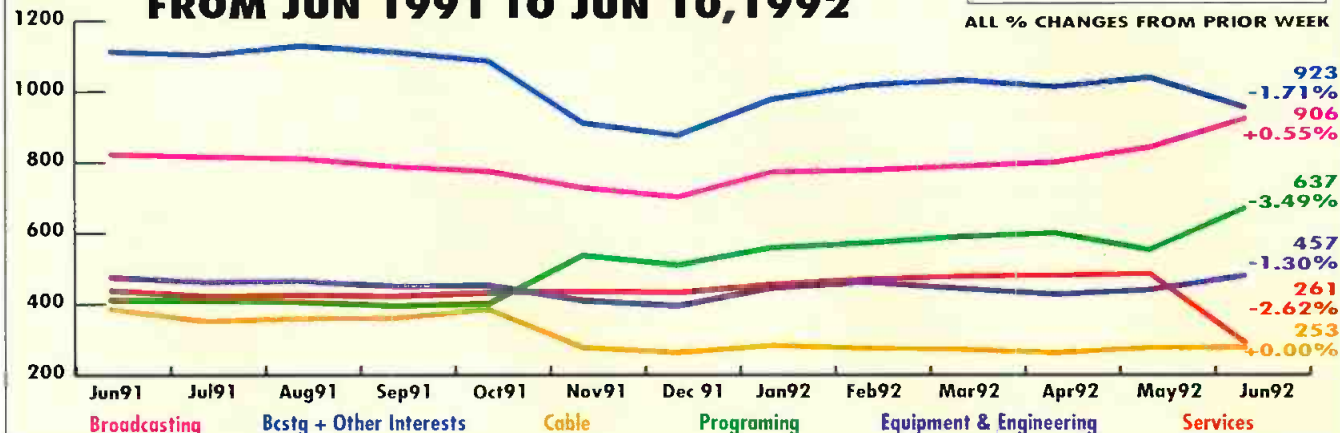
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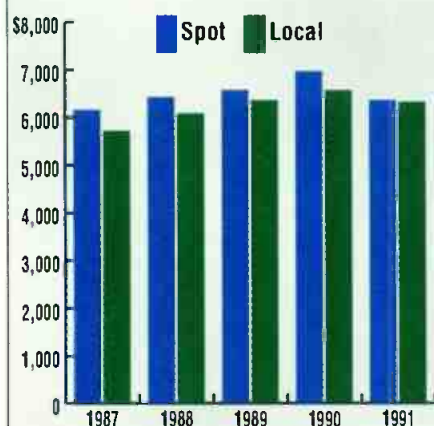
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# Broadcasting's By The Numbers

## STOCK MARKET PERFORMANCE AVERAGES FROM JUN 1991 TO JUN 10, 1992

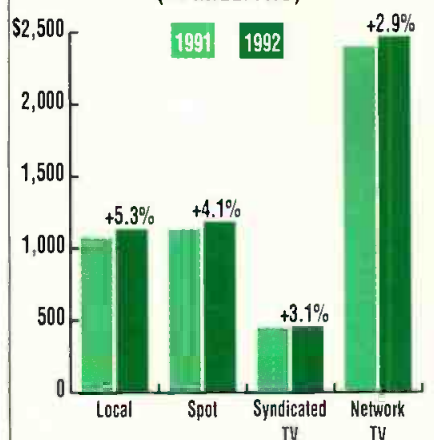


## STATION TIME SALES (IN MILLIONS)



Source: Television Bureau of Advertising estimates.

## TV ADVERTISING REVENUES (IN MILLIONS)



Source: Television Bureau of Advertising from data supplied by Arbitron's MediaWatch Service in the top 75 markets.

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

| Service            | ON AIR        | CP's <sup>1</sup> | TOTAL*        |
|--------------------|---------------|-------------------|---------------|
| Commercial AM      | 4,978         | 231               | 5,209         |
| Commercial FM      | 4,662         | 989               | 5,651         |
| Educational FM     | 1,537         | 310               | 1,847         |
| <b>Total Radio</b> | <b>11,177</b> | <b>1,530</b>      | <b>12,707</b> |
| Commercial VHF TV  | 558           | 13                | 571           |
| Commercial UHF TV  | 580           | 167               | 747           |
| Educational VHF TV | 123           | 5                 | 128           |
| Educational UHF TV | 236           | 10                | 246           |
| <b>Total TV</b>    | <b>1,497</b>  | <b>195</b>        | <b>1,692</b>  |
| VHF LPTV           | 457           | 146               | 603           |
| UHF LPTV           | 786           | 831               | 1,617         |
| <b>Total LPTV</b>  | <b>1,243</b>  | <b>977</b>        | <b>2,220</b>  |
| FM translators     | 1,897         | 367               | 2,264         |
| VHF translators    | 2,505         | 74                | 2,579         |
| UHF translators    | 2,360         | 392               | 2,752         |

### 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.

<sup>1</sup> Construction permit. <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link.

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

# For the Record

As compiled by BROADCASTING from June 1 through June 5 and based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

### Applications

■ **WDJR(FM) Enterprise, AL** (BALH920526GL; 96.9 mhz; 100 kw; ant. 1,515 ft.)—Seeks assignment of license from Northcom Ltd. to Gulf South Communications Inc. for \$700,000 ("Changing Hands," June 8). **Seller** is headed by Jerry W. Oakley, and is licensee of WLHQ(AM) Enterprise, AL. Oakley also has interests in WIRC(AM)-WXR(AM) Hickory, NC. **Buyer** is headed by Clay E. Holladay, and has no other broadcast interests. Filed May 26.

■ **KIXA(FM) Baker, CA** (BAPH920519HT; 101.5 mhz)—Seeks assignment of CP from Baker Broadcasting Co. to Turquoise Broadcasting Inc. for \$40,000. **Seller** is headed by general partner Joel T. Saxberg, who also has 17.5% interest in licensee of KWRP(FM) San Jacinto, CA. **Buyer** is headed by Thomas P. Gammon, who is shareholder of licensees of KTRR(FM) Loveland, CO; KZXY-AM-FM Apple Valley and KKIS-AM-FM Pittsburg-Walnut Creek, both California; KIZS(FM) Carson City, NV; WHMA-AM-FM Anniston, AL, and WBEX(AM)-WKXJ(FM) Chillicothe, OH. Filed May 19.

■ **KCML(FM) Hanford (Fresno), CA** (BALH920521HM; 107.5 mhz; 20.3 kw; ant. 784 ft.)—Seeks assignment of license from Liggett Broadcast Inc. to Harry J. Pappas for \$550,000 ("Changing Hands," June 8). **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, CA. Filed May 21.

■ **KMEL(FM) San Francisco** (BALH920522HU; 106.1 mhz; 69 kw; ant. 1,290 ft.)—Seeks assignment of license from San Francisco Century Broadcasting Ltd. to Evergreen Media Corporation of San Francisco for \$44 million ("Changing Hands," May 25). **Seller** is subsidiary of Century Broadcasting Corp., headed by George A. Collias, and is licensee of WPNT(FM) Chicago and KYBG-AM-FM Denver. **Buyer** is headed by Scott K. Ginsburg, and also owns WAPE(FM) Jacksonville and WVCG(AM) Miami, both Florida; WLUP-AM-FM Chicago; KODZ(FM) Dallas and KKB(AM) Los Angeles. It recently purchased 40% interest in both WTOP(AM)-WASH(FM) Washington and KASP(AM)-WKBQ(FM) St. Louis. Filed May 22.

■ **KLUE(FM) Soledad, CA** (BAPH920528GT; 106.3 mhz; 6 kw; ant. 1,720 ft.)—Seeks assignment of CP of Soledad Radio Ltd. to Ralin Broadcasting Corp. for 50% of Ralin Broadcasting stock as consideration. **Seller** is Linda M. Mauraus, and has no other broadcast interests. **Buyer** is Reinaldo Rodriguez, and has no other broadcast interests. Filed May 28.

■ **KBOL(AM) Boulder, CO** (BAL920520EA; 1490 khz; 1 kw-U)—Seeks assignment of license from Boulder Radio KBOL Inc. to Acorn Broadcasting Co. Inc. for \$225,000. **Seller** is headed by Russel D. Shaffer, and has no other broadcast interests. **Buyer** is headed by Gordon K. Francis, and has no other broadcast interests. Filed May 20.

■ **WBZT(AM)-WIRK-FM West Palm Beach, FL** (AM: BTC920527KR; 1290 khz; 5 kw-U; FM:

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.

BTCH920527KS; 107.9 mhz; 100 kw; ant. 340 ft.)—Seeks transfer of control of Price Communications Corporation (see KSNF(TV) Joplin, MO, below). Filed May 27.

■ **WKVQ(AM) Eatonton, GA** (BAL920522EC; 1520 khz; 1 kw-D)—Seeks assignment of license from Eatonton Broadcasting to Southeastern Broadcasting Inc. for \$125,000. **Seller** is headed by general partners George B. Peters Jr. and Lee P. Morgan, and has no other broadcast interests. **Buyer** is headed by Dennis P. Helmreich, and has no other broadcast interests. Filed May 22.

■ **WHEY(FM) Harlem, GA** (BAPH920529GR; 95.1 mhz; 6 kw; ant. 328 ft.)—Seeks assignment of license from T & M Broadcasting to GMR Broadcasting Inc. for \$38,000. **Seller** is headed by Thomas A. Ptak, who also owns WLOV-AM-FM Washington, GA. **Buyer** is headed by Frank Copsidas, Jr., who is 100% stockholder of licensee of WKQG(AM)-WSKS(FM) Milledgeville-Sparta, GA. Filed May 29.

■ **WOWO-AM-FM Fort Wayne-Huntington, IN** (AM: BTC920527KT; 1190 khz; 50 kw-U; FM: BTCH920527KU; 103.1 mhz; 3 kw; ant. 298 ft.)—Seeks transfer of control of Price Communications Corporation (see KSNF(TV) Joplin, MO, below). Filed May 27.

■ **KEDD(AM) Dodge City, KS** (BAL920526EC; 1550 khz; 1 kw-D)—Seeks assignment of license from Seward County Broadcasting Co. Inc. to Dodge City Community College for \$11,400. **Seller** is headed by John C. Landon, and is also licensee of KSCB-AM-FM Liberal, KS. **Buyer** is headed by Floris J. Hampton, and is licensee of noncommercial KINF-FM Dodge City, KS. Filed May 26.

■ **WQEG(FM) Russell Springs, KY** (BAPH920522GE; 92.7 mhz; 6 kw; ant. 328 ft.)—Seeks assignment of CP from Twinlakes Communications to Heartland Communications Inc. for \$28,500. **Seller** is headed by Alan Reed, and has no other broadcast interests. **Buyer** is headed by George E. Owen, and is licensee of WTCO(AM)-WCKQ(FM) Campbellsville, KY. Filed May 22.

■ **KDWA(AM) Hastings, MN** (BAL920518EE; 1460 khz; 1 kw-D)—Seeks assignment of license from Wheeler Broadcasting of Minnesota Inc. to K & M Broadcasting Inc. for \$163,300, plus supplemental payments based on station billings. **Seller** is headed by Ray L. Wheeler, and recently sold WOMA(FM) Algoma, WI ("For the Record," Feb. 17). It is also licensee of KWNO-AM-FM Winona-Rushford, MN; 50% interest in WTCH(AM)-WOWN(FM) Shawano, WI, and WJNR-FM Iron Mountain, MI. **Buyer** is headed by Roy K. Kline Jr., and has no other broadcast interests. Filed March 18.

■ **KSNF(TV) Joplin, MO** (BTC920527KM; ch. 16; 2,600 kw-V; 260 kw-A; ant. 1,028 ft.)—Seeks transfer of control of Price Communications Corporation; Price seeks commission approval for restructuring of its ownership as part of consensual plan of reorganization filed with United States Bankruptcy Court for Southern District of New York. Stations under restructuring are KJAC-TV Port Arthur and KFDX-TV Wichita Falls, both Texas; WWKB(AM)-WKSE(FM) Buffalo-Niagara Falls, NY; WBZT(AM)-WIRK-FM West Palm Beach, FL; WOWO-AM-FM Fort Wayne-Huntington, IN (see individual stations). Licensee is headed by Robert Price, and has interests in licensees of KIOI(FM) San Francisco, CA; WMTG(AM)-WNIC(FM) Dearborn and WZZM-TV Grand Rapids, both Michigan; WLAC-AM-FM Nashville; KKOBB-AM-FM Albuquerque, NM; KVAN(AM)-KMXI(FM) Vancouver, WA-Lake Oswego, OR; WAPT(TV) Jackson, MS; WNAC-TV Providence, RI; and WSEE-TV Erie, PA. Filed May 27.

■ **KTTN-AM-FM Trenton, MO** (AM: BTC920529EC; 1600 khz; 500 w-D; FM: BTCH920529ED; 92.1 mhz; 1.75 kw; ant. 370 ft.)—Seeks transfer of control of Luehrs Broadcasting Co. Inc. to John A. Ausberger, et al., for \$47,600. **Seller** is headed by Marvin E. Luehrs and Everett G. Wenrick. Luehrs also has interests in KMMO-AM-FM Marshall, MO. **Buyer** has no other broadcast interests. Filed May 29.

■ **WWSS(FM) Meredith, NH** (BALH920529GU; 101.5 mhz; 3 kw; ant. 302 ft.)—Seeks assignment of license from Latchkey Broadcasting Inc. to McLean Communications Inc. for \$500; in addition, station equipment is to be leased by seller to buyer. Sale of station in 1990 for \$525,000 ("Changing Hands," May 28, 1990) was not approved. **Seller** is headed by Gary A. Howard, and has no other broadcast interests. **Buyer** is headed by William McLean, and has no other broadcast interests. Filed May 29.

■ **WWKB(AM)-WKSE(FM) Buffalo-Niagara Falls, NY** (AM: BTC920527KP; 1520 khz; 50 kw-U; FM: BTCH920527KQ; 98.5 mhz; 46 kw; ant. 420 ft.)—Seeks transfer of control of Price Communications Corporation (see KSNF(TV) Joplin, MO, above). Filed May 27.

■ **WBZA(AM)-WAYI-FM Glens Falls, NY** (AM: BAL920522EA; 1230 khz; 1 kw-U; FM: BAL920522EB; 107.1 mhz; 280 w; ant. 844 ft.)—Seeks assignment of license from Northway Broadcasting Inc. to Hometown Broadcasting of Glens Falls Inc. for \$500,000. **Seller** is headed by David G. Mitchell, who also has interests in licensees of WMXW(FM) Vestal, NY, and WKMC(AM) Roaring Spring, PA. Vice president Joseph A. Reilly also has interests in assignee. **Buyer** is headed by Matthew H. Mataraso, and is 25% shareholder of licensee of WIZR(AM)-WSRD(FM) Johnstown, NY. Filed May 22.

■ **WSTM-TV Syracuse, NY** (BALCT920521KF; ch. 3; 100 kw; ant. 1,000 ft.)—Seeks assignment of license from WSTM-TV Ltd. to Federal Broadcasting Co. for \$19.2 million ("Changing Hands," June 1). **Seller** is subsidiary of SJL Broadcast Management Corp., headed by George Lilly, who also owns KSNF(TV) Garden City, KSNF(TV) Great Bend, KSNF(TV) Topeka and KSNW(TV) Wichita, all Kansas; WJRT-TV Flint, MI; KTVQ(TV) Billings, MO, and KSNK(TV) McCook, NE. **Buyer** is headed by Dale G. Rands and Peter Kizer, and owns WCFT-TV Tuscaloosa, AL; WTOM-TV Cheboygan, WLUC-TV Marquette and WPBN-TV Traverse City, all Michigan; WDAM-TV Laurel (Hattiesburg), MS, and KTVQ(TV) Kirksville, MO (Ottumwa, IA). Filed May 21.

■ **WKNR(AM) Cleveland** (BTC920528EA; 1220 khz; 50 kw-U)—Seeks transfer of control from D.B. Affiliates Inc. to WKNR Inc. Assignee will purchase partnership interest of D.B. Affiliates through cancellation of \$630,000 note issued by D.B. Affiliates to CV Radio Associates Ltd., as general partner. Seller is headed by N. John Douglas, who was recently granted WNDZ(AM) Portage, IN (Chicago) ("For the Record," May 4). He is purchasing WVVX(FM) Highland Park (Chicago), IL. He also recently purchased KWIZ-FM Santa Ana, CA ("For the Record," Jan. 6). Douglas Broadcasting is parent company of licensees of KWWN(FM) Placerville, KEST(AM) San Francisco, KOBQ(AM) Yuba City, KAGR(FM) Ventura, KMLO(FM) Fallbrook, and KMAX(FM) Arcadia, all California. Douglas is also sole shareholder of general partner of licensee of WKNR(AM)-WGAR-FM Cleveland. Buyer is headed by William J. Bell, and is wholly owned by Cleveland Radio Holdings Inc., limited partner of assignor. Filed May 28.

■ **KNOR(AM) Norman, OK** (BAL920527EA; 1400 khz; 1 kw-U)—Seeks assignment of license from Norman Broadcasting Inc. to Voice of Norman Inc. for \$190,000. Seller is headed by Harold McEwen, and has no other broadcast interests. Buyer is headed by Clarence E. Warner, and has no other broadcast interests. Filed May 27.

■ **KSDN-AM-FM Aberdeen, SD** (AM: BTC920520HQ; 930 khz; 5 kw-D, 1 kw-N; FM: BTCH920520HR; 94.1 mhz; 100 kw; ant. 440 ft.)—Seeks transfer of control of licensee Green Bay Broadcasting Co. for \$523,050 ("Changing Hands," June 8). Transfer includes WDUZ(AM)-WQLH(FM) Green Bay, WI (see below). Filed May 20.

■ **WCMT-AM-FM Martin, TN** (AM: BTC920519EA; 1410 khz; 1 kw-D, 58 w-N; FM: BTCH920519EB; 101.7 mhz; 6 kw; ant. 328 ft.)—Seeks transfer of control of Thunderbolt Broadcasting Co. for \$475,000. Seller is Harold T. Brundage, selling his 54.9% to Buyer Paul Tinkle, et al. Principals have no other broadcast interests. Filed May 19.

■ **KGZG(FM) Burnet, TX** (BTCH920529GW; 92.5 mhz; 2.4 kw; ant. 328 ft.)—Seeks transfer of control of Nolte Broadcasting Corporation for \$3,345. Seller is Mark Nolte, selling 25.5% equity and 51% voting interest. Buyer is James A. Tiller, who will have 50% equity and 100% voting interest in licensee. Shane Fox, nonvoting stockholder, is 85% voting shareholder of KLKM(FM) Llano, TX. Filed May 29.

■ **KWZD(FM) Hamlin (Abilene), TX** (BALH920520HN; 103.7 mhz; 100 kw; ant. 985 ft.)—Seeks assignment of license from B & D Communications Inc. to Taylor County Broadcasting for \$320,000 ("Changing Hands," June 8). Station was recently purchased 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. Filed May 20.

■ **KAQU(FM) Huntington, TX** (BALH920527GO; 101.9 mhz; 6 kw; ant. 328 ft.)—Seeks assignment of license from Angelina Broadcasting Corporation to Cantrell Broadcasting Inc. for \$12,500. Seller is headed by Robert D. Tindie, and has no other broadcast interests. Buyer is headed by Kristin C. Cantrell, who is 100% voting stockholder of licensee of WFGI(FM) Lima, OH, transfer of which has been approved but not closed. Filed May 27.

■ **KJAC-TV Port Arthur, TX** (BTCCT920527KN; ch. 4; 100 kw-V; 20 kw-A; ant. 1,184 ft.)—Seeks transfer of control of Price Communications Corporation (see KSNF-TV Joplin, MO, above). Filed May 27.

■ **KFDX-TV Wichita Falls, TX** (BTCCT920527KO; ch. 3; 100 kw-V; 20 kw-A; ant. 1,000 ft.)—Seeks transfer of control of Price Communications Corporation (see KSNF-TV Joplin, MO, above). Filed May 27.

■ **KNAK(AM) Delta UT** (BAL920519EC; 540 khz; 1 kw-D)—Seeks assignment of license from Halloran Broadcasting to Pahvant Valley Broadcasting Inc. for assumption of \$247,637 owed to Pahvant Valley Broadcasting. Seller is headed by Michael J. Hal-

loran, and has no other broadcast interests. Buyer is owned equally by partners Neil Dutson, Alan Roper and Darrell Lester, and are selling station to Douglas L. Barton of KNAK Inc. (see KNAK(AM) below). Filed May 19.

■ **KNAK(AM) Delta, UT** (BAL920519ED; 540 khz; 1 kw-D)—Seeks assignment of license from partners Neil Dutson, Alan Roper and Darrell Lester to KNAK Inc. for \$92,000. Sellers acquired station through debt assumption (see KNAK(AM) above), and have no other broadcast interests. Buyer is headed by Douglas L. Barton, who is 40% shareholder of licensee of KMTI(AM)-KMXU(FM) Manti, UT. Filed May 19.

■ **WBFL(FM) Bellows Falls, VT** (BALH920527GX; 107.1 mhz; 1 kw; ant. 530 ft.)—Seeks assignment of license from Bradley Broadcasting Inc. to WBFL Inc. for \$240,000, assumption of debt. Seller is headed by Bradley Weeks, and has no other broadcast interests. Buyer is headed by Edward H. Herlihy, and has no other broadcast interests. Filed May 27.

■ **WDUX(AM)-WQLH(FM) Green Bay, WI** (AM: BTC920520HO; 1400 khz; 1 kw-U; FM: BTCH920520HP; 98.5 mhz; 100 kw; ant. 1,254 ft.)—Seeks transfer of control of licensee Green Bay Broadcasting Co. for \$523,050 ("Changing Hands," June 8). Transfer includes KSDN-AM-FM Aberdeen, SD (see above). President William C. Laird, who currently holds 100 shares of noncumulative voting preferred stock of licensee, will become controlling stockholder of company. Laird also has interests in licensee of WDUZ-AM-FM Waupaca, WI. Filed May 20.

#### Actions

■ **WBSA(AM) Boaz, AL** (BAL920402EC; 1300 khz; 1 kw-D)—Granted assignment of license from Sand Mountain Advertising Co. Inc. to Good News Broadcasting Inc. for \$100,000. Seller is headed by L. E. Kennamer, and is also licensee of WVSM(AM) Rainsville, AL. Buyer is headed by Billy Randolph Smith, and has no other broadcast interests. Action May 21.

■ **KNAZ-TV Flagstaff and KMOH-TV Kingman (Phoenix), AZ** (KNAZ-TV: BTCCT920305KF; ch. 2; 100 kw-V; 5 kw-A; ant. 1,597 ft.; KMOH-TV: BTCCT920305KG; ch. 6; 100 kw-V; ant. 1,920 ft.)—Granted transfer of control of licensee Grand Canyon Television Co. Inc. for \$98,000. Seller is Alfred Greenfield, receiver; he has no other broadcast interests. Buyers are William A. Franke (51%), Robert Wood Johnson IV (39%), Herold G. Gawthrop (1%) and John P. Michaels. Johnson has 1.5% interest in Insight Communications Co. Ltd., MSO with cable systems in 6 states. Michaels has 1.5% interest in Insight Communications, and 100% interest in River City Broadcasting, licensee of one FM and five TV's. Action May 7.

■ **KPRO(AM) Riverside, CA** (BAL920410EA; 1570 khz; 5 kw-D, 194 w-N)—Granted assignment of license of licensee Riverside County Broadcasters; assignment is liquidation of partnership between Ray Lapica and Olive L. Sherban. Sherban will become sole partner. Riverside County Broadcasters is also licensee of KQLH(FM) Riverside, CA, of which Ray Lapica will become sole partner. Action May 28.

■ **KBZZ(AM)-KBLJ(FM) La Junta, CO** (BAL920401EB; 1400 khz; 1 kw-U; FM: BALH920401EC; 92.1 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from La Junta Broadcasters Inc. to Broadcast Management Services Inc. for \$550,000. Seller has no other broadcast interests. Buyer is headed by Paul L. Coates, guarantor for assignor, and has interests in CP for new FM in Eudora, AR. Action May 27.

■ **KXRE(AM) Manitou Springs, CO** (BAL920324EC; 1490 khz; 500 w-D, 250 w-N)—Granted assignment of license from Springs Communications Corp. to GREENTV Corp. for \$40,000. Seller is headed by Howard Alpern, and has no other broadcast interests. Buyer is headed by David M. Drucker. Vice president Penny Drucker holds CP for WEYS(TV) Key West, FL, and is vice president of licensee of KUBD(TV) Denver. Action May 20.

■ **WAJM-TV Palatka, FL** (BTCCT901108KH; ch. 63; 500 kw-V; 500 kw-A; ant. 973 ft.)—Dismissed app. of transfer of control from Palatka TV Inc. to Al J. Cone and J. A. Ginn Jr. in transfer from non-voting to voting stock. Palatka TV Inc. is headed by Abe and Agnes Alexander, husband and wife, Henry and Julia Jenkins, husband and wife, Alphonse and Vivian McRae, husband and wife, and Cone and Ginn, and has no other broadcast interests. Action May 15.

■ **KXLA(AM) Rayville, LA** (BAL920406EA; 990 khz; 1 kw-D, 250 w-N)—Granted assignment of license from Richland Broadcasting Co. Inc. to Ouachita Broadcasters Inc. for \$160,000. Seller is headed by James T. Strong, and has no other broadcast interests. Buyer is headed by Fred J. Foster, and has no other broadcast interests. Action May 26.

■ **WAAH(FM) Houghton, MI** (BAPH920204HK; 102.3 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from WAAH Acquisition Partnership to Houghton Radio Group of NC Inc., creditor in possession, for no cash consideration; asset transfer pursuant to default judgment issued by Michigan District Court for County of Houghton. Seller is headed by general partners Ralph M. Savage and Eugene White, and has no other broadcast interests. Buyer is headed by George R. Parrish II, and has no other broadcast interests. Action May 26.

■ **WCJL(FM) Menominee, MI** (BALH920324HF; 103.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from CJL Broadcasting Inc. to Good Neighbor Broadcasting Inc. for \$194,000. Seller is headed by Leon R. Feich, and has no other broadcast interests. Buyer is headed by William Sauve, and is permittee of WHYB(FM) Peshtigo, WI. Gary R. Johnson, 30% voting shareholder, of assignee, owns 50% of voting shares of licensee of WLDY-AM-FM Ladysmith, WI. Action May 15.

■ **KQDI-AM-FM Great Falls, MT** (AM: BAL920330EB; 1450 khz; 1 kw-U; FM: BALH920330EC; 106.1 mhz; 100 kw; ant. 276 ft.)—Granted assignment of license from Q Radio Inc. to JS Marketing & Communications Inc. for \$267,000. Seller is headed by Lyle Courtnage, and has no other broadcast interests. Buyer is headed by J.M. Smith Jr., and is licensee of KYLT(AM)-KZOQ(FM) Missoula, MT. Action May 26.

■ **KNEV(FM) Reno** (BALH920204HH; 95.5 mhz; 60 kw; ant. 2,270 ft.)—Granted assignment of license from Price Broadcasting Co. to KNEV Broadcasting Co. Inc. for \$300,000. Seller is headed by John Price, and is selling KGA(AM)-KDRK-FM Spokane, WA; KOOK(AM)-KBEE-FM Modesto and KQMS(AM)-KSHA(FM) Redding, both California; KROW(AM) Reno, and KHEZ(FM) Boise, ID, to Citadel Communications Corp. for \$12.5 million ("For the Record," Sept. 30, 1991). KNEV, originally part of application to Citadel Communications, was dismissed. Price Broadcasting also owns KUTR(AM)-KCPX-FM Salt Lake City and WOMG-AM-FM Columbia, SC. Buyer is headed by Stephen R. Harris, and has no other broadcast interests. Action May 18.

■ **KALY(AM) Los Ranchos de Albuquerque, NM** (BAL920325EF; 1240 khz; 1 kw-U)—Granted assignment of license from Sun Media Corporation of New Mexico to Septien & Associates Inc. for \$460,000. Seller is headed by Ella J. Fenoglio, and has no other broadcast interests. Buyer is headed by Gloria Septien, and has no other broadcast interests. Action May 21.

■ **WKKI(FM) Celina, OH** (BALH920324HH; 94.3 mhz; 2.2 kw; ant. 448 ft.)—Granted assignment of license from Kempff Communications Co. to The Sonshine Corporation for \$325,000. Seller is headed by William R. Rice, receiver, who was also appointed receiver for KWZD(FM) Hamlin, TX, recently sold ("Changing Hands," Feb. 3). Buyer is headed by Ralph A. Guarnieri Jr., who is sales manager of WKKI. Action May 22.

■ **WACB(AM) Kittanning, PA** (BAL920413EA; 1380 khz; 1 kw-D, 28 w-N)—Granted assignment of license from Nicholas Broadcasting Co. Inc. to Vernal Enterprises Inc. for \$92,500. Seller is headed

by Ralph A. Nicholas Jr., and has no other broadcast interests. **Buyer** is headed by Charles S. Woodburn, and has no other broadcast interests. Action May 28.

■ **WEHN(AM) North East, PA** (BAL920331EF; 1530 kHz; 1 kw-D, 250 w-CH)—Granted assignment of license from Rambaldo Communications Inc. to Heart Broadcasting Inc. for \$155,831. **Seller** is headed by Richard F. Rambaldo, and is licensee of WRKT(FM) North East, PA. Rambaldo also has interests in WUHF(TV) Rochester, NY. **Buyer** is headed by Christopher Hagerty, and has no other broadcast interests. Action May 22.

■ **WGS(FM) Russell, PA** (BALH920318HS; 103.1 mhz; 2.1 kw; ant. 351 ft.)—Granted assignment of license from God's Station Inc. to Magnum Broadcasting Inc. for \$200,000. **Seller** is headed by David Clark (vice president), and has no other broadcast interests. **Buyer** is headed by Michael M. Stapleford, and has no other broadcast interests. Action May 18.

■ **WVLC(AM) Lake City, SC** (BAPL920407EH; 1260 kHz; 1 kw-D, 65 w-N)—Granted assignment of CP from Holly City Communications Inc. to GHB of Lake City Inc. for \$35,000. **Seller** is headed by June F. Mitchell, and has no other broadcast interests. **Buyer** is headed by George H. Buck Jr., who recently purchased WTXI(AM) New Orleans and WYRS(AM) Rock Hill, SC ("For the Record," Jan. 20). Buck owns 100% of licensees of WNAF(AM) Norristown, PA; WOLS(AM) Florence, SC; WHVN(AM) Charlotte, NC; WEAM(AM) Columbus, GA; WYZZ(AM) Atlanta; WMGY(AM) Montgomery, AL; WTOO(AM) Asheville, NC; KURB-AM-FM Little Rock, AR; WZGO(AM) Portage, PA. Buck is permittee of WKXU(FM) Portage, PA, and 50% owner of non-voting stock of WAME(AM) Statesville, NC. Action May 28.

■ **WKOA-FM Murrell's Inlet, SC** (BAPH920401HF; 94.5 mhz; 3.47 kw; ant. 130 m.)—Granted assignment of CP from Inlet Radio Systems Inc. to Kings Road Radio Inc. for \$322,000. **Seller** is headed by Robert E. Johnson, and has no other broadcast interests. **Buyer** is headed by Scott R. O'Neil, and has no other broadcast interests. Action May 22.

■ **WQIZ(AM)-WBUB(FM) St. George, SC** (AM: BTCH911224GO; 810 kHz; 5 kw-D; FM: BTCH911224GP; 107.5 mhz; 100 kw; ant. 984 ft.)—Granted transfer of control of Lowcountry Media Inc.; consideration is price paid for stock by transferor when he became shareholder. Transferor is Ronald E. Hoover, selling 50% of shares. **Buyer** is Charles Barton, who is also 50% owner of licensee of WSSC(AM) Sumter, SC, and is 40% general partner in applicant for new FM at Sumter, SC. Action May 26.

■ **WTYR(AM) Soddy-Daisy, TN** (BAL920408ED; 1550 kHz; 1 kw-D)—Granted assignment of license from C. Alfred Dick to Greg B. Schaeffer for \$35,000. **Seller** has no other broadcast interests. **Buyer** has no other broadcast interests. Action May 22.

■ **KFXK-TV Longview, TX** (BALCT920327KL; ch. 51; 3,100 kw-V; 310 kw-A; ant. 1,249 ft.)—Granted assignment of license of licensee Kamin Broadcasting Co.-Longview Ltd. Warwick Broadcasting Co., headed by Edward C. Stanton, would become new sole controlling general partner of licensee. Existing general partners would have no further voting power. Consideration includes forgiveness of \$200,000 loan to Kamin Broadcasting by Warwick Broadcasting, \$60,000 consulting fee and other consideration. Charles Chatelain, 10% voting shareholder, is 100% stockholder of licensee of KADN-TV Lafayette, LA, and permittee of K47DW Alexandria, LA. He is also owner of licensee of K62DW Lafayette, LA. Action May 13.

## NEW STATIONS

### Applications

■ **Patterson, CA** (BPH920513MG)—Michael P. Murphy seeks 97.1 mhz; 1.8 kw; ant. 129 m. Address: 567 Sandstone Court, Woodbridge, CA

95258. Applicant owns 42.8% of common voting stock of licensee of KCVR(AM)-KWIN(FM) Lodi, CA. Filed May 13.

■ **Patterson, CA** (BPH920514MN)—J.B. Broadcasting Inc. seeks 97.1 mhz; 1.45 kw; ant. 50 m. Address: 3090 Goodwin Avenue, Redwood City, CA 94061. Applicant is headed by John Bustos, and holds CP for channel 246A in Patterson, CA. Principals Batista and Delores M. Vieira own licensee KLBS(AM) Los Banos, CA. Filed May 14.

■ **Patterson, CA** (BPH920515MH)—Richard P. Bott II seeks 97.1 mhz; 2.9 kw; ant. 101 m. Address: 8603 Buckingham Lane, Kansas City, MO 64138. Applicant has interests in licensees of KCCV(AM) Overland Parks, KS; KQCV(AM) Oklahoma City; WFCV(AM) Fort Wayne, IN, and KSIV(AM) Clayton, MO. Filed May 15.

■ **Dade City, FL** (BPH920521MD)—Dade City Broadcasting Inc. seeks 96.1 mhz; 3.8 kw; ant. 126 m. Address: 304 Hillside Lane, Dade City, FL 33525. Applicant is headed by David M. Zepfowitz, who is 51% shareholder and general manager of licensee of WPAS(AM) Zephyrhills, FL. Filed May 21.

■ **Whitesboro, NY** (BPH920514MK)—Kevin O'Kane seeks 97.9 mhz; 2.482 kw; ant. 154 m. Address: 3353 Jenkins Rd., Vernon, NY 13476. Applicant has no other broadcast interests. Filed May 14.

■ **Whitesboro, NY** (BPH920519MA)—Kenneth F. Roser Jr. seeks 97.9 mhz; 1.65 kw; ant. 191 m. Address: Box 195-F Graham Rd., Utica, NY 13502. Applicant owns 51% of licensee of WLFH(AM)-WOWB(FM) Little Falls, NY. He also owns Professional Media Services Inc., electronic media advertising agency. Filed May 19.

■ **Detroit Lakes, MN** (BPH920514MM)—Lakoduk-Lakoduk seeks 102.3 mhz; 154.8 kw; ant. 154.8 m. Address: Rte. 5, Box 3738, Detroit Lakes, MN 56501. Applicant is headed by partners Melissa L. Lakoduk and G.I. Lakoduk, and has no other broadcast interests. Filed May 14.

■ **Detroit Lakes, MN** (BPH920514ML)—Lake to Lake Broadcasting Inc. seeks 102.3 mhz; 50 kw; ant. 150 m. Address: 201.5 South Jefferson, Wadena, MN 56482. Applicant is headed by James D. Ingstad, who has interests in licensees of KNUJ(AM)-KXLP(FM) New Ulm, KWAD(AM)-KKWS(FM) Wadena and KRFO-AM-FM Owatonna, all Minnesota; KWBG-AM-FM Boone and KGLO(AM)-KIAI(FM) Mason City, both Iowa; KOVC-AM-FM Valley City, ND. He is also applicant for new FM at Sleepy Eye and is permittee of (non-operational) KLPR(FM) Springfield, both Minnesota. Filed May 14.

■ **Castle Rock, WA** (BPH920525MC)—Castle Rock Broadcasting Partners seeks 107.1 mhz; .72 kw; ant. 540 m. Address: 33692 Santiam Highway, Lebanon, OR 97355. Applicant is headed by M. Heather McDaniel, and has interests in licensee of KFIR(AM) Sweet Home, OR, and is 95% owner in partnership of licensee of KSKD(FM) Sweet Home, OR. Filed May 26.

■ **Castle Rock, WA** (BPH920527MB)—Arnak Broadcasters Inc. seeks 107.1 mhz; .72 kw; ant. 510 m. Address: P.O. Box 96, Longview, WA 98632. Applicant is headed by Howard T. Kynaston, and is licensee of KBAM(AM) Longview, WA. Filed May 27.

■ **Iiwaco, WA** (BPH920521MI)—Richard M. Schafbuch seeks 103.9 mhz; 25 kw; ant. 100 m. Address: 4444 West Burnside Rd., Portland, OR 97210. Applicant has no other broadcast interests. Filed May 21.

### Applications

■ **Alma, MI** (BPED910903MA)—Granted app. of Alma College for 90.9 mhz; .1 kw; ant. 20 m. Address: 614 W. Superior St., Alma, MI 48801. Applicant is headed by chairman Lawrence Beck, who is partner in licensee of WLUK-TV Green Bay, WI; KHON-TV Honolulu; KBAK-TV Bakersfield, CA; WVUE(TV) New Orleans, and WALA-TV Mobile, AL. Action May 26.

■ **Marquette, MI** (BPED910731MA)—Granted

app. of Northern Michigan University for 91.5 mhz; .2 kw; ant. 42 m. Address: Marquette, MI 49855. Applicant is headed by Karen Reese, and is licensee of WNMU-FM-TV Marquette, MI. Action May 26.

■ **Sussex, NJ** (BPED910319MD)—Granted app. of New Jersey Public Bcg Authority for 88.5 mhz; 5 kw; ant. 183 m. Address: 1573 Parkside Ave., CN777, Trenton NJ 08625. Applicant is headed by Robert G. Ottenhoff, and is licensee of noncommercial stations WNJT(TV) Trenton, WNUB(TV) New Brunswick, WNUJ(TV) Montclair and WNJS(TV) Camden, all New Jersey. Action May 22.

■ **Port Jervis, NY** (BPED910104MA)—Granted app. of Sound of Life Inc. for 88.9 mhz; .5 kw; ant. 180 m. Address: 73 Lake Rd., Kingston, NY 12401. Applicant is headed by Bruce Winchell, and is licensee of WFGB(FM) Kingston, NY. Action May 22.

■ **Watertown, NY** (BPED900529MB)—Granted app. of St. Lawrence University for 88.9 mhz; .2 kw; ant. 138.3 m. Address: Romoda Drive, Canton, NY 13617. Applicant is headed by general manager Ellen Rocco, and board of directors, and has no other broadcast interests. Action May 22.

■ **Winston-Salem, NC** (BPED901119MC)—Granted app. of Positive Alternative Radio Inc. for 91.5 mhz; 10 kw; ant. 21 m. Address: P.O. Box 889, Blacksburg, VA 24063. Applicant is headed by Vernon H. Baker, who has at least 51% interest in licensees of WKGM(AM) Smithfield and WCBX(AM) Fieldale, both Virginia; WBZI(AM) Xenia, OH; WSGH(AM) Lewisville and WFTK(AM) Wake Forest, both North Carolina, and WAMN(AM) Green Valley and WTGR(AM) Pt. Pleasant, both West Virginia. Action May 21.

■ **Winston-Salem, NC** (BPED900802MD)—Dismissed app. of Mega Educational Communications Inc. for 91.3 mhz; .63 kw; ant. 9 m. Address: 804 Greenridge Dr., Raleigh, NC 27609. Applicant is headed by Oscar Eatmon. Action May 21.

■ **Providence, RI** (BPED880609MK)—Denied app. of Wheeler School for 88.1 mhz; .1 kw; ant. 20 m. Address: 216 Hope St., Providence, RI 02906. Applicant is headed by Rhoda L. Flaxman, and has no other broadcast interests. Action May 28.

## FACILITIES CHANGES

### Applications

#### AM's

■ **Redding, CA** KVIP(AM) 540 kHz—May 21 application of Pacific Cascade Communications Corp. for CP to change TL approx. 7 km E of intersection of Hwys 5 and 299 bounded by Sonora Trail, Crabtree Lane and Nevada Trail, Redding, and make changes in antenna system. 40 37 25 - 122 16 49.

■ **Junction City, OR** KZTU(AM) 650 kHz—May 21 application of Jerry J. Collins for mod. of CP (BP880503AE) to change city of license to Eugene, OR; change freq. to 660 kHz; make changes in antenna system and change TL to Game Farm Rd, Eugene, OR 44 06 03 - 123 03 06.

■ **Troutdale, OR** KZTW(AM) 860 kHz—May 21 application of Jerry J. Collins for mod. of CP (BP880531AF) to change city of lic. to Fairview, OR, increase day power to 50 kw; reduce night power to 450 w.; make changes in antenna system and change TL to Marine Drive, Fairview, OR; 43 33 26 - 122 29 08.

#### FM's

■ **Bentonville, AR** KOLZ(FM) 98.3 mhz—May 18 application of Demaree Media Inc. for CP to change ERP: 10.55 kw (H&V); ant. 152 m.; TL: on Fitzgerald Mountain 3.4 km northeast of Springdale, AR. class: C3 (per MM docket #91-124).

■ **Burney, CA** KIBC(FM) 90.5 mhz—May 21 application of Burney Educ. Bcng Foundation for CP to change ERP: 3 kw (H&V); ant. 444 m.; TL: Hatchet Mountain, Shasta County, CA, 8.8 west of Burney.

■ **Central Valley, CA** KNNN(FM) 99.3 mhz—May 20 application of Quality Broadcasters of Calif. Ltd. for CP to make changes: ant. 100 m. (per MM

docket #90-440).

■ **Longmont, CO** KQKS(FM) 104.3 mhz—May 21 application of Western Cities Broadcasting Inc. for mod. of CP (BPH-911009IC) to change ant. 367 m.

■ **Key Largo, FL** WZMQ(FM) 103.9 mhz—May 20 application of Spanish Broadcasting System of FL for mod. of CP (BPH-910725IE) to change ERP: 50 kw (H&V) ant. 73 m., TL: U.S. Hwy 1, mile marker 99.6, Rock Harbor, FL.

■ **Ramsey, IL** WJLY(FM) 93.3 mhz—May 15 application of Countryside Broadcasting for CP to change ERP: 5.5 kw (H&V).

■ **Hagerstown, MD** WETH(FM) 89.1 mhz—May 22 application of Greater Wash. Ed. Telecom. Assoc. for mod. of CP (BPED-910116MR) to make changes to ant.: 408 m. TL: Quirauk Mountain, 18.7 km ENE of Hagerstown.

■ **Southbridge, MA** WQVR(FM) 100.1 mhz—May 15 application of Eastern Media Inc. mod. of CP (BPH-900517ID) to change ERP: 6.0 kw (H&V); ant. 75 m.; TL: west side of Dudley Road, Charlestown, MA, 100 ft. north of intersection of Hill Road.

■ **Grayling, MI** WQON(FM) 100.3 mhz—May 13 application of WSJ-WQON Inc. for mod. of CP (BPH-890705IA) to make changes to ERP: 50 kw H&V; ant.: 113 m.

■ **Cloquet, MN** WKLK-FM 96.5 mhz—May 19 application of QB Broadcasting Ltd. for mod. of CP (BPH-900315MI) to change ant.: 96 m.

■ **Clarksdale, MS** WAID(FM) 106.5 mhz—May 15 application of Radio Cleveland Inc. for CP to make changes: ERP: 50 kw (H&V), ant. 150 m., TL: 1 m. NE of Barksdale Community, Quitman County, MS; change to channel 293C2 (per docket #91-989).

■ **Branson, MO** KRZK(FM) 106.3 mhz—May 14 application of Turtle Broadcasting of Branson for mod. of CP (BPH-901224J as mod.) to changes ERP: 5.7 kw (H&V), ant. 205 m.

■ **Shallotte, NC** WDZD(FM) 93.5 mhz—May 15 application of Jennings Communications Corp. for CP to change ERP: 25 kw (H&V); ant. 100 m.; TL: New Britain Road, 1.8 km west of intersection with state road 1345, Brunswick County, Shallotte, NC; freq.: 103.7 mhz; change class to C3 (per MM docket #89-326).

■ **New Philadelphia, OH** WKRJ(FM) 91.5 mhz—May 22 application of Kent State University for mod. of CP (BPED-901018MB) to make changes to antenna: 73 m. ERP 3 kw H&V; TL: .95 km west of Dover, (Tuscarawas), OH; change from non-directional to directional.

■ **Bixby, OK** KBXT(FM) 105.3 mhz—May 20 application of John M. Singer for mod. of CP (8PH-880602NY) to change ERP: 25 kw (H&V), TL: .87 km ESE of intersection of Harvard Ave. and 131st St., Jenks, Tulsa Cnty, OK. class: C3 (per MM docket #91-179).

■ **Emporium, PA** WQKY(FM) 99.3 mhz—May 15 application of Emporium Bcng Co. CP to change ERP: 1 kw (H&V); ant. 167 m.; TL: 2.8 km southwest of Emporium.

■ **Mifflinburg, PA** WWBE(FM) 98.3 mhz—May 18 application of Marnu Inc. for CP to change ERP: 1.4 kw (H&V), ant. 147 m.

■ **Huntington, WV** WVVV(FM) 89.9 mhz—May 22 application of W.V. Educ'l. BCing. Authority for CP to correct coordinates and site elevation: 38 29 41 - 82 12 03.

#### TV's

■ **Miami New TV** ch. 35—May 21 application of Miami Latino Broadcasting Corp. for mod. of CP (BPCT-840921KJ) to change ERP (vis): 3214 kw; ant. 102 m.; TL: 9100 S. Dadeland Boulevard; Kendall, Dade County, FL (25-41-05 - 80-18-52); antenna: Dielectric TLP32DAS (DA)(BT).

■ **Rockford, IL** WQRF-TV ch. 39—May 21 application of Petracom Inc. for CP to change ERP (vis): 1040 kw; ant. 176 m.; TL: 6528 Auburn Rd., Rockford (42-17-26 89-09-51); antenna: RCA TFU 24 DMA-R (BT).

#### Actions

#### AM's

■ **Frederick, MD** WQSI(AM) 820 khz—Granted app. of Musical Heights Inc. (BMP-920206AB) for mod. of CP (BP900216AB) to make changes in antenna system. Action May 22.

■ **East Liverpool, OH** WOHI(AM) 1490 khz—Granted app. of Constrander Corporation (BP-900709AA) for CP to reduce power to 660 w and

make changes in ant. system. Action May 22.

■ **Woonsocket, RI** WOON(AM) 1240 khz—Granted app. of Woonsocket Broadcasters, Ltd. (BP-920211AE) for CP to change TL to Pole #6, Washington Street, Woonsocket, RI 41 59 34 - 71 30 20. Action May 22.

#### FM's

■ **North Highlands, CA** KEBR-FM 89.3 mhz—Granted app. of Family Stations Inc. (BMPED-920305IA) for mod. of CP (BPED-861023MF) to make changes; change ERP: 3.1 kw (V); change DA pattern. Action May 22.

■ **Santa Rosa, CA** KLVR(FM) 91.9 mhz—Granted app. of Educational Media Foundation (BPED-901003MG) for CP to change ERP: .84 kw H&V; ant. 911 m. TL: Mount St. Helena North Communications site, 5 CP (BPH-880519OF) to make changes: ant. 89 m., TL: 211 W. Washington St., South Bend. Action May 22.

■ **Ottawa, KS** KTJO-FM 88.1 mhz—Granted app. of Ottawa University (BPED-910607MF) for CP to make changes: ERP .15 kw H&V; ant. 30 m. freq. 88.9; TL: east of Cederst on 9th St., Ottawa. Action May 26.

■ **Jenkins, KY** WIFX-FM 94.3 mhz—Dismissed app. of Kincraft Industries (BMLH-891207KC) for mod. of license (BPH-881202IE); and increase ERP: .35 kw H&V, (per docket #88-375). Action May 2 CP (BPH-880519OF) to make changes: ant. 89 m., TL: 211 W. Washington St., South Bend. Action May 22.

■ **Ottawa, KS** KTJO-FM 88.1 mhz—Granted app. of Ottawa University (BPED-910607MF) for CP to make changes: ERP .15 kw H&V; ant. 30 m. freq. 88.9; TL: east of Cederst on 9th St., Ottawa. Action May 26.

■ **Jenkins, KY** WIFX-FM 94.3 mhz—Dismissed app. of Kincraft Industries (BMLH-891207KC) for mod. of license (BPH-881202IE); and increase ERP: .35 kw H&V, (per docket #88-375). Action May 20.

■ **Oscoda, MI** WCLS(FM) 100.1 mhz—Granted app. of Todd A. Mohr (BMPH920415ID) for mod. of CP (BPH-851216MM) to change freq.: 100.7 mhz ERP 20.5 kw H&V; ant. 110 m.; class C3; TL:

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approx 2 mi SE of Mikado, Alcona County, MI, approx 1 mi. south of Mikado Rd. (county road F-30) on Coville Rd. (per docket #90-319). Action May 22.

■ **Duluth, MN** WNCB(FM) 89.1 mhz—Granted app. of North-Central Christian Broadcast Inc. (BPED-910807MA) for CP to change ERP: 2.4 kw (H&V); change freq. from 89.1 to 89.3; change to class C3. Action May 26.

■ **Baldwyn, MS** WESE(FM) 92.5 mhz—Dismissed app. of Magnolia Communications Corporation (BMLH-910410KD) for mod. of license to change frequency: 92.5 mhz (per MM docket #90-492). Action May 20.

■ **Columbus, MS** WACR-FM 103.9 mhz—Granted app. of T & W Communications Corporation (BMPH-911112IK) for mod. of CP (BPH-890328IF) to change ERP: 50 kw (H&V); ant. 150 m.; TL: 4.3 mi. E of Ethelsville, Pickens County, AL. Action May 22.

■ **Wooster, OH** WCWS-FM 90.9 mhz—Granted app. of College of Wooster (BPED-910911MD) for CP to change ERP: .85 kw (H&V); ant. 84 m.; TL: 5367 Back Orville Rd., Green Township, Wayne County, OH. Action May 21.

■ **Malakoff, TX** KCKL(FM) 95.9 mhz—Granted app. of Cedar Creek Radio Co. Inc. (BPH-920330IA) for CP to change ant.: 90 m. Action May 21.

## TV's

■ **Cocoa, FL** WBCC(TV) ch. 68—Granted app. of Brevard Community College (BMPET-920402KE) for mod. of CP (BPET-900413KF) to change ERP (vis): 2844 kw; TL: Deseret Ranches, Star Route 150, approx 19 km WSW of Cocoa in Osceola Co., FL (28-18-26 - 80-54-48); antenna: Dielectric TFU-36JDAS, (DA)(BT). Action May 22.

■ **Miami** WLRN-TV ch. 17—Granted app. of School Board of Dade County, FL (BPET-920224KE) for CP to change ERP (vis): 2825 kw; ant. 309 m.; TL: 695 N.W. 199 St., Miami (25-57-29.5 - 80-12-44.1); antenna: Dielectric TFU-24E, (DA)(BT). Action May 22.

■ **Huron, SD** KTTM(TV) ch. 12—Granted app. of Independent Communications Inc. (BPCT-920205KF) for mod. of CP to change ERP (VIS): 316 kw; ant. 259 m.; TL: 19 km southwest of Huron; antenna: Alan Dick Co., INCVTA-12H(BT) 44-11-39 - 98-19-05. Action May 22.

## ALLOCATIONS

■ **Wrightsville, AR** Proposed amending FM Table by substituting Channel 299C2 for channel 299A; proposed modifying license of KYTN(FM) accordingly; comments July 27, replies August 11. (MM docket 92-118, by NPRM [DA 92-629] adopted May 18 by Acting Chief, Allocations Branch).

■ **Inglis, FL** Effective July 20, allotted channel 282A. Filing window: July 21-August 20. (MM docket 92-11, by R&O [DA 92-631], adopted May 19 by Acting Chief, Allocations Branch, Policy and Rules Division).

■ **Polpu, HI** Effective July 20, allotted channel 240A. Filing window: July 21-August 20. (MM docket 92-15, by R&O [DA 92-630], adopted May 19 by Acting Chief, Allocations Branch, Policy and Rules Division).

## ACTIONS

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

■ **Lompoc, CA** Denied Radio Lompoc Limited Partnership review of Mass Media Bureau's return of its application for new FM on channel 285A. Radio Lompoc's application was returned by Bureau as not sufficient for tender because it lacked full scale

transmitter site map. (Report MM-615, Mass Media Action, by Commission May 29 by MO&O [FCC 92-239]).

■ **Modesto, CA** Granted application of Thom Reinsteiner Communications, California limited partnership for new on channel 230A at Modesto; denied applications of Modesto Broadcast Group Harry S. McMurray, Modesto Communications Corporation, BCD Limited partnership and Pamela R. Jones. (MM docket 90-68 by Initial Decision [FCC 92D-37] issued May 22 by Chief ALJ Joseph Stirmer).

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

■ **New Haven, CT** Denied K-W TV Inc., permittee of unbuilt station WTVU(TV) channel 59, New Haven, CT, permission to relocate its transmitter site to site that would be almost 10 miles short-spaced with station operating on adjacent channel. (Report MM-617, Mass Media Action, by Commission May 29 by MO&O [FCC 92-241]).

■ **Gifford, FL** Granted application of Molly Beard Broadcasting Ltd. for new FM on channel 234A; denied applications of Gifford Orion Broadcasting Ltd., Morbak Communications, Ameriwave Inc., and Jiant Broadcasting. (MM docket 90-170 by Initial Decision [FCC 92D-36] issued May 22 by ALJ John M. Frysiake).

■ **Sparta, GA** Notified Alexander Mitchell Communications Corp., licensee of WSKS(FM) of apparent liability for forfeiture of \$8,000 for failure to light antenna tower and then neglecting to notify Federal Aviation Administration (FAA) that tower lights malfunctioned. (By NAL [FCC 92-158] adopted March 23 by Commission).

■ **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, by MO&O [FCC 92-227] adopted May 22 by Commission).

■ **Sponsorship, ID** Answered request for guidance by Dalton Media Studios, Fresno, CA, as to format of sponsorship identifications for television political advertisements. (By Letter [DA 92-703] adopted May 29 by Chief, Political Programming Branch, Enforcement Division, Mass Media Bureau).

■ **Alexandria, LA** Granted Motion for Summary Decision filed by Missionary Action Projects and granted its application for new ED-FM on channel 210; granted request filed by Dry Prong Educational Broadcasting Foundation and dismissed its application with prejudice. (MM docket 92-2 by Cry Decision [FCC 92D-38] issued May 26 by ALJ Edward J. Kuhlman).

■ **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).

■ **Poplar Bluff, MO** Designated for hearing application of Calvary Educational Broadcasting Network Inc., for renewal of its license for KOKS(FM). (MM docket 92-122, Report DC-2128, by Commission May 29 by Order [FCC 92-238]).

■ **Shirley and Southampton, both New York** Granted application of Sacred Heart University Inc., for new FM on channel 202B1 at Shirley, NY; denied mutually exclusive application of Long Island University for modification of facilities of WPBX(FM) Southampton, NY. (MM docket 91-206, by ID [FCC 92D-39] issued May 27 by ALJ Joseph Chachkin).

■ **Mansfield, OH** Consented to assign license of UHF television station WCOM(TV) channel 68, Mansfield, OH, from Com III TV Inc. to Mid-State Television Inc., and granted Mid-State waiver of one-to-a-market rule over objections. (Report MM-616, Mass Media Action, by Commission May 29 by MO&O [FCC 92-940]).

■ **Cave Junction, OR** Notified Sound Broadcasting Corporation, licensee of Station KCNA(FM) Cave Junction, of apparent liability for forfeiture in 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).

■ **Kershaw, SC** Denied joint appeal of Jeffrey C. Sigmon and Steven C. Stewart, former applicants for new FM of Managing Director's denial of their petition for reconsideration seeking refunds of their hearing fees. (MM docket 90-99, Report DC-2127, by Commission May 28 by MO&O [FCC 92-236]).

■ **Monterey, TN** Dismissed petition for rulemaking to amend FM Table for this community. (MM docket 90-552, by R&O [DA 92-628] adopted May 18 by Acting Chief, Allocations Branch).

## CALL LETTERS

### Application

#### New FM

KLHP(FM) Fischer Broadcasting Partners; Rapid City, SD

#### Grants

#### New AM

KNKQ(AM) A.H. Renaissance Inc.; Virginia City, NV

#### New FM's

KYAJ(FM) Mali Broadcasting; Merced, CA

KYAT(FM) David H. Lister; Keokuk, IA

WLUB(FM) Susan D. Brown; Roanoke, VA

WLUD(FM) Deltaville Communications; Deltaville, VA

WLUE(FM) Bobbye Imbragulo; Pearl, MS

WLUA(FM) Cope Communications Inc.; Westwood, KY

WVAV(FM) Hurricane Communications; Hatteras, NC

#### Existing AM's

KUFA(AM) KZZK Northern Utah Broadcasting Co. Inc.; Tremonton, UT

KWFM(AM) KCEE National Radio Partners Ltd.; Tucson, AZ

WKYD(AM) WWSF MetroCities Communications Inc.; Andalusia, AL

WNNY(AM) WNLF ERC Media Inc.; Charlotte, MI

WQBS(AM) WVOZ Aero Broadcasting Corp.; San Juan, PR

WSPZ(AM) WZBQ GMC Broadcasting; Tuscaloosa, AL

WTLH(AM) WXTX Solar Broadcasting Co. Inc.; Alexander City, AL

#### Existing FM's

KBXD(FM) KBZQ Broadco of Texas Inc.; Lawton, OK

KHYZ(FM) KXVR KRXX Inc.; Mountain Pass, CA

KKJG(FM) KKUS WestCoast Broadcasting Inc.; San Luis Obispo, CA

KMVE(FM) KHGZ William R. Fritsch Jr.; Lawton, OK

KRLK(FM) KZRK Kevin H. and Patricia W. Wodlinger; Cassville, MO

KWFM-FM KWFM National Radio Partners Ltd.; Tucson, AZ

WELY-FM KQEK BJL Broadcasting Corp.; Ely, MN

WENZ(FM) WPHR Ardman Broadcasting Corp. of Ohio; Cleveland

# Fifth Estater

## PETER ALAN ROTH

I was weaned on television and spent many waking hours watching as much of it as I could. So this is a natural transition for me, going from my childhood fantasies in watching television to an adult career in television," says Peter Roth, who last Monday assumed a new post as president of production for Twentieth Television.

Roth says that from the age of nine, when he saw his first Broadway show, he was hooked on entertainment. It was in legitimate theater that he got his start after graduating from Tufts University in 1972. That career nearly ended before it began when the building that housed the five theaters of the Mercer Arts Center collapsed. "There was no earthquake or anything. It just collapsed and I almost lost my life."

A one-year stint as general manager of the off-Broadway improvisational group "The Proposition" led to his appointment as assistant to Myron Sanft, producer of *The Milliken Breakfast Show*. Roth said the musical, which was performed on a yearly basis at the Waldorf-Astoria in New York for buyers of Milliken products, "eclipsed by almost a million dollars the budgets of any other musical at the time."

Hired in 1975 as assistant to Ira Barmak, executive producer and head of television at Filmways Entertainment, Roth got his first exposure to television. "He [Barmak] was the first of many mentors I had. We worked on a pilot called *Mason* that starred Mason Reese. The show didn't get picked up, but I did—when Barmak asked me to be his full-time assistant in California."

"While at Filmways, Ira encouraged me to shepherd my own area, and I chose children's television because I thought there were a lot of opportunities there. I was given the opportunity to pitch projects to the three networks and was hired by ABC based on my work in the children's area at Filmways."

Roth remained in the children's television department at ABC for three years before moving to prime time as



director of current dramas. Fred Silverman, now executive producer of *Matlock* and president of the Fred Silverman Company, was then president of ABC Entertainment. "We hired him in the children's area, a fertile area that very often parallels the prime time schedule," says Silverman. "He always had great ideas and a lot of energy. He worked 24 hours a day, and I knew it was only a matter of time before he would grow to be a force in the industry."

It was while he was at ABC, as vice president, current programming, that Roth began his association with Stephen Cannell. "I started working with him when he was the head of current programming and I was producing exclusively for ABC," says Cannell. "I loved his passion for material."

"He was the least political guy you'd ever find. He really only cares about doing what's best for the project.... We became soulmates of sorts, and when I saw that I needed

some help with the operations and quality control of the company I asked him to come over—and fortunately he said yes."

Roth joined Cannell in 1986 as senior vice president of creative affairs and was named president in 1987. Roth points to a couple of the first shows he worked on at Cannell as projects he is proud of from his six-year association with the company. "Two things happened in my first year. One was my involvement in the sale of *21 Jump Street* and the other was the staffing of *Wiseguy*, in which I had a sensational series to work with."

"Some of the happiest and most successful associations stem from that era and those series. I think my fondest memories are the expansion of the talent pool at Cannell over the years. To shepherd all our existing series, and the expansion of the company into the movie-for-television area, was particularly joyful for me."

In making the move to Twentieth Television, Roth will play an integral part in the expansion of that division's network programming output. Steve Bell, president, network television for Twentieth Television, to whom Roth will report, calls the 42-year-old Roth "one of the best hands-on creative people in the business. He is well known and well liked, and he will be a tremendous asset to Twentieth Television."

Now that Roth will be a competitor with the former president of the company that bears his name, Cannell has mixed feelings. "I'm devastated to be losing him but excited about his future at the same time, so I find myself rooting for a competitor."

**President of production, network television, Twentieth Television, Los Angeles; b. Dec. 7, 1950, New York; BA, theater arts, Tufts University, Boston, 1972; assistant general manager, Mercer Arts Center, 1972-73; general manager, "The Proposition," 1973-74; assistant, *Milliken Breakfast Show*, 1974-75; assistant to executive producer and head of television, Filmways Entertainment, 1975-76; manager, children's programming, West Coast, ABC Entertainment, 1976; director, children's programming, 1976-79; director, current programs, 1979-81; VP, current programs, 1981-86; senior VP, creative affairs, Stephen J. Cannell Productions, 1986-87; president, 1987-92; present position since June 1992; m. Andrea Rattner, Dec. 23, 1973; children, Erica, 11, Brian, 9.**

# Fates Fortunes

## MEDIA

**Andrew G. Setos**, senior VP, studio and broadcast operations and engineering, Fox Inc., Beverly Hills, Calif., named senior VP, Fox Inc., and will continue to be responsible for supervising, planning and coordinating all electronic and broadcast operations.



Setos



Parnigoni

**David E. Parnigoni**, from Noble Broadcasting Group's WAVZ(AM)-WKCI(FM) New Haven, Conn., and former senior VP, radio, National Association of Broadcasters, named VP, Eastern division, Noble Broadcasting Group, Washington.

**Jack D. Rehm**, president and CEO, Meredith Corp., Des Moines, Iowa, named chairman of board, succeeding **Robert A. Burnett**, retaining titles of president and CEO, and remains board member. Burnett will work as consultant under three-year contract.

**Douglas G. Kiel**, general manager, WTMJ-TV Milwaukee, adds duties as president, WTMJ Inc., succeeding **Steven J. Smith**, elected vice chairman of board.

**Robert M. Houghton**, general sales manager, WBBM(AM) Chicago, joins WPCH(FM) Atlanta as general manager.

**Ted Campbell**, district sales manager, Multivision Cable's Alabama and Mississippi systems, joins Comcast International, Philadelphia, as managing director, Birmingham Cable Communications, Birmingham, England.

**Mick Anselmo**, VP and general manager, KFAN(AM)-KEEY-FM Minneapolis-St. Paul, joins parent company Malrite Communications Group, Cleveland, as regional VP.

**Shirley Timonere**, president and general manager, WGTE-FM-TV Toledo, Ohio, The Public Broadcasting Foundation of Northwest Ohio, elected president, Ohio's Educational Television Stations.

**Bill Bungeroth**, from KFRC(AM) San Francisco, joins WPNT-FM Chicago as general manager.

## SALES AND MARKETING

**Robert Louis-Dreyfus**, CEO, Saatchi & Saatchi Co., London, announced his resignation effective June 1993, succeeded by **Charles Scott**, chief operating officer.

**Patti Mark**, director of advertising and promotion, Stephen J. Cannell Distribution, joins Columbia Pictures Television Distribution, Burbank, Calif., as director, advertising and promotion.

**Gina Colbath**, director of Eastern advertising sales, MTV Networks, joins Discovery Networks, New York, as director, Eastern region advertising sales. **Mark Gall**, account executive, CNN, joins Discovery Networks, New York, in same capacity.

**Traugott Keller**, New York account executive, Eastern sales, CBS Radio Networks, named New York sales manager.

**Barry O'Brien**, network broadcast operations, NBC-TV, Burbank, Calif., joins KGO-TV San Francisco as sales service coordinator.

**Al Connor**, account executive, Petry Television, Chicago, joins KRON-TV San Francisco as national sales manager.

**Jeffrey S. Laughlin**, technical coordinator, Cox CableRep Advertising, Gainesville, Fla., named field technical coordinator, advertising sales,

Cox Cable Communications, Atlanta.

**Mark Lund**, national sales manager, WFSB(TV) Hartford, Conn., rejoins WSBK-TV Boston as local sales manager.

**Marisa Chaves**, general sales manager, Univision-owned WLTW(TV) Miami, joins Telemundo's WSCV(TV) Fort Lauderdale, Fla. (Miami), as station sales manager.

**James K. Merrill**, VP, marketing, Nostalgia Television, Los Angeles, named senior VP, marketing and advertising sales.

**Charles D. Levinson**, manager of national sales support, Cabletelevision Advertising Bureau, New York, named director of national spot sales.

**Harvey M. Adelberg**, general manager, WBEU(AM)-WYKZ(FM) Beaufort, S.C. (Hilton Head), joins WTNH-TV New Haven, Conn., as local sales manager.

**Rob Stevens**, account executive, National Cable Advertising, New York, joins American Cable Advertising there in same capacity.

**Rick Stephens**, account executive, WWWO(FM) Hartford City, Ind., named sales manager.

**Lonny Anger**, account executive, KAZY(FM) Denver, and **Tamela K. Wilson**, account executive, WFAN(AM) New York, join Banner Radio, New York, in same capacities.

**Julie Leidy Bradsher**, account supervisor, Abramson Ehrlich Manes, Washington, joins DDB Needham Worldwide, McLean, Va., as associate, strategic planning and research department.

**Jeff Williams**, regional account executive, KFRG(FM) San Bernardino, Calif., joins Shadow Broadcast Services, Los Angeles, as VP, sales and marketing.

**Mike Rickwald**, general sales manager, KAIT-TV Jonesboro, Ark., joins WFIE-TV Evansville, Ind., in same capacity.

## PROGRAMING

**Barry S. Goodman**, director, network marketing, NBC-TV, New York, named VP, network marketing.



**Robbins**

**Lance H. Robbins**, VP, production and development, Saban Entertainment, Burbank, Calif., named senior VP, production and development.

**Nan Halperin**, VP, sales and marketing, Hanna-Barbera Home Video, joins Saban Entertainment as VP, ancillary sales.

**David Kissinger**, from *Weekly Variety*, joins Walt Disney Network Television, Burbank, Calif., as VP, development.

Appointments at Warner Bros. Domestic Pay-TV Cable & Network Feature Distribution, New York: **Stanley Solson**, VP, pay-TV sales and administration, becomes semi-retired executive consultant; **Jeffrey Bernstein**, director of marketing, named VP, pay per view and inventory management, and **Christopher Walsh**, animation/special projects supervisor, named manager, programing and animation.

**Jim Graziano**, president, Graziano Entertainment, joins MCA Family Entertainment, Universal City, Calif., as VP, production.

**Joyce Taylor**, chief operating officer, United Artists Entertainment (Programing) Ltd., London, named CEO, succeeding **Adam Singer**, who remains as president.

**Sandy McGovern**, senior VP, affiliate sales and relations, Discovery Networks, Bethesda, Md., named senior VP, international business development, Discovery Communications Inc. **Dawn McCall**, VP, Western region, Discovery Networks, Los Angeles, named VP, affiliate sales and relations, The Discovery Channel, Bethesda, Md.

**Bernard Rothman**, producer, Paragon Entertainment's *Lamb Chop's Play-Along*, Toronto, named to oversee Canadian development and

## LIKE FATHER, LIKE DAUGHTER

When asked how she chose broadcasting as a profession, Katie Couric, NBC-TV's *Today* show co-anchor, credits her father, John M. Couric, former vice president for public relations at the National Association of Broadcasters. "My dad was a major influence. He's an excellent writer and incredibly well-read and he imparted in me a natural curiosity that makes up a reporter," says Katie.



John Couric was with the NAB from 1957 to 1971 (he's shown here in 1965). He started as chief writer of NAB Public Relations Service and went through a succession of appointments until being named vice president for public relations in 1962, a position he held until he left the NAB in 1971. Says Couric of his now-famous daughter: "I encouraged her during her summers while at University of Virginia to work for radio stations in the Washington market. Television was too hard to break into in the Washington area." So, while Katie Couric's friends were waitresses at the beach, she somewhat reluctantly took her father's advice to stay in the city and seek summer internships. Her first, in 1976, was at then all-news WAVA-AM-FM, and the following two summers at WASH(FM) and WMAL-AM-FM, respectively. "I wasn't crazy about it at the time, but I love him for it now," adds the younger Couric.

-JS

production activities for Paragon Entertainment Corp., Toronto.

**Andy Friendly**, CNBC VP of prime time programing and program development, has been appointed to newly created position of network executive producer. Friendly, who will now be responsible for overall coordination of programing-related resources and on-air quality/creative look of channel, will continue to serve in his previous role.

**Gary Cecchini**, VP, station sales, Telemundo Group Inc., New York, named VP, director of sales.

**Lynne R. Shulim**, assistant treasurer, Everest & Jennings International Ltd., Camarillo, Calif., joins Sony Pictures Entertainment, Burbank, Calif., in same capacity.

**Suzanne Horenstein**, VP, film acquisitions, Fox Broadcasting Co., Los Angeles, named VP, programing and promotion, Fox Television Stations Inc.

**Dan Scheffey**, director of East Coast publicity, Buena Vista Pictures Marketing, joins Nickelodeon/Nick at Nite, New York, as VP, talent relations.

## NEWS AND PUBLIC AFFAIRS

**Dave Marash**, formerly with WRC-TV Washington and WNBC-TV New York, rejoins ABC News, Washington, as correspondent, *Nightline*.

**Chuck Senkier**, senior producer, CBS Newsnet, New York, named executive producer, Newsnet, and deputy to John Freeze, VP, CBS News Services. He succeeds **Mark McGinnis**, CBS News deputy London bureau chief and director, CBS Newsnet, Europe. **Terri Stewart**, producer and associate producer, CBS Newsnet, New York, succeeds Senkier.

**Ken Davis**, head writer, Fox TV's *Personalities/Entertainment Daily Journal*, Los Angeles, joins NBC News there as field producer, *I Witness Video*.

**Mark Scheerer**, former correspondent, *Good Morning America*, ABC-TV, joins CNN, New York, as entertainment correspondent. **Tom Kirkland**, sports reporter, CNN, New York, named sports anchor, CNN, Atlanta.



**Hibberd**

**Laurie Hibberd**, host, *Rock 'n Talk*, YTV Canada Inc., Toronto, joins WSVN(TV) Miami as entertainment reporter.

**Liz Rocca**, associate producer, *Northwest Afternoon*, KOMO-TV Seattle, named reporter and weekend weathercaster.

**Amy E. Doheny**, freelance public affairs producer, WTNH-TV New Haven, Conn., named public affairs producer.

## TECHNOLOGY



**McGill**



**O'Neill**

**Crawford (Mac) McGill**, VP, operations and technical services, West Coast, NBC-TV, Burbank, Calif., named VP, broadcast operations, NBC-TV, New York, succeeded by **John (Jack) E. O'Neill**, VP, real estate and facilities planning, NBC, West Coast.

**Shoichi Takada**, executive VP, Fujinon Inc., Wayne, N.J., named president.

**Robert D. Greenberg**, supervisory electronics engineer, FCC's FM branch of Mass Media bureau, Washington, named assistant chief for engineering, FM branch, audio services division, Mass Media Bureau.

**Ralph Horan**, from Charlex, joins Editel/LA as president.

**Tim Archer**, re-recording engineer, Master's Workshop, Toronto, named chief engineer.

**Tom Emerson**, broadcast engineer, KAET(TV) Phoenix, named broadcast chief for transmissions.

**Patricia Seeley**, from Ampex

Corp., joins ALTA Group/Calaway Editing, San Jose, Calif., as marketing communications manager.

## PROMOTION AND PR

**John Michaeli**, VP, publicity and advertising, DIC Enterprises Inc., joins Warner Bros. Domestic Television Distribution, Burbank, Calif., as executive director, publicity.

**Lee Minard**, manager of advertising and promotion, WCBS-TV New York, named director of communications.

**Edward Aaronson**, creative services manager, WCVB-TV Boston, joins WWOR-TV Secaucus, N.J. (New York), as director of communications.

**Brian Uptain**, advertising coordinator, Southeast Missouri Hospital, rejoins KBSI(TV) Cape Girardeau, Mo., as creative services manager.

**Jesse Garcia**, from WFHN(FM) New Bedford, Mass., joins WOKY(AM)-WMIL(FM) Milwaukee as promotions director.

## ALLIED FIELDS

**Bob Magness**, chairman of board, Tele-Communications Inc., elected to Turner Broadcasting System Inc. board of directors.

**Carolyn Wall**, from News America Holdings Inc., New York, appointed VP at International Radio & Television Society.

**Henry Gramberg Jr.**, general manager, KQPT(FM) Sacramento, Calif., elected president, Sacramento Area Broadcasting Association.

**Stephen L. Ingram**, executive director, The Society of Broadcast Engineers, Indianapolis, resigned.

## DEATHS



**Doerfer**

**John C. Doerfer**, 87, former FCC chairman who was forced to resign after accepting gratuities from broadcasters, died of cardiac arrest June 5 in Bos-

ton. An Eisenhower appointee, Doerfer became commissioner in April 1953 and was appointed chairman in 1957. As chairman, Doerfer was outspoken champion of broadcasters' self-regulation, repeatedly warning against government regulation. Doerfer was highly criticized in Congress and in the press for social favors he accepted from station group owner George B. Storer. Earlier in his FCC career, he had been criticized for having travel expenses paid by broadcasting interests and, along with other commissioners, for accepting gift of color TV set. When he resigned in March 1960, he told President Eisenhower it was to avoid possible embarrassment to administration and maintained he had no "misgivings" about his conduct. He moved to Florida in 1963 and did legal work for Storer Broadcasting. He retired as director of Nemir Industries—part-owned by Storer—in 1980. Survivors include two sons and seven grandchildren.

**William G. McGowan**, 64, founder and chairman, MCI Communications Corp., died June 8 of heart attack in Washington. McGowan took over Microwave Communications Inc. in 1968 and began his 16-year battle against AT&T, arguing AT&T abused its monopoly power, stifling competition and harming consumers. Lawsuit led to breakup of AT&T in 1984. Alfred Sikes, FCC chairman, said of McGowan: "He helped provide millions of Americans with more choices at lower prices. And for nearly three decades he consistently demonstrated that breadth of imagination needed to contemplate and achieve great things."

**Harry H. Wise Jr.**, 72, pioneer in radio and TV broadcast representative field, died of cancer May 19 in Houston. In 1947 Wise joined George P. Hollingberry Co. radio representative firm and was appointed president in 1956. He guided company through mergers with HR, Broadcast Data Base and Seltel. Survivors include his wife, Grace, and two sons.

**Larry Riley**, 39, TV actor, died of AIDS June 6 in Burbank, Calif. Most recently, Riley appeared in CBS-TV's *Knots Landing*, and composed scores for several installments. He is survived by his wife, son and grandson.

# Monday☐Memo

*“More deals will be done based on buyer equity and seller paper.”*

**A**nalysis of the business climate in the 1980's always calls to mind the embattled players on Wall Street. At this juncture, it is interesting to compare and contrast what happened at that time with what will happen in the '90s. Much of what occurred on Wall Street was replayed in other industries; broadcasting was no exception.

Due to a number of factors, the brokerage market in the '80s was hyped beyond recognition. Deregulation and a bullish lending environment contributed to a whole new breed of brokers. Taking advantage of the hyped atmosphere, these firms created an illusion of runaway profits in the broadcasting industry. Their message was “no limit to price and valuation of properties.” Aided by the use of outrageous projections, brokerage firms contributed to this illusion to the point that closing deals became a bidding process that unfortunately, had no regard for the intrinsic value of the property. And in the process, brokers began to see themselves as financial consultants, creating innovative financing structures to support these hyped transactions.

Today, however, the situation is quite different. These same brokers are now doing deals for \$1 million or less. In addition, the innovative “financial consultants” of the '80s are currently setting themselves up as management consultants aiding banks that hold debt-ridden stations in their portfolios needing assistance in restructuring the original deals. This will continue well into the '90s.

In addition, the FCC briefly allowed the leasing of radio stations by other stations in the same market. Initially introduced with stations in San Francisco and Austin, Tex., this policy was heretofore not possible, according to FCC regulations. Due to a radio station glut, there is extreme competitiveness in the marketplace. Leasing radio stations in the same marketplace caught on like wildfire, partially due to the fact that this was seen as a means of assisting economically threatened stations. The FCC sanctioned this policy as a compensatory move because it licensed too many new radio stations in the 1980's. The FCC felt it was not serving the public interest to allow these stations to disappear when a merger was possible. In actuality, leasing stations directly contradicts the spirit of duopoly as defined by the FCC's own regulations. Receiving a barrage of complaints, the FCC amended it one more time, disallowing leasing and allowing time brokering and LMA's (local marketing agreements).

The LMA is a euphemistic term designed by the FCC to

allow the arrangement whereby one operator in a market “manages” another station in the same market with the same format. Suddenly brokers are becoming LMA experts. And there has been a great deal of opposition to LMA's, particularly by minority broadcasters who claim that LMA's hurt their ability to acquire stations. In addition, there are broadcasters who do not see this policy as being in the best interest of the broadcasting industry as a whole. Some LMA's are being done not out of financial

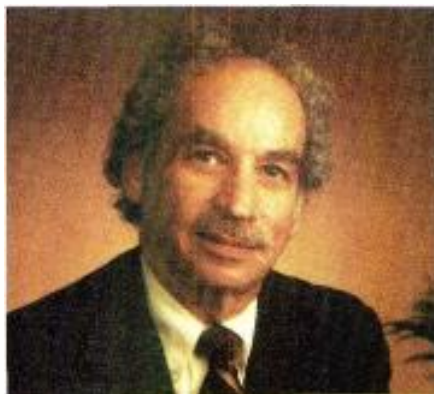
necessity—the original intent of the process—but to gain control of the market. LMA's have become very prevalent in the industry with no accepted standard for commission structure for brokers in these transactions. In response, Congress has introduced legislation that will radically curtail the practice of LMA's. Brokers today have seized the LMA as a source of revenue, and depending upon what Congress determines, this may be temporary.

So what of the future in broadcasting brokerage? Initially, the industry will see an upsurge of LMA's. In contrast to the marketing strategies of the '80s,

brokers are forming regional firms as opposed to large national companies. In order to survive, most brokerage houses have cut back marketing local and regional deals as the overall cost of doing business is much less. Eventually, the market will produce numerous small brokerage firms, with a few large broadcasting companies controlling more properties.

In the '90s there will be a tremendous degree of selling due to the overload of financially troubled stations. Pricing will be discounted to unprecedented lows, and many deals will be picked up for debt only. Because station value has diminished and the lending environment has shrunk, more deals will be done based on buyer equity and seller paper. And multiples of cash flows and revenues will stabilize. Ultimately, lending institutions will open their doors again with more conservative deals.

Overall, in the '90s the brokerage business will do well as long as brokers maintain flexibility in adapting to inevitable changes in the marketplace and focus upon basic brokerage principles. The business climate will always fluctuate, while time-honored modes of doing business seem to hold fast through thick or thin. Brokers must stay away from property hype so that buyers are able to make decisions based upon fact. Be honest with the seller—allowing information on positives and negatives will assure a win-win situation for all parties concerned. ■



*A commentary by Norman Fischer, Norman Fischer & Associates, Austin, Tex.*

# Broadcasting In Brief

**Paramount Domestic Television sent a "letter of apology" to Twentieth Television** for the "interception" by Paramount's *Hard Copy* of Twentieth's *A Current Affair*'s satellite feed on June 1 (BROADCASTING, June 8). In the letter from Paramount Executive VP Richard Zimbert to Fox Executive VP George Vradenburg III, Zimbert is quoted as writing: "Paramount acknowledges that *Hard Copy* violated the rights of *A Current Affair* in several respects: (1) intercepting your satellite feed; (2) obliterating your logo from *A Current Affair* material used in *Hard Copy*, and (3) using *A Current Affair* without your permission. Paramount apologizes for the actions of *Hard Copy* in each of the respects described above and commits that such actions shall not re-occur." Paramount officials were unavailable for comment. Twentieth officials had threatened a lawsuit over what it called *Hard Copy*'s "flagrant theft" of ACA's "exclusive" home video of Amy Fisher, who is on trial for the at-

| NSS POCKETPIECE                                                                                                                    |             |
|------------------------------------------------------------------------------------------------------------------------------------|-------------|
| (Nielson's top ranked syndicated shows for the week ending May 31. Numbers represent aggregate rating average/stations/% coverage) |             |
| 1. Wheel Of Fortune .....                                                                                                          | 12.1/223/96 |
| 2. Star Trek .....                                                                                                                 | 11.7/245/96 |
| 3. Jeopardy! .....                                                                                                                 | 10.5/208/96 |
| 4. Oprah Winfrey Show .....                                                                                                        | 9.7/216/97  |
| 5. Entertainment Tonight .....                                                                                                     | 7.9/188/96  |
| 6. Worldvision I .....                                                                                                             | 7.6/139/92  |
| 7. Married...With Children .....                                                                                                   | 7.3/175/94  |
| 8. A Current Affair .....                                                                                                          | 6.7/172/92  |
| 9. Wheel Of Fortune-wind .....                                                                                                     | 6.5/190/82  |
| 10. Donahue .....                                                                                                                  | 6.2/224/96  |
| 11. Inside Edition .....                                                                                                           | 6.1/131/85  |
| 12. Tri Star Showcase III .....                                                                                                    | 6.0/172/97  |
| 13. Cooby Show .....                                                                                                               | 5.9/193/95  |
| 14. Sally Jessy Raphael .....                                                                                                      | 5.8/209/96  |
| 15. Hard Copy .....                                                                                                                | 5.5/170/91  |

tempted murder of her estranged lover's wife.

Senate Commerce Committee Chairman **Ernest Hollings**, in a June 11 letter to FCC Chairman Alfred Sikes, **added his voice to those in the House and broadcasting industry calling for reconsideration of new radio ownership rules.** Hol-

lings said he was not convinced that any changes were necessary, but that if changes were found to be in the radio industry's interest, more moderate rules are appropriate. "These proposed rules, if they are allowed to take effect, seem certain to create unwanted levels of concentration of ownership and a corresponding loss of diversity in the viewpoints available to the public," Hollings said.

**The Florida Marlins signed four-year deals with WBFS-TV Miami and Sunshine Network**, for 52 broadcast and 63 cable games, beginning with the 1993 MLB season. Terms were not disclosed, but the deals are believed to each be worth upwards of \$4 million per year.

**Merger between Time Warner and 82%-owned subsidiary American Television & Communications was approved by MSO's shareholders Friday.** Each share of ATC will be exchanged for the right to receive \$82.50 principal amount of Time Warner redeemable reset notes due Aug. 15, 2002.

**Comments on the FCC's proposals to relax the national and local TV ownership rules** are due Aug. 24; replies are due Sept. 23.

**General Dynamics delivered the mid-power, Ku-band Intelsat K into orbit June 9 without mishap.** By week's end, the bird had reached geosynchronous orbit and was on schedule to begin TV services among Europe and North and South America from 338.5 degrees east longitude by mid-July. RAI and Visnews subsidiary BrightStar Communications had prepurchased half the 16 transponders.

**Ross Perot proved to be a bigger ratings winner for Today than Bill Clinton last week.** Tuesday's 7-8

## ANOTHER CHANCE FOR UPI

**U**PI's ongoing search for a buyer last week led to another self-described "white knight" who made a last-minute offer to save the beleaguered news service.

New York lawyer Leon Charney signed an agreement on Friday to provide UPI with \$180,000 while he spends the next week considering a bid for its assets. The agreement was made just hours before the 85-year-old bankrupt news service was prepared to close shop.

Charney's offer came one day after religious broadcaster Pat Robertson, who had also described himself as a "white knight," withdrew a \$6 million offer to buy the news service (BROADCASTING, May 18). Robertson, who had spent \$300,000 to keep UPI in business for the past month while he reviewed the company's books, said it would cost \$31 million over 18 months to attempt to make UPI viable. UPI rejected a modified bid from Robertson last week of \$500,000 for the UPI name and certain assets.

Charney, in addition to his work as a lawyer, produces and moderates a weekly public TV show in New York, *The Leon Charney Report*. He also served as an unofficial White House special adviser during the Carter administration and has written a book, *Special Counsel*, based on his experience in the Camp David peace accords.

a.m. hour with Clinton brought in a 4.1 overnight Nielsen rating and 18 share. During the same time period on Thursday, Perot's appearance captured a 5.9/25. Perot, who continued through 9 a.m., brought in a 6.0/23 during his second hour. *Today's* season-to-date average is a 3.8/15.

**The New York State Senate last week narrowly passed a bill to allow the return of cameras in the state's courtrooms** on a limited, experimental basis. Governor Mario Cuomo is expected to sign the bill.

**General Instrument Corp. announced an initial public offering** of 22 million shares of common stock priced at \$15 per share through Goldman, Sachs & Co. and Merrill Lynch & Co. Forstmann Little partnerships and management will own approximately 54% and 9.5% of GI, respectively, and proceeds will go to reducing GI's bank debt.

**An agreement has been reached between Warner Bros. and director Barry Levinson** over accusations by the director that the studio had plagiarized passages in its new series *Polish Hill* from a book that Levinson is turning into a separate television project. According to sources, Warner Bros. has agreed to make several changes in editing with regards to use of a prop in the show that was also mentioned in the book.

**Syndicated animation ratings** during Nielsen's May sweeps (NSI, April 23-May 20) from the key chil-



*WUSA-TV Washington aired a live, commercial-free prime time special last week honoring the winners of its One & Only 9 Awards for Community Service, which salute nine outstanding volunteers from the Washington community. Shown above, WUSA-TV President-GM Hank Yaggi (r) and the station's VP of Broadcast Operations Sandra Butler (l) pause during a pre-broadcast reception for a picture with honoree Leslie Shapiro, whose "Phone Friend" help-line targets latchkey kids.*

dren's 2-11 demo group, as compiled by Petry Television research: *Darkwing Duck*, 8.3 rating/33 share; *Tale Spin*, 7.5/35; *Tiny Toon Adventures*, 7.5/32; *Chip 'n' Dale's Rescue Rangers*, 6.8/35; *Teenage Mutant Ninja Turtles*, 6.5/34; *Beetlejuice*, 6.0/28, and *Duck Tales*, 5.8/36. Overall kids PUT (people using television) levels—in comparison to the May 1991 sweeps—decreased 10% on weekday afternoons and 6% in the morning time slots.

**Matlock**, which is on back-up status at ABC this fall after a 6-year run on NBC, will be "on the schedule

by November," predicts executive producer Fred Silverman. Bob Iger, president, ABC Entertainment, calls the show a "utility player, and we've purposely kept it off the schedule until we get a sense of where we need it most." Silverman didn't say which time slot the show would occupy, but one logical candidate is Saturday night, which is made up of three dramas.

**KAQQ(AM)-KISC(FM) Spokane, Wash., and KWG(AM)-KSGO(FM) Stockton-Tracy, Calif., were sold by** The Home News Co. to Silverado Broadcasting Corp. for **\$3.95 million cash.** Seller, headed by William W. Boyd, owns two AM's, two FM's and two TV's. Buyer is headed by Ron Miller, who owns KVIQ(TV) Eureka, Calif., and John Winkel, former general manager and former executive at EZ Communications. Broker: Media Venture Partners.



*Lucie Salhany, chairman of Twentieth Television, hosted a company cocktail party last week. With her are the company's five division presidents (l-r): Peter Roth, production, network television; Steve Bell, network television; Greg Meldel, domestic television; Jim Gianopoulos, international television, and Larry Jones, Fox Basic Cable.*

The highlight of the **annual PBS meeting** in San Francisco June 20-24 looks to be the full-day "town meeting" on June 23 examining issues including distinguishing between public and commercial television; the presentation of political, ideological and lifestyle differences in programs; increasing public understanding of public television's accountability for tax-based funds, and avoiding appearances of commercialization.

# Editorials

## ALMOST HOME

**A**lthough the FCC's new radio rules are expected to go into effect Aug. 1, there remains some fine-tuning before broadcasters can plunge ahead into the new world of 30-30, a process needlessly accompanied by static from Capitol Hill.

A legitimate procedural concern was raised by petitioners filing reconsideration comments two weeks ago. That concern, shared by both opponents and proponents of the rules, is that Arbitron not remain the FCC's sole arbiter of market size and audience share, by which a group's expanded station complement is to be determined. The rapidity of rating and share changes (the tracking of which is the company's strong suit with stations and advertisers) does not provide a sufficiently stable guide, said the commenters. "One anomalous report can do or undo a station owner's acquisition plans," said NAB, "whether it is to complete or block a deal." By Cox Enterprises' reckoning, the number of stations in 42 of the top 50 markets changed between the spring and fall Arbitron books. That moving target sounds like a tough one to hit.

Beyond that legitimate concern, there is the nuisance factor, embodied in Michigan Democrat John Dingell. The congressman has blasted the radio rules as sloppy policymaking, unsupported by facts, and has threatened to haul the commissioners before a hearing, a gauntlet FCC Chairman Al Sikes threw back at the congressman last week, suggesting such a hearing would only bear out the FCC's conclusions. As to Dingell's charge of sloppiness, it is one of the last adjectives we would apply to Sikes. Support for the policy came in the FCC's finding that the radio industry is in financial trouble that might be eased by loosening some competitive constraints. That trouble, Dingell's protestations notwithstanding, has a direct relationship to public service. Ailing stations have a divided loyalty, with both the public and their debt loads to service. Dark stations don't serve anyone anything.

When the FCC is wrong, this page is more than happy to point it out, but the radio rules changes aren't even a close call. The sooner they can be fine-tuned and finalized, the better.

## HARD NEWS

**A** San Francisco judge has denied a request by the Northern California chapter of RTNDA for access to an American Civil Liberties Union videotape of the April execution of Robert Alton Harris in California. The tape was made in connection with an ACLU suit against the state charging that capital punishment is cruel and unusual and thus a violation of the Eighth Amend-

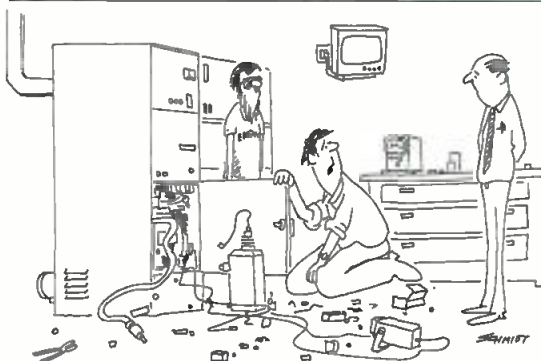
ment. The RTNDA request was more to make the point that the tape should be accessible than as part of an established plan for its airing once released.

Although the judge has kept a seal on the tape for now, she did not rule out future access to broadcasters. We think that access should be granted. The courts do the public a disservice when they bar the account of an execution that broadcast journalists could provide. The difference between hearing of someone's death and seeing it is like the difference between being read casualty figures and seeing the Vietnam wounded on the 6 p.m. news. Executions are bona fide news events to which broadcasters, and the public, should have access.

At the same time, if that access is granted, we urge broadcasters to apply their most serious and sensitive news judgment. It is an opportunity, RTNDA President David Bartlett has said, that broadcasters would likely use "sparingly, if at all." We would like to think so. In any event, it is an opportunity they ought to have.

## VOTING TIME

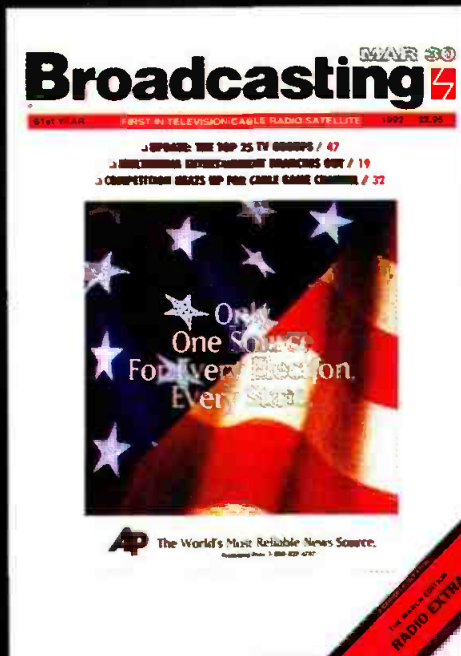
**P** rime time Emmy ballots were mailed last week, complete with photo ops of bags of ballots being hefted onto mail trucks. Not being academy members, we won't be checking our mailboxes, but we will cast an unofficial ballot here for two nominations we'd like to see. The first is for *The Simpsons* to be included in the best comedy series category rather than relegated to the animated prime time race populated primarily by children's holiday specials. (It's probably too late for this year, but a note to that effect on several thousand ballots couldn't hurt.) The second is that syndication get a little more recognition for the quality of its top shows. Specifically, that the well-acted, well-written and well-directed series *Star Trek: The Next Generation* finally get a nod in the acting, writing, directing or series categories.



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