

- **CBS AND AFFILIATES STILL CONTENTIOUS OVER COMPENSATION / 3**
- **HILLARY, BILL AND THE CABLE INDUSTRY / 4**
- **FIRST LOOK: DETAILS OF DEEP SPACE NINE / 29**

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**PICKING UPFRONT
WINNERS AND
LOSERS**
Page 3

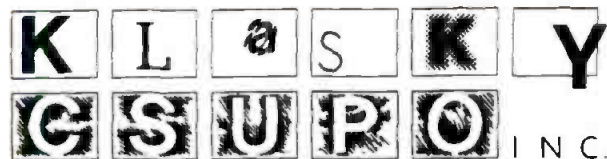
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Top of the Week

UPFRONT'S MIXED BAG

The fall advertising buying season looks good for CBS and Fox; going is tough for NBC

By Sharon D. Moshavi

The good news for Upfront '92 is that, collectively if not individually, the four networks are commanding higher rates than they did a year ago. But they're selling fewer spots. Thus, at this point in the selling season, it appears that total upfront dollars will be flat or only slightly up from last year's \$3.5 billion.

The networks' lower upfront sell-out level—dictated largely by flat advertising budgets—leaves them more vulnerable to the whims of the scatter market, which will determine the rest of the year and the broadcast season.

Analysts and agency and network executives estimate 60% and 65% of network inventory will be sold upfront compared to an average of about 75% last year. Also different from last year is the pace of the market, moving slow and steady, creeping into the

middle of July.

Without knowing the exact sellout level, it is difficult to know whether the upfront dollars represent a real improvement over last year. CBS, for example, is rumored to have sold \$900 million, so far, in upfront, but it is not known what percentage of its inventory those sales constitute.

Based on a 55% inventory sellout, the four broadcast networks, because of generally higher unit prices, combined, will pull about \$240 million more in the prime time upfront this year than they did last year, with the same amount of inventory. But those dollars will not be evenly dispersed among the players. Most of that increase will go to CBS and to Fox. Based on the example of each selling 55% of their inventory, CBS and Fox



'90210' has helped put zip into Fox's upfront sales.

will bring in an additional \$100 million and \$160 million in the upfront alone, respectively. ABC will likely be up a bit, around \$15 million or \$20 million, and NBC will suffer the most, down perhaps \$30 million on more than half its inventory.

How the networks will fare economically for the broadcast year will probably depend more heavily than last year on the scatter market. "A large scatter market won't bode well for pricing. The overriding factor, though, will be in how the economy goes,"

Continues on page 12

CBS OFFERS AFFILIATES DEDUCTION ADDITION

CBs made adjustments to its proposed TV network compensation plan last week under pressure from its affiliates. But the remaining question was whether the changes were sufficient to move the affiliates from confrontation to mere discontent. With ad hoc meetings of affiliates still scheduled around the country, including a gathering of station group heads set for July 22 in Chicago, confrontation with the network still seemed a real possibility.

The major concession made by the network last week was to give up plans for an "affiliate charge," which had—in semantics if not in fact—signified that the affiliates would begin paying the network for its services. The stations had rebelled against the idea because, they said, a charge, unlike a reduction in compensation, could be expanded infinitely.

To replace the charge, but still exact roughly \$20 million from affiliates, CBS executives proposed to reduce compensation, not directly but using a mechanism in the affiliates' contract called the "deduction" clause. The deduction is a fixed percentage, typically 168%, of a station's hourly rate that Tony Malara, CBS affiliate relations president, described as helping "defray a portion of the network's costs in managing the network affiliate system."

Unlike the previously proposed charge, the deduction increase presumably can't be increased more than compensation itself, and in fact those affiliates that CBS has recently taken compensation away from theoretically wouldn't be hurt by the deduction in-

Continues on page 12



Arkansas broadcasters are fans of the Clintons.

CLUES TO CLINTON

Candidate and his wife's dealings with Fifth Estate offer some insight into how he may approach media

By Sharon D. Moshavi

Although Bill Clinton has not publicly chosen sides in the debates over the many issues affecting the Fifth Estate, his behavior as Arkansas governor, his wife's association with the cable industry and his positions on regulation may give some indication as to his leanings.

Broadcasters in his home state seem to like him better than do cable operators. He gets credit from the Arkansas Broadcasters Association for helping hold back legislation to impose an advertising tax that would have hurt the television community, says Pat Wilcox, the association's executive director.

"Governor Clinton has always been very supportive of the commercial television industry," says Wilcox. "He has been a good friend to us, and his wife has been a good friend to us." Hillary Clinton spoke at the association's annual convention last August.

Cable operators are less inclined to offer praise. "My opinion is that Clinton is certainly not a friend of cable," says Arl Cope, vice president and regional manager of Friendship Cable in Arkansas. In the last five years, Clinton has vetoed a fair franchising bill and legislatively supported the efforts

of the city of Paragould to overbuild and compete with the Cablevision Systems' franchise.

Clinton also helped enact a 5½% sales tax on cable service, which he pushed in the legislature for six years until it passed, according to Bob Blount, executive secretary, Arkansas Cable Television Association. That case was appealed to the U.S. Supreme Court, which upheld the tax, but ruled it had to cover backyard dish providers as well.

Clinton's lieutenant governor, Jim Guy Tucker, ironically, is a former Arkansas cable system owner who several years ago sold his systems to Falcon Cable. Hillary Clinton served for two years on the advisory committee of one of Falcon's limited partnerships, resigning more than a year ago when her husband began seriously eyeing a run for the presidency. Hillary Clinton, according to Falcon President Marc Nathanson, has a keen interest in cable, particularly in its potential as an educational tool.

Nathanson became acquainted with Hillary Clinton through a mutual friend, Mickey Kantor, a California lawyer who chairs the Clinton campaign in that state. Nathanson is also active in Democratic politics.

While Falcon has about 60,000

subscribers in Arkansas, Nathanson says there was never any conflict of interest in Hillary Clinton's position on the board, since the advisory committee never did any lobbying. The purpose of the committee was "just to give us generalized business advice," he says. "Hillary Clinton was there as a community representative."

One factor that might influence a Clinton administration's policies on Fifth Estate governmental matters would be if its Vice President were Tennessee Senator Al Gore. Gore is said to be on the short list of choices for the slot, and is one of the most avid proponents of cable regulation, supporting S. 12 and particularly its program access provision. He is also a keen supporter of the backyard satellite dish industry.

As a presidential candidate, Clinton has addressed only one telecommunications issue. In a speech to the University of Pennsylvania's Wharton School of Business, he spoke of "a door-to-door fiber optics system by the year 2015 to link every home, every laboratory, every classroom and even business in America." To help pay for this system, Clinton said that he would "consider creating a federal self-financing, public-private corporation to support viable infrastructure projects."

Paul Weinstein, of Clinton's issues staff, says the governor is not advocating that government pay for such a system, or choose which companies or industries will build it. "The private sector should be leading this," Weinstein says, but the issues should be "on the presidential agenda."

A group of lawyers, broadcast, cable and telco executives are churning out briefing papers for the Clinton campaign on a variety of media issues, according to attorney Tom Casey, who heads the group. The papers, he says, aren't policy oriented, but informative.

Clinton, though, "has made it clear that he favors competition where possible. Where he would differ from Bush would be in realizing that not all markets are equally competitive, and in those there is needed some protection for consumers," says Casey.

Another area in which Clinton would differ from Bush as well as Reagan, says Casey, is that he "would expect the FCC to cooperate with Congress perhaps more closely than it has during the past 12 years." ■

TCI SUED FOR \$26.5 MILLION OVER LEARNING CHANNEL SALE

By Rich Brown and Randy Sukow

Long-simmering questions involving the 1991 sale of The Learning Channel surfaced last week in the form of a \$26.5 million lawsuit against Tele-Communications Inc. The suit charges the nation's largest multiple system operator with using monopolistic tactics to interfere with the sale of the cable channel.

The suit was filed in federal court in New York by Data Broadcasting, the company formed by the Chapter 11 reorganization of Financial News Network. FNN, which owned 47% of TLC, had originally been offered \$50 million for the network by the Lifetime cable network. According to the suit, Lifetime parent Hearst/ABC-Viacom Entertainment Services eventually backed out of the deal because TCI said it would drop TLC from its systems. With Lifetime out of the way, TCI's 49%-owned Discovery Channel was able to buy TLC for \$30 million.

Last week's filing against TCI quickly caught the attention of Washington lawmakers, including House Telecommunications Subcommittee member Billy Tauzin (D-La.), an advocate for program-access language in the cable bill (S. 12/H.R. 4850).

"I think it is further evidence of the kind of monopoly power the major integrated cable programmers have over the industry, when they can twist the cable companies so hard that they can do what they allegedly did to The Learning Channel," said Tauzin. "If the allegations are correct, that really makes our case about the monopolistic power of these programmers."

Tauzin compared the TLC dispute to a still-pending three-year-old lawsuit filed by Viacom and its Showtime Networks unit, which charges Time Warner with trying to monopolize the pay TV business through its Home Box Office and MSO divisions. Viacom and Time Warner executives offered no comment on rumors last week that the companies were about to settle the \$2.5 billion suit. ■

This Week

FLAT UPFRONT / 3

The '92 network upfront market is expected to be flat compared with last year, with prices up but fewer spots sold.

FALLBACK ON FEE / 3

CBS last week gave up its plan for an affiliation charge, but replaced it with a reduction in compensation.

STAR TREK TRACK / 29

Paramount has released some plot and character details of its second *Star Trek* spinoff, *Deep Space Nine*, which will debut in January with a two-hour telefilm.

FOX NET FEAT / 40

At the one-year mark, Fox Net has yielded solid returns to its Fox Broadcasting parent, primarily in pulling some of the broadcaster's affiliates onto the VHF band.

REAL WORLD ROCKS / 42

MTV's real-life soap opera *The Real World* has tripled ratings in its time period and spawned talk of a second series set in London or Los Angeles.

FRITTS LETTER FLAP / 44

NAB President Eddie



Signals received from 'Deep Space Nine' (p. 29).

Fritts is reconsidering his decision to pull the association's 1994 convention out of Los Angeles. His letter citing "the perception that Los Angeles is a high-crime city" irked area broadcasters.

MINI-PHONE'S FUTURE / 46

Comments are due this week on the FCC's proposals for implementing personal communications services, a new generation of cellular telephones with a wide range of consumer applications.

HDTV PUSH / 48

In a speech to the International Broadcasting Convention,

James McKinney, chairman of the Advanced Television Systems Committee, decried efforts to move ahead with enhanced analog TV at the expense of full digital HDTV.

YOUNG REACHES AGREEMENT / 52

Young Broadcasting reached an agreement in principle with its creditors to abort an involuntary bankruptcy petition, a move that could enable it to proceed with its planned acquisition of five H&C properties.

ALLBRITTON UNVEILED / 54

A filing for a public debt offering last week provided an inside look at Allbritton Communications, owner of TV stations in three markets.

NEWS DEPARTMENTS

Business.....	52
Cable.....	40
Radio.....	44
Technology.....	48
Television.....	29
Top of the Week.....	3
Washington.....	46

FEATURE SECTIONS

Bicoastal.....	34
Changing Hands.....	53
Closed Circuit.....	13
Datebook.....	50
Editorials.....	70
Fates & Fortunes...	64
Fifth Estater.....	67
For the Record.....	60
In Brief.....	68
Monday Memo.....	14
Ratings Week.....	38
Washington Watch..	47

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CHANGE LIKELY FOR NEW RADIO OWNERSHIP

Broadcasters looking to expand their holdings under the FCC's new radio ownership caps may have to think again.

The commission, according to sources there, is expected shortly to issue a stay of the current ownership rules to allow for reconsideration. Commissioners Andrew Barrett, Ervin Duggan and James Quello—the three votes necessary to effect a stay—have all expressed a willingness to revisit the rules, which are scheduled to go into effect Aug. 3.

A reconsideration vote on new rules would probably not occur until August or, more likely, September.

The news that the commission may scrap its new policy, designed to improve the foundering radio business, comes the same week that the National Association of Broadcasters issued its 1992 radio financial report showing 59% of all radio stations did not make money last year (see below).

The commission's new rules permit common ownership of up to 60 stations (30 AM's and 30 FM's) nationwide and up to six stations (three AM's and three FM's) in the largest markets (40 or more stations). The

number of stations that may be owned in local markets falls with the size of the market. The current caps allow no more than 12 AM's and 12 FM's and only one AM-FM combo per market.

No one expects major revisions. A 50-station national cap (25 AM-25 FM) with a 30-30 cap for minority broadcasters seems likely, with local limits at 2-2 in large markets (20 or more stations). Said one commission staffer: "Even if the rules are reconsidered, they probably won't go down to a level that would have a significant effect."

A stay of the rules was described by one staffer as a "symbolic gesture," intended in part to satisfy House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who has been very critical of the new rules. However, some observers feel that a cut to 25-25 will not do the job.

Meanwhile, the National Telecommunications and Information Administration filed an opposition to the various petitions to reconsider the rules. The commission's actions, the NTIA said, serve the public interest and "could, in fact, be expanded."

-JF

59% OF RADIO STATIONS LOST MONEY IN '91

NAB study shows biggest stations continue to post large profits

By Peter Viles

The NAB's annual financial report on radio, considered the most comprehensive survey of the health of radio stations, shows nearly 59% of all commercial stations lost money in 1991, and that the losses cut deeper than they did in 1990.

The survey, released last week, shows that the average pre-tax loss per station rose sharply, from \$14,908 in 1990 to \$26,394 in 1991 for FM stations, and from \$13,865 to \$26,645 for AM daytimers. The only exception was AM-FM combinations, which posted average pre-tax profits of \$23,341—up from just \$2,327 in 1990, but still well below 1988's \$64,807.

While declining revenues prevailed across virtually all station types and market sizes, the nation's biggest stations are still raking in large profits, although not as large as in 1990. For stations with revenues exceeding \$17 million, the average pre-tax profit in 1991 was \$6.97 million; 25% of those stations made \$10.3 million or more before taxes.

The NAB's 1991 radio report, which also showed that more than half of all commercial stations were losing mon-

ey, is often cited as proof that the industry is suffering from structural weaknesses and would benefit from consolidation through relaxed ownership limits, as proposed by the FCC.

The 1992 report appears to bolster that argument, although it remains unclear just how many of the stations' problems are due to long-term industry trends and how many are due to the weak economy.

"Since the figures are even worse than '90, I think they further support the commission's findings that the industry is in financial trouble and needs some sort of consolidation," says Jeff Baumann, the NAB's executive vice president and general counsel.

But Robert Pepper, chief of the FCC's office of plans and policy, says the reported decline in performance from 1990

to 1991 doesn't necessarily make a stronger case for consolidation.

"You don't look year-to-year, you look at trends," he says. "What we based our decision on were long-term trends.... The trends we identified began before the soft economy."

The four-year trends in the NAB's report show declining revenues and pre-tax profits at every type of station from 1988 to 1991, with the exception of revenues at AM-FM combos.

The NAB's report, compiled by Price Waterhouse, is based on two surveys sent to 9,071 commercial stations. Some 2,500 stations returned usable questionnaires.

RADIO'S TROUBLED LANDSCAPE

(Add 000)

Type of station	Avg. Rev.		Avg. pre-tax profit (loss)		% of stations with pre-tax losses	
	'90	'91	'90	'91	'90	'91
Daytime AMs	\$174	\$155	(\$14)	(\$27)	N/A	67.5%
Fulltime AMs	\$836	\$778	\$29	\$5	N/A	64.9%
AM-FM Combos	\$1,276	\$1,260	\$2	\$23	N/A	56.1%
FMs	\$1,308	\$1,262	(\$15)	(\$26)	N/A	55.3%

Source: NAB's 1992 Radio Financial Report

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HOUSE ESCALATES INFO SERVICES BATTLE

In wake of Judiciary passage of H.R. 5096, Commerce's Tauzin responds with less regulatory bill

By Randy Sukow

The House Energy and Commerce Committee moved swiftly to challenge a perceived invasion of its jurisdiction over telecommunications policy with the rival Judiciary Committee's 24-9 passage of the Antitrust Reform Act (H.R. 5096) last Wednesday (July 1).

The bill, authored by Judiciary Chairman Jack Brooks (D-Tex.), sets a strict entry test on the regional Bell operating companies' entry into information services—including cable television—in their own local telephone service areas.

Energy and Commerce Committee member Billy Tauzin (D-La.) responded last Thursday by introducing a bill to explicitly recognize the RBOC's rights to operate information services with safeguards—a separate-subsidiary requirement, a cross-subsidy and cross-marketing ban, equal access to all information service providers to the telephone facilities and a prohibition on technological barriers to access by rival information services providers—to protect against Bell monopolistic practices.

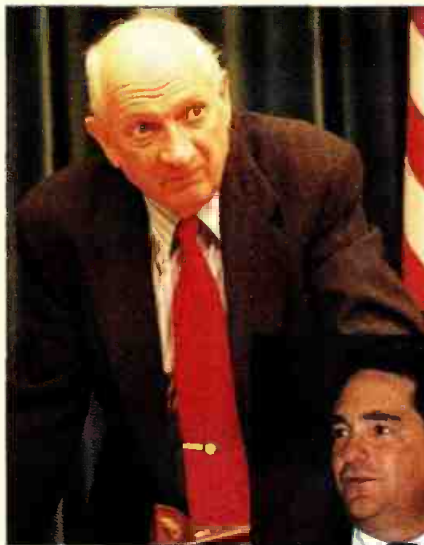
The Tauzin bill was introduced with "the active encouragement and support" of Energy and Commerce Chairman John Dingell (D-Mich.), a Dingell aide said. In addition, seven other Energy and Commerce members signed on as original co-sponsors.

Edward Markey (D-Mass.), chairman of Energy and Commerce's Telecommunications Subcommittee, was also circulating an alternative information-services bill late last week. Few details on his bill were available at deadline last week, but the bill was said to be more regulatory than Tauzin's, with a strict entry test similar to one proposed by Telecommunications Subcommittee member Jim Cooper (D-Tenn.) in H.R. 3515, introduced last year.

"Some may earnestly question features of the bill," Brooks said during the H.R. 5096 markup. "I've got to

plead that the fundamental framework set out here...has got to be preferable to the piecemeal, make-a-deal maneuvering and special pleading that masquerades as policymaking in other quarters."

"I would have guessed we wouldn't have taken up this issue this year," Tauzin told BROADCASTING. "But the



Jack Brooks (above) easily passed H.R. 5096 through his committee, but Billy Tauzin (r) is trying to block it in Commerce.

fact that Brooks has moved his bill means our committee must assert jurisdiction, and so it compels us to act upon some kind of compromise."

In spite of the comfortable margin of passage for the Brooks bill, it still is considered a long shot for eventual enactment. Dingell has requested House Speaker Thomas Foley (D-Wash.) to rule on a jurisdictional challenge to the Brooks bill before it reaches the House floor.

If it passes the House, the bill's future could be put in doubt in the Senate, where its Commerce Committee chairman, Ernest Hollings (D-S.C.), is the author of a bill to allow RBOC's to manufacture telephone equipment (an activity also restricted by H.R. 5096), which passed the House last

year. The Bush administration has also indicated it would veto the bill.

RBOC's were barred from offering information services by the modified final judgment, the 1982 consent agreement for the breakup of AT&T. That restriction was lifted a year ago in a decision by U.S. District Court Judge Harold Greene. Since then, all seven of the Bells have entered into some form of information-service venture or joint venture.

A coalition led by the Newspaper Association of America and supported by the National Association of Broadcasters and National Cable Television Association has spent the past year fighting the Greene decision on appeals and through support of the Cooper and Brooks bills.

Provisions of the original Brooks bill draft, which placed strict entry tests on Bell entry into information services and allowed aggrieved parties wide latitude to sue for monopolistic practices, nearly guaranteeing years of litigation before significant Bell participation, passed last week in spite of attempts by Judiciary's ranking minority member, Hamilton Fish (R-N.Y.),

to soften those provisions. Fish was successful, however, in striking down a controversial two-year entry waiting period for content-based information services in the original draft.

Tauzin's bill does not include any entry tests, but sets specific safeguards against anticompetitive practices and empowers judges to inflict harsh penalties if RBOC's are found to violate them. "We even have a death penalty as one of the alternative remedies. They could be out of the business," Tauzin said.

Mike Synar (D-Okla.), a member of both the Judiciary and Energy and Commerce Committees, criticized Congressional inaction on telecommunication issues for the past 10 years and said the Brooks bill is needed to "jump-start the Commerce Committee."

Rick Boucher (D-Va.), also a member of both committees, argued strenuously for rejecting the Brooks bill, saying it was not a compromise but effectively an outright ban on RBOC information services. The eventual approval of RBOC-owned cable systems was given as a key reason to reject such a ban. ■

STOCKS PUT GABELLI, PINELANDS IN BIND

Money manager's portfolio overlaps may delay BHC tender offer for WWOR-TV owner

By Geoffrey Foisie

Wall Street last week was not very concerned about a delay in the sale of WWOR-TV New York parent Pinelands to BHC Communications, yet the only petition to deny the sale managed to stir up several tempests, including one touching the country's biggest media investor, Mario Gabelli. BHC's tender offer for Pinelands is still scheduled to close this Friday; after that the New York-based group owner must start paying Pinelands shareholders interest on their tendered shares.

But completion of the tender offer is still contingent on FCC approval, and as of last Friday, the commission had yet to approve the transaction.

Standing in the way is longtime WWOR-TV license challenger Garden State Broadcasting. The petitioner has alleged that Pinelands filed misleading ownership reports in stating that Gabelli, a 10%-plus shareholder, had no other broadcast interests.

In fact, Gabelli has numerous ownership interests in TV, radio stations, cable systems and newspapers, a position he recently discussed at length with BROADCASTING (May 25). The holdings pose possible violations of FCC multiple-ownership and cross-ownership rules.

BHC documented some of the possible violations in an amendment to its transfer application before the FCC, filed a week before Garden State's petition. The BHC filing said that Gabelli had "cognizable" interests in at least 22 TV stations and perhaps as many as 27. Of more direct importance to the Pinelands transaction, Gabelli also has a possibly attributable interest in Paramount, whose WTXF-TV Philadelphia has a grade B signal overlap with WWOR-TV. Gabelli's 20% ownership of WRKL(AM) New York and WXPB-FM Briarcliff Manor, both New York, pose possible crossownership violations with WWOR-TV.

The extent of Gabelli's multiple ownership and crossownership viola-

tions in cities such as New York, Washington and Minneapolis depends on some complex FCC rule-making issues, some of which are currently under consideration. For instance, last week's comments indicate there is some confusion whether Gabelli's holdings in a company should be attributable once they reach the 5% level applicable to "investment advisers" or the 10% level applicable to "investment companies." Also possibly a consideration is whether Gabelli, one of the more vocal institutional investors, meets the definition of a "passive investor."

If Gabelli is found to be in violation of the ownership rules, he might have to give up voting rights or sell stock. A negative ruling could also endanger a pending bid by a Gabelli-backed company to buy WOI-TV Des Moines, Iowa.

Any change in interpretation by the commission could possibly affect other large institutional investors such as Capital Research and Fidelity Investments. ■

JACK'S PLACE, RAVEN, GUNN SHINE IN SUMMER SUN

This summer is the most heavily saturated ever with original programming, and early successes, according to Nielsen numbers, appear to be CBS's *Grapevine*, *Bodies of Evidence* and *Raven*, ABC's *Jack's Place*, and Fox's *Down the Shore* and *Rachel Gunn*, R.N.

Jack's Place, starring Hal Linden and Finola Hughes, has averaged an 11.6 rating/21 share in its four airings in its Tuesday 10-10:30 slot and has two more episodes to air. Less successful for ABC have been *Julie*, starring Julie Andrews, and *On the Air*, produced by Lynch/Frost Productions and starring Ian Buchanan. In four airings of its six-episode order, *Julie* has averaged a 3.9/9 in the Saturday 8:30-9 time slot, and *On the Air*, which has aired twice, with two to go, is averaging a 3.8/8 on Saturday at 9:30-10.

CBS's *Raven* kicked off its six-episode run Wednesday, June 24, with a 13.3/24 for its 90-minute debut. The hour drama starring Lee Majors will air its remaining five episodes in the Thursday 9-10 slot. *Bodies of Evidence* began its eight-episode run with a 10.7/19 Thursday, June 18, from 10-11 p.m. The series maintained its levels the following week, averaging a



Fox's Sunday-night 'Rachel Gunn'

10.4/19 and ranking 25th for the week. *Grapevine* started with an 11.8/20 Monday, June 15, at 9:30, but dropped to a 10.2/17 June 22. CBS has had less success with its Friday night *Hollywood Game* and *Say What? Game* has managed only a 4.4/10 in three airings and *Say What?* only a 3.8/8 in its debut.

In its second airing, Fox's *Down the Shore*, a 13-episode commitment, fell off 3.6 rating points from its 10.0/18 premier on June 21. *Rachel Gunn*, R.N. opened its 13-episode stint on Sunday, June 28, at 8:30 p.m. with a 7.8/15, improving slightly on its *In Living Color* lead-in. Also making its bow on June 28 was *Bill & Ted's Excellent Adventures*, which managed only a 4.1/9 in the 7

p.m. slot; the show has six more airings. *Vinnie & Bobby*, which opened Saturday, May 30, has averaged 4.1/9 in five airings and closes its run July 12. *Sightings*, which already has a 13-episode order for next season, has averaged 5.6/11 in 10 airings.

Homefires, NBC's lone summer entry—much of its efforts are focused on the Olympics—debuted in its regular time period Saturday, June 27, at 8:30 with a 6.8/16, placing second in the time period. ■

CBS ADJUSTS COMPENSATION

Continued from page 3

crease at all.

But most of those affiliates commenting still found the deduction increase less desirable than a simple compensation reduction. For one thing, they noted the deduction is not tied to clearances. And David Sanks, an affiliate board district representative from WISC-TV Madison, Wis., said the deduction was "effectively CBS still telling us to pay for services."

Also, CBS intends to modify the contract language affecting the compensation deduction and daypart allocation, according to one of those attending last Tuesday's and Wednesday's meetings between the affiliates' futures committee and CBS executives in New York.

Because CBS intends to vary the impact of the deduction increases—a 25% increase for stations in the top 100 markets, 20% for stations in markets 100-150, and 15% for markets 150 and below—it will not be able to effect the changes all at once. Instead, it will introduce the changes with each station's affiliation contract renewal, beginning Jan. 1, 1993. Malara said that more than half the stations won't see a change until 1994.

The percentage increases in the deduction were to

have been based on 1991 levels, including the bonus pool paid last year. But the network agreed to eliminate the bonus pool from the calculation. Similarly, CBS said that roughly 60 stations that last year had especially good clearances (and therefore higher compensation) would have their deduction increase adjusted so they wouldn't be penalized for being supportive of the network.

CBS's concessions did not alter its intention to vary the allocation of compensation among shows. The network said it will have six uncompensated hours—all of Sunday night and Monday night from 9-11—and compensation now given for the *CBS Evening News* would be added to that given for *CBS This Morning*.

The network also detailed the \$5 million in inventory reductions it intends to extract from affiliates. CBS will take back one minute and 15 seconds daily from its daytime soaps and one minute each week from *CBS Sunday Morning*.

What didn't change in CBS's plan was the total amount of money it wants to take from affiliates. Said Cathy Creany, chairman-elect of the affiliate board and general manager of WTVH-TV Syracuse, N.Y.: "We asked them to address the money issue; they don't seem to have any flexibility on that." But the last word on the size of the deduction may not have been heard, said Alan Bell, president of Freedom Newspapers Broadcast Division: "The nature of the affiliate charge was like a cork in a bottle; now that it's out of the way, we can get to the real issue, money." -GF

UPFRONT '92

Continued from page 3

says Raymond Katz of Shearson Lehman.

Hesitancy about the economy may also lessen the proportion of upfront buys placed in the fourth quarter, which could be a blow to the networks' 1992 calendar year. The summer Olympics are another factor likely to hurt fourth quarter. "Clients buying cheap mass eyeballs during the Olympics won't buy as much in fourth quarter," either upfront or scatter, says Paine Webber's Alan Gottesman.

Here's BROADCASTING's network-by-network upfront outlook, based on a 55% minimum sell-out scenario:



Of the four networks, CBS is in the best shape for most dayparts. Thanks to nearly double-digit ratings increases in its non-Olympics prime time schedule, along with cost-per-thousand (CPM) gains, the network is looking at unit price increases of 12% to 13%; CBS is likely to pull in close to \$100 million more than last year. Daytime, which saw 4% ratings growth this past sea-

son—and even better women's demographic growth—is seeing slight CPM increases as well, and, thus, should be up \$12 million-\$15 million. Late night, with which CBS has been struggling for years, showed a 32% gain in ratings, a jump that should earn the network an extra \$9 million or so in the upfront.



Boosted by a 25% rise in prime time ratings, Fox could bring in \$160 million more than it did for the same inventory last year. In addition, Fox is adding two nights of prime time inventory. Children's programming has also proved a bonanza for Fox, which tripled its kids' upfront revenues to \$87 million. The boost came from improved ratings and from nearly doubling the hours on its schedule.



ABC won't reach the highs of CBS nor the lows of NBC. Prime time dollars are looking to be up \$15 million or \$20 million, due to slight CPM increases. Although prime time household ratings slipped by 2%, demographic ratings were flat. Daytime dollars are likely to be off \$7 million, since ratings are off 4% and women 18-49 are down 3%. With *Nightline's* ratings dropping

13%, the network looks to be off \$6 million from last year in late night.



NBC, which lost its prime time ratings perch last season, is going to drop in advertising revenue as well. For just the first half of its inventory, it appears NBC will be down approximately \$28 million in prime time. That's due to a 3% ratings drop in prime time, combined with flat CPM's, translating into lower unit rates. NBC, like the other networks, is selling off ratings estimates for the fall season which, at least for its *Cosby*-less Thursday night lineup, are likely to suffer by comparison to last year.

NBC will likely see flat upfront dollars for its daytime lineup. Late night is the one bright spot. Ratings this past season were up 10%, which should help the network pick up an additional \$9 million or so, but the 1993 season is a whole new ballgame with Jay Leno, whose ratings, so far, are topping Carson's by 8%. ■

For More Late-Breaking News, See "In Brief," Pages 68 and 69

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

NEW YORK

FULL PLATE

NBC officials will be meeting with affiliate executives to discuss changes on two important fronts in the coming weeks—compensation and daytime. Discussions on compensation are ongoing and a number of proposals are on the table for changes that would take effect in January 1993. The network has indicated to affiliates it does not plan to reduce the value of the overall compensation pool—currently at about \$115 million-\$120 million. A key issue is how the funds are distributed. There has been talk of designating some of those dollars for specific uses, such as promotion. Among the daytime issues to be explored is whether the network should give back more time.

NO FREE LAUNCH

Despite limited channel capacity and regulatory uncertainty, USA Network executives last week managed to convince one top-20 MSO to commit 2 million subscribers for its upcoming Sci-Fi Channel. The only catch was that before signing on the dotted line, the MSO told USA that they wanted the channel at no cost for the first 10 years. USA passed on the deal.

WASHINGTON

QUICK CHANGE

The FCC is expected to adopt a one-step procedure for FM operators who want to change their class of FM. Currently, an FM operator wishing to improve the station's frequency has to go through a separate rulemaking procedure that requires petitioning for a reallocation of frequency and, if that is granted, applying for the frequency. Besides expenses, under those rules, there is no point at which an application is protected from the filing of a potentially conflicting rulemaking petition.

The one-step procedure proposes

FOX TO BACK SINGLE CHARITY

A charitable organization is about to receive upwards of \$50 million in support from Fox Broadcasting and its Fox Cares program. The Fox affiliate board is expected to give the network its decision this week on a single charity it would like to see the network support. The affiliate board was told months ago by Jamie Kellner, president, Fox Broadcasting—who apparently has provided the impetus behind the program—to canvass the affiliates and have interested members make proposals at the just-completed Fox affiliate meeting. At least five presentations were given by affiliate members, for such causes as the Big Brothers/Big Sisters program, mental illness, education, inner-city problems and AIDS. One affiliate board member said the overall value to the chosen charity could approach \$60 million a year in network and affiliate air time and other support. "The idea was that because Fox is a young viewer network we wanted to be very pro-active and get behind a specific charity in an all-out sustaining push. This will be the first time that a network has put this kind of support behind one charity," said the board member. —SC

to eliminate the separate rulemaking process and use the deadline for filing petitions to deny against new and major-change FM applications as the cut-off point for conflicting rulemaking petitions.

ADVANCE COMMENTS

Expect the mobile communications industry to meet the July 17 deadline for comments on advanced television. The number-one competitors for ATV spectrum will have something to say about NTSC/HDTV simulcast requirements, channel allotments and, of course, implementation deadlines. "This thing has dragged on for years, with the broadcasters asking for more time to do it, even to decide whether they even want it," says mobile communications attorney Jack Richards, adding, "When will broadcasters ever deem there to be enough time to implement advanced TV?"

LOS ANGELES

KEEPING UP WITH KING

According to New York rep sources, King World Productions has been floating to stations the idea of producing a half-hour companion

piece to *Inside Edition* under the working title *Inside America*. The latest incarnation is described by one rep as an "on the road, Charles Kuralt-style magazine" produced out of remote locations across the country. Michael King, president and CEO of KWP, would only confirm that the syndication giant is "considering" another news magazine, saying any other speculation is "premature." Since its January 1989 debut, *Inside Edition* has grown to become the highest-rated news magazine in prime access during the most recent May sweeps. (KWP currently produces *Inside Edition Extra*, a half-hour extension of the series WCB-TV New York is airing in its 4-5 p.m. time periods.)

Also on the King World front, Post-Newsweek and King World have scratched plans to develop a new talk strip around Gayle King (no relation), news anchor at WFSB-TV Hartford, Conn. (BROADCASTING, April 27). However, the station hopes to revive the project with King within the next year, but with a different syndicator. According to station general manager Chris Rohrs, Gayle King backed out for the time being, opting to focus more fully on news and anchor duties.

Monday Memo

Many experts believe the financial pressures faced by today's TV broadcasters go well beyond the current recession to reflect more fundamental, long-term declines. It certainly seems harder now to maintain the exceptional profits that characterized our business a few years ago.

Many stations are attacking expenses close to home. Unfortunately for technical managers like me, few internal costs are larger than those found in the engineering department.

Now for several reasons, potential labor savings not least among them, many stations are considering an up-

couple of the old rules in mind:

Acknowledge the risk. Trading labor for capital requires the assumption of risk. Any significant change must be managed, but particularly so when involving systems at the very heart of a business. Consider phasing in large changes and running parallel for a while. The additional upfront expense could be minor compared to the risk of massive failure.

Involve users early. Broadcasters pride themselves on their ability to respond quickly to changing situations. Some view it as a key competitive advantage. But machines, unlike people, are designed to work within a



"Robotic cameras and library management systems suggest radical change in the way we do business."

**A commentary by Guy Beverlin,
assistant chief engineer, WPIX-TV New York**

grade. For commercial playback they're looking carefully at the new "library management systems."

From a technical standpoint, it is easy to pull out what we're using now and put an LMS in its place. The financial return should be quite respectable as well, depending mostly upon how few people come back into the tape room after the dust settles.

Even with our entire revenue stream at stake, we must question the need to assign someone to operate a machine that can meet our needs for several hours unattended.

And the LMS is by no means alone in this regard. Everywhere we turn today something new challenges us to break with tradition. Robotic cameras, library management systems, newsroom automation computers and a few other gadgets all suggest we make some radical change in the way we do business, and each promises the high financial returns we now crave.

As we accept these new challenges, planning to throw out so much in the process, perhaps we should keep just a

finite set of assumptions. Outside this range they are decidedly inflexible. If you still want to respond quickly to change, handle occasional peak loads and work around unforeseen problems, recognize early that your "system" will require a few people, not just as "security" but as an integral part of the operation. Commit upfront to involve, train and support the human side of this equation.

Know that machines will fail. Impressive statistics and testimonials may speak eloquently of the time between failures, but rest assured your number will come up. When smoke is coming out of that joystick, will you be able to work around the problem by manually operating your robotic cameras from the floor? When that LMS holding your entire commercial inventory grinds to a halt, how will you air station breaks until it is repaired?

By addressing issues like these openly and in advance, it is possible to realize the full potential of these exciting new machines while at the same time managing the risks involved. ■

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THE ALL-TIME
LEADER IN
SYNDICATION.





THE
MAURY POVICH
SHOW

DAYTIME

THE NEW SEASON'S ONLY SUCCESSFUL LAUNCH.

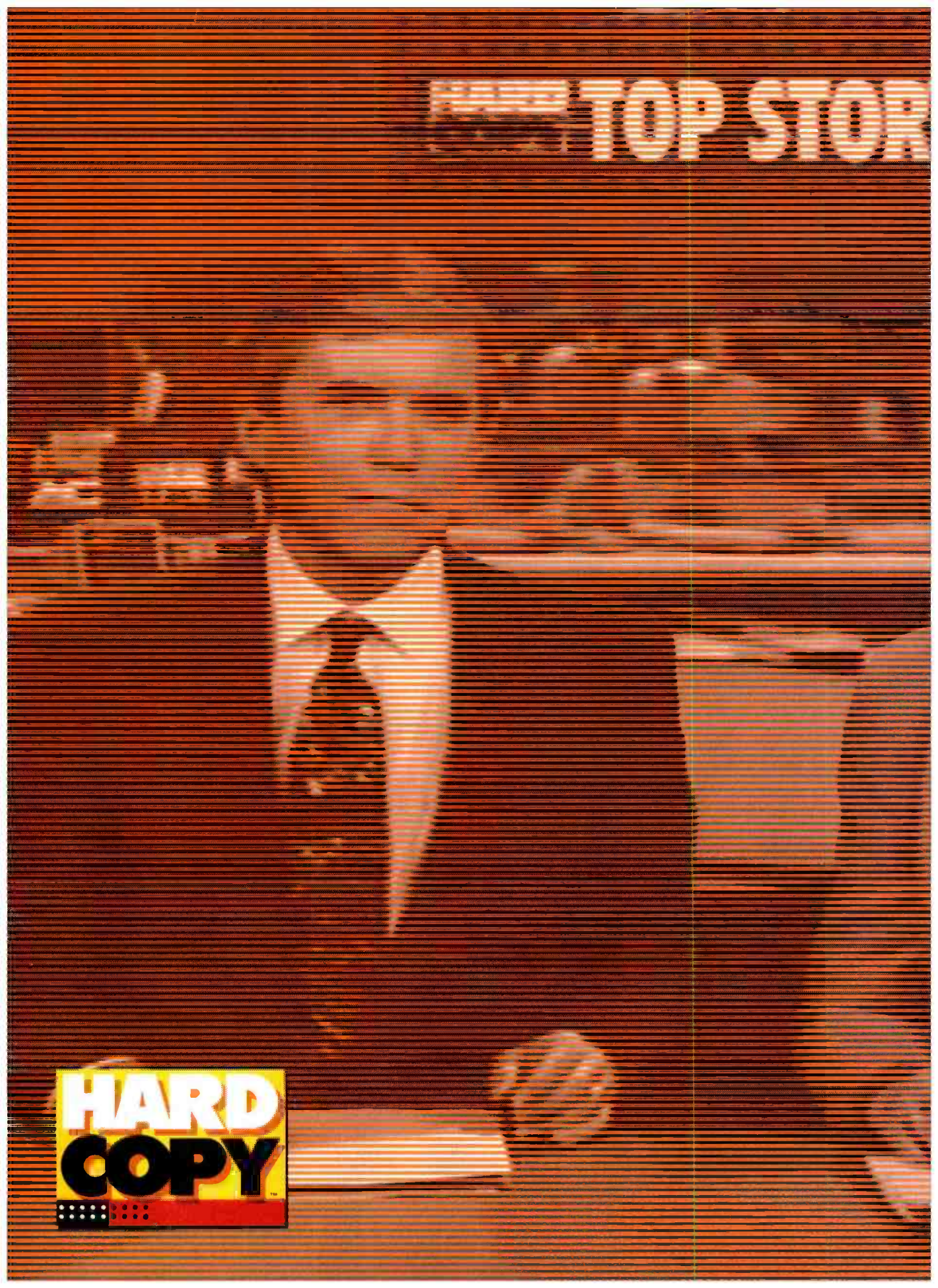
With his charisma and quick wit, Maury brought stations the highest ratings of any first-run talk show in years, an impressive 4.1 NTI in his first season! Combine that with his ability to generate across the board time-period improvement with daytime's most critical demos, and it's no wonder renewals are already in from over 87% of the country. That's why stations are looking forward to even better days with THE MAURY POVICH SHOW—the next major daytime franchise.

Source: NIS, May 1992 vs. May 1991, 145 Markets, NTI Premiere season: Sept.-April.



THE ALL-TIME LEADER IN SYNDICATION

TOP STORY



**HARD
COPY**

NEWS LEAD-IN/ACCESS

WHERE STATIONS TURN
WHEN IT'S TIME TO
GET TOUGH.

It's hard to find a show that works equally well in two time periods. In early fringe, HARD COPY posts impressive gains in the time period, and gives local news a big boost. And as stations across the country are discovering, HARD COPY is winning in access, too. In fact, when 25 stations used HARD COPY to replace failing shows in these crucial time periods, we improved performance 23-25% with men and women 18-49. So if your station's facing tough times, turn to HARD COPY. And make things tough for your competition instead.

Source: NSI, May 1992 vs. May 1991. Top 100 Markets. Based on DMA share points.



THE ALL-TIME LEADER IN SYNDICATION



ENTERTAINMENT
T O N I G H T

ACCESS

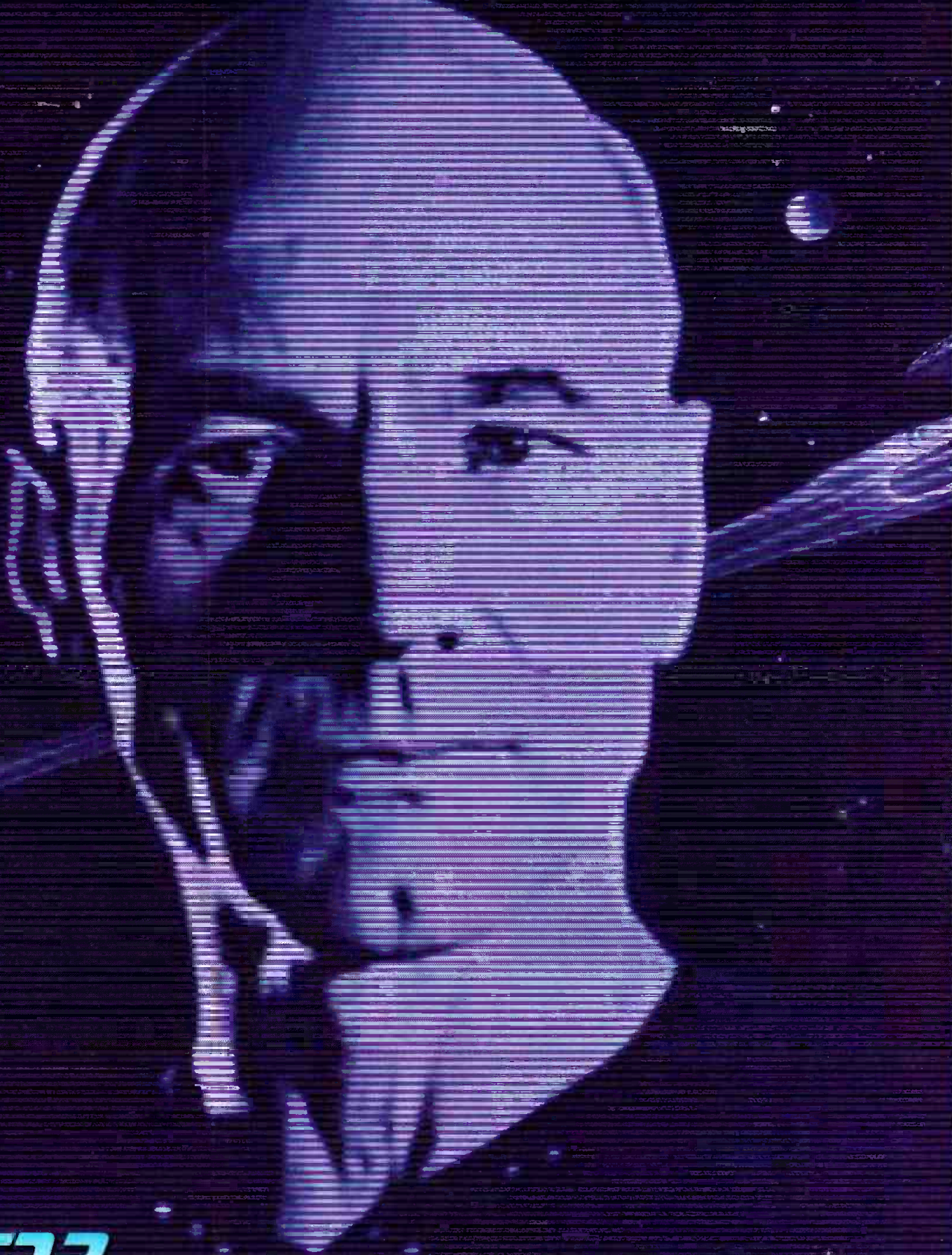
AFTER 11 YEARS, IT'S
BECOME A LEGEND IN ITS
OWN TIME. PERIOD.

For over a decade, we've taken on the toughest competitors and come out on top. In the top 100 markets where ENTERTAINMENT TONIGHT and *Wheel of Fortune* compete head to head, E.T. wins with adults 18-49 over 60% of the time. So if you want to dominate your competition in access, turn to ENTERTAINMENT TONIGHT. It's one sure way to become a legend in your market.

Source: NSI. May 1992 Adults 18-49 rating Top 100 markets.



THE ALL-TIME LEADER IN SYNDICATION



STAR TREK

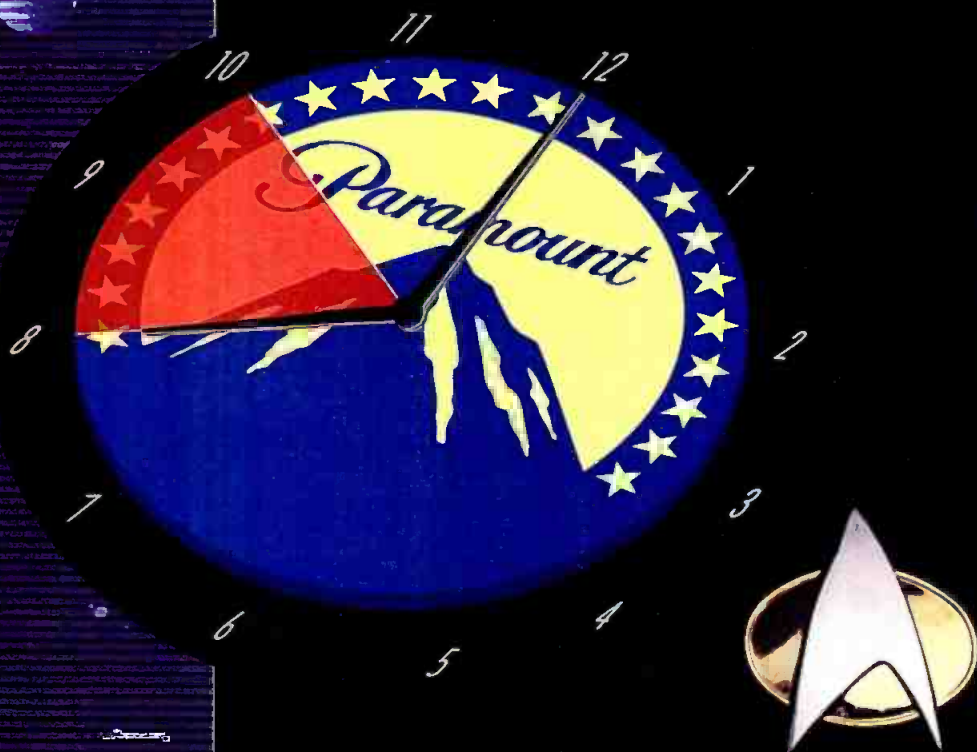
THE NEXT GENERATION

PRIME TIME

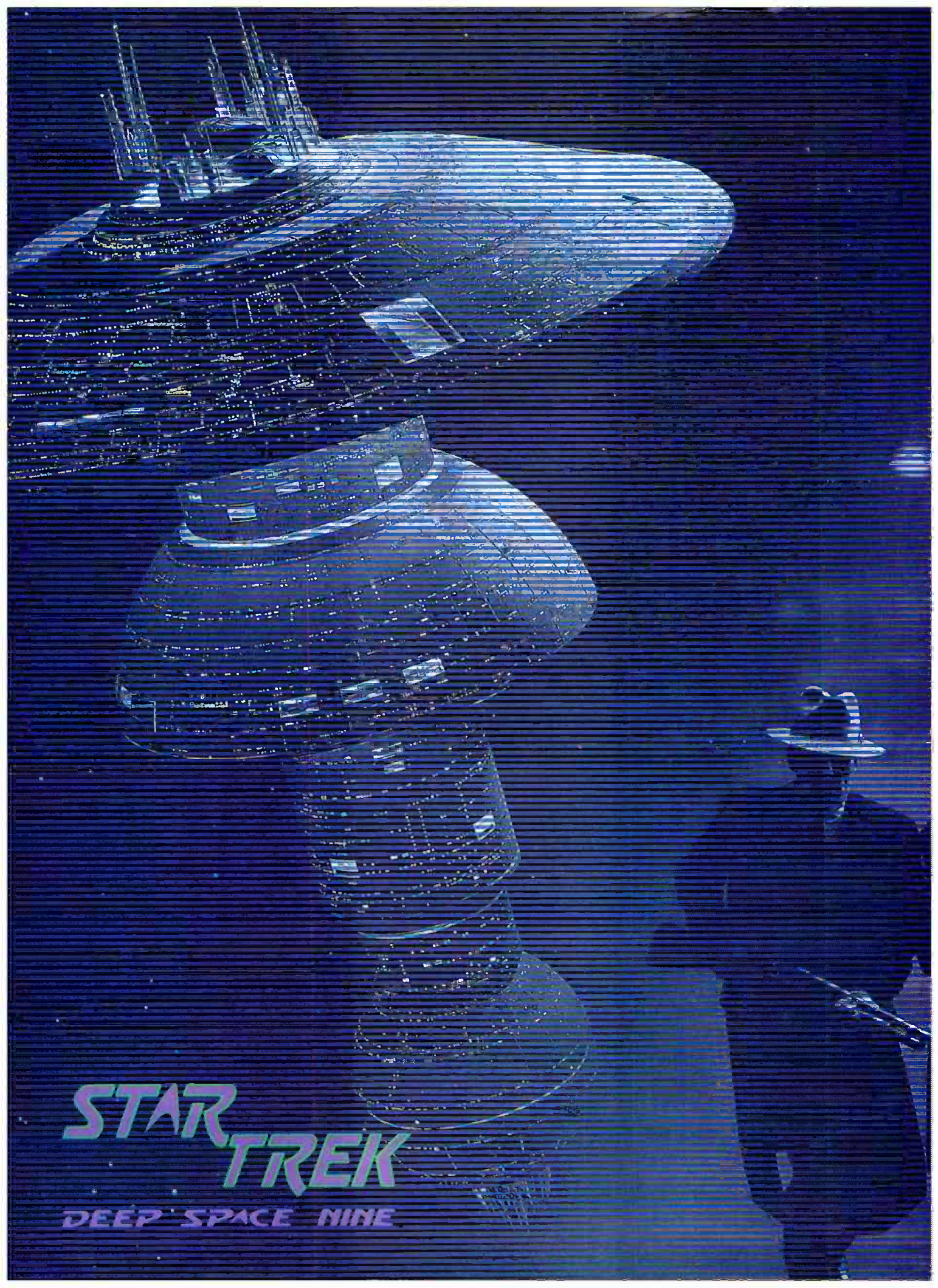
AFTER 5 YEARS, WE'RE
STILL AHEAD OF OUR
TIME. AND PRIME TIME.

Prime-time success used to be reserved for the networks. But that was before STAR TREK: THE NEXT GENERATION. Season after season, no hour on television delivers as many men 18-49. Not *60 Minutes*. Not *L.A. Law*. Not *Northern Exposure*. In fact, last Fall we even beat *NFL Football*. So if you want to become a prime mover in your market, let STAR TREK: THE NEXT GENERATION put you ahead of your time.

Source: NTA, May 1992 NFL Football. Nov. '91



THE ALL-TIME LEADER IN SYNDICATION



STAR TREK

DEEP SPACE NINE

PRIME TIME

THERE'S NO TIME LIKE
THE PRESENT TO PLAN
FOR THE FUTURE.

First, STAR TREK: THE NEXT GENERATION broke the prime barrier. Now, Paramount is continuing the tradition with THE UNTOUCHABLES and STAR TREK: DEEP SPACE NINE. Coming in January '93, these new hour series have the quality and production values that took STAR TREK to the top, and will give you the power to compete with prime time's best. So if you haven't already included them in your line-up, you'd better hurry. Or the future may pass you by.

THE
UNTOUCHABLES



THE ALL-TIME LEADER IN SYNDICATION

THE
ARSENIO
HALL SHOW

LATE NIGHT

THANKS TO ARSENIO,
LATE NIGHTS HAVE NEVER
BEEN HOTTER!

He brought a whole new energy to the time period. A cooler beat. A faster pace. And red-hot guests like Madonna, Eddie Murphy and Tom Cruise that caught the eye of the younger generation. Maybe that's why of the 16 shows that tried to enter the late-night arena, only **THE ARSENIO HALL SHOW** succeeded. Now, as Arsenio's numbers continue to rise, late nights are getting hotter than ever. It isn't global warming—it's just Arsenio.



THE ALL-TIME LEADER IN SYNDICATION

No matter what your daypart,
Paramount has the show for you.
From daytime winners to access
legends to the hottest act in late
night, our house of hits has the
programming to make you a
winner in your market. That's
why we call Paramount the all-
time leader in syndication.



A Paramount Communications Company

THE ALL-TIME LEADER IN SYNDICATION



Television

DEEP SPACE NINE: STAR TREK'S NEXT GENERATION

New series will have more of an 'edge' according to co-executive producer Berman, who confirmed number of details about the show's cast and plot

By Rich Brown and Mike Freeman

Paramount Domestic Television's eagerly awaited syndicated *Star Trek: Deep Space Nine*, details of which have been kept close to the vest, may boldly go where the previous trend-setting *Star Trek*'s have yet to tread. BROADCASTING has learned some plotline and character information that suggests *DSN* will have more of an "edge" than the current incarnation, *Star Trek: The Next Generation*, or the original network series (NBC, 1966-69).

The 24th Century setting of *Deep Space Nine* is a sort of galactic way station that will allow for the introduction of a vast number of alien creatures and crossover appearances from *Next Generation* cast members, yet also allow its inhabitants to venture on patrols in search of rogue space pirates and others.

Word also has it that Paramount may take a progressive leap beyond the other two *Star Trek* series by possibly casting a black or other minority actor as the space station's top-ranked commander, in addition to expanded roles for women and teens.

At least, those are some of the sketchy details that Eric Stillwell, a script coordinator during the first five years of *Star Trek: TNG*, outlined to *Star Trek* fans at Creation Entertainment's *Star Trek* convention in New York last week.

Production is not slated to begin on the series until late August, but Rick Berman, who shares the co-executive-producer title for *Deep Space Nine* with Michael Piller (both held the same titles on *Next Generation*), confirmed many of the preliminary storyline and character decisions.

Deep Space Nine will debut in Janu-



ary with a two-hour telefilm featuring a guest appearance by Patrick Stewart, who plays Captain Jean-Luc Picard on *The Next Generation*. Borrowing a story arc from the end of the third and

beginning of the fourth season on *TNG*, Captain Picard falls under the control of alien creatures known as the Borg, who are bent on the destruction of the U.S.S. Saratoga and Captain Benjamin Sisko. The old plotline now serves as the bridge for the story bible on *Deep Space Nine*: Surviving the attack, though possibly still holding Picard to blame, Sisko is chosen for the command of an alien-constructed space station to be run under the auspices of the Federation.

Casting has not yet begun, but Stillwell said the Sisko character will be a single father who may be portrayed by a black actor. Berman says they are doing "multi-racial readings" for the part, "and that applies to all other parts under consideration as well," he said.

Others in the new cast of characters include "Odo," an alien security officer who is a "shape shifter," as Berman describes him. Employing the kind of "morphing" special effect used in the hit movie "Terminator 2," the producers are giving Odo the ability to alter his physical composition to assume the likeness of anyone else on the space station or elsewhere.

Like Whoopi Goldberg's Guinan on *TNG*, who runs a bar on the U.S.S. Enterprise, a Ferengi creature (an alien with big ears) named Quark will be the bartender of an alien speakeasy. In fact, Stillwell had screened at the convention Paramount's short videotape presentation to stations teasing *Deep Space Nine*, which promises "a world where exotic pleasures are sold."

"There will be a little more of an edge to this series [*Deep Space Nine*]," Berman said. "There will be conflicts that arise out of the Federation crew members' interaction with

WE OWN L



LATE NIGHT RANKING (18-34 ADULT VIEWERS IN MILLIONS)

STUDS 1,721,720

Tonight Show 1,655,500

Arsenio Hall 1,589,280

Letterman 1,191,960

ABC Nightline 1,589,280

CBS Late Night 728,420

Dennis Miller 662,200

SOURCE: NTA & NSS 4/20-5/17 1992

What does "STUDS" have that Jay Leno, Arsenio, Ted Koppel and Dennis Miller, don't? The best demos in late-night. It's true—more Adults 18-34 watch "STUDS" than any other late-night show. With hot young demos like that, it's no wonder advertisers have developed a passion for "STUDS".

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LATE NIGHT!

COPS

+100%

LOS ANGELES
KTTV M/F 11-11:30PM

2/5

SITCOM
May '91

4/10

COPS

May '92

SOURCE: NSI AS DATED.

COPS pushed KTTV-Los Angeles to its highest rating in over 5 years at 11pm, doubling its time period in households and demographics from a year ago and beating the Arsenio Hall Show! With this much success in Los Angeles, we can't wait to premiere COPS on WNBC this fall in New York at 7pm. With viewers and advertisers behind it, COPS has what it takes to lock up your late night!



the aliens who work and visit the space station. It won't be the wholeness of an enclosed environment of a starship [such as *TNG*'s Enterprise]. We're going to have a lot of fun putting our characters in weird situations, but I'm not going to give away the storyline anymore than that."

Other characters filling out the regular cast include a 28-year-old female science officer who is half humanoid and half alien (she is the host body for a 300-year-old worm that lives inside her); a male doctor, and two male children—a Ferengi teenager and a 12-year-old human. Stillwell also suggested that women will have a bigger role in the series than in previous *Star Trek* projects.

Berman also confirmed Stillwell's speculation that Irish-born actor Colm Meaney, who plays transporter chief Miles O'Brien, as well as his television wife, Keiko (played by Rosalind Chao), will be the only regulars moving from *Next Generation* to join the *Deep Space Nine* cast permanently.

While Stillwell suggested *Deep Space Nine* will have a budget comparable to the \$1.6 million spent on each episode of *TNG*, he stressed that the cost will be kept down because there will not be a need to create various planets for the show. Instead, he said, the show will take place on the alien space station. Berman disagreed, countering that *DSN* will have the "same degree of special effects" as

Next Generation by embarking upon similar "outside missions."

Interest in *Deep Space Nine* is running high, with just over 100 markets, representing 80% of the U.S. sold (BROADCASTING, Nov. 25, 1991, Jan. 13, Feb. 17). Nearly every station will piggyback the spinoff with the highly successful five-year-old *Next Generation*, although in at least one market, Oklahoma City, *Deep Space Nine* and *TNG* are being carried by two different stations, KOKH-TV and KFOR-TV, respectively.

There have been reports that *TNG* would end after a seventh season, but Stillwell said the producers are talking about pushing for an eighth. Berman said he had no knowledge of any such push. ■

DR. KILDARE MAY RETURN TO PRACTICE

Boardwalk Entertainment hopes to develop new version with European partners for worldwide play

By Steve McClellan

Dr. Kildare is on his way back to television. Exactly when and where remain to be seen, but Boardwalk Entertainment, New York, has acquired the rights to the character from the estate of its creator, author Max Brand. According to Boardwalk President Alan Wagner, the company hopes to develop a new version of the popular 1960's medical drama (with Richard Chamberlain) with European partners, for worldwide play.

"Our company was set up and is very much oriented toward creating programs with European partners," Wagner said last week. He said conversations are ongoing with a number of potential foreign partners on the *Kildare* project, which, to some extent, will determine where the show is pitched in the U.S.

"Cable and first-run are more comfortable, on the whole, dealing with European ventures than the networks," said Wagner, a senior executive at CBS, Disney and Grosso-Jacobson Productions, before forming Boardwalk with Fred Tarter. "The networks have a creative agenda that often does not mesh with European content requirements." (There are exceptions, and the networks seem more open to long-form foreign co-venture projects than series.)

Many of the creative aspects of the



Richard Chamberlain was NBC's *Kildare*

show won't come together until a deal is made, said Wagner. But generally,

he envisions a positive, upbeat kind of presentation that illustrates the advances in medicine in recent years. "It won't be a gloomy, introspective show about the angst within the profession," he said.

The character of Dr. Kildare was adapted to a series of theatrical films in the 1940's. Richard Chamberlain starred in the long-running NBC series (1961-66). A syndicated revival, titled *Young Dr. Kildare*, aired in 1972.

Boardwalk has other projects in the works, including a deal with ABC Video Enterprises to co-produce four *Spenser for Hire* telefilms (with original star Robert Urich), to air over the next two seasons.

QUAKE COVERAGE SHAKES UP L.A. TV MARKET

KNBC-TV Los Angeles pulled an upset of Richter scale proportions over traditional early fringe and prime access news leader KABC-TV in last week's coverage of the two major earthquakes that struck southern California. While KCBS-TV was the first to hit the air—at 5:14 a.m. (PT)—with reporter Jodi Baskerville rushing to fill the studio slot, KNBC was the first station to dispatch a helicopter camera crew—by 6 a.m.—to Yucca Valley, the epicenter of the 7.4 (on the Richter scale) quake, the strongest earthquake in the state for the last 40 years. Also, reporter David Garcia, who lives near Cal Tech, was the first reporter to arrive at the seismicographic center.

KNBC's quick remote response earned the station a top-ranked 11.4 rating/26 share (NSI, June 28) in the heated O&O news race during the continuous 5:15 a.m.-1 p.m. coverage. KCBS followed closely, with a 10.8/25, and KABC turned in an unexpectedly low 9.0/21.

—MF

THANKS



**A GIANT THANK YOU
TO EACH OF OUR 209
AFFILIATE PARTNERS,
WHO HELPED BOOST
OUR RATINGS 36%.**

**WE'D BE NOWHERE
WITHOUT YOU.**



Source: Based on NTI preliminary estimates for A18-49, May 27, 1991-June 23, 1991 vs. May 25, 1992-June 21, 1992. Subject to qualifications.

The company is also developing a program with Robin Leach for USA Network, called *Robin Leach's Fantastic Reality*, about paranormal phenomena, and a soap opera for a Dutch network, with partner International Film Productions, a subsidiary of CLT.

Also in the works is a sitcom for Austrian television that Wagner describes as a cross between *M*A*S*H* and *Alo, Alo*. ■

TWINKLE SET FOR SYNDICATION

Animated series from Zodiac Entertainment scheduled for fall '93

By Steve McClellan

Zodiac Entertainment is set to produce a new weekly children's cartoon, starring a whimsical creature known as *Twinkle*, *The Dream Being*. The current plan is to put up to 26 episodes of the show in syndication for fall 1993.

According to Zodiac partner Peter Keefe, the idea for the show emerged from talks with two of Zodiac's new production partners on the returning *Mr. Bogus*—the commercial broadcast network MBC and animation house Sei Young, both based in South Korea.

Under terms of a new arrangement with those partners, MBC and Sei Young will contribute 10% of the overall production budget for 65 episodes of *Bogus*, or about \$2 million. In exchange, the two South Korean companies receive 10% of the net profits from worldwide television licensing and merchandising sales for the show.

Last year, Zodiac negotiated a similar deal with Sei Young and another Korean broadcast network, KBS, to help fund production on *Widget*, going into its second and final year as a strip next season.

The *Twinkle* character is based on a mascot for an upcoming cultural and technological exposition to be held in South Korea next summer. More than 80 nations are scheduled to participate. The organizing committee for the so-called International Expo ap-

Dean Small

William J. Small, whose long news career included stints at CBS, NBC and UPI, has been tapped as dean of the Graduate School of Business Administration at Fordham University. He succeeds former CBS President Arthur Taylor, who has been named president of Muhlenberg College, Allentown, Pa. (BROADCASTING, April 6). Small, who joined the Fordham faculty in 1986, is currently Larkin Professor of Communications and director of the Center for Communication at the Graduate Business School.

Sound-off

Murphy Brown for president? That's the suggestion being made by MTV public relations VP **Barry Kluger** as part of a VH-1 on-air promo for a new network feature, "Tell It Like It Is." Kluger says the network hopes viewers will follow his lead and send in home videos of themselves saying whatever is on their minds.

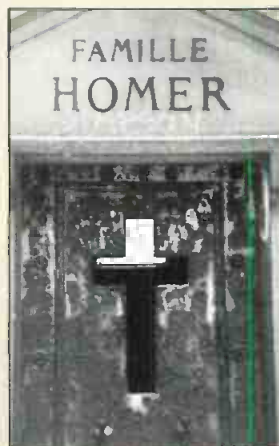


PHOTO BY DAVID THOMAS

Laughing in deface of death

Roll over, Jim Morrison. Paris's Cimetiere Père La Chaise, which contains the much-frequented grave site of The Doors lead singer, appears to have attracted at least one *Simpsons* fan as well, witness the above graffiti.

The first generation

James Doohan, "Scotty" from the original *Star Trek* series, will make an appearance on *Star Trek: The Next Generation* next season. **Leonard Nimoy**, who

played Spock in the original series, made a guest appearance in a two-part story arc earlier this season, which contributed a major ratings spike for *TNG*'s season-to-date rating average.

CNN talks to Faith

Well-placed sources report that representatives for **Faith Daniels**, host of NBC's daytime show *A Closer Look* and the former anchor of the *Today* show news segments, has talked with CNN officials about a possible position for her there. "There was definitely contact," said a CNN higher-up. "But frankly, we don't have a position open at her level right now. We may take a look after the conventions."

Fleming finds new home

Multimedia executives confirm it has a development deal with **Dana Fleming**, former co-host of ABC's *Home* show, to create a talk show for syndication. If the show goes forward, it would be for the 1993-94 season or beyond.

proached Sei Young and MBC about producing a cartoon show based on the mascot to promote the gathering.

They, in turn, approached Zodiac. "We met with the Expo folks and I embellished their mascot character, gave him a name and created a personal history and a world for him," said Keefe. He said a number of the *Twinkle* storylines will tie into the Expo's themes such as cultural harmony and personal integrity. "But we'll do it fun-filled fantasy fashion," he said.

The *Twinkle* character is a little yellow alien who gets into various misadventures showing earth kids how school and other activities can be fun.

Calico Animation, in Los Angeles, is doing the original animation, while Sei Young is doing the actual ink-to-film work. Each *Twinkle* episode will cost around \$225,000 to produce, compared with \$300,000 for each *Widget* and *Bogus* episode.

Zodiac does not own *Twinkle* but will receive a 35% cut of worldwide

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 BOSTON WBZ NBC • WASHINGTON, D.C. WDCA IND • SAN DIEGO KUSI IND
 DETROIT WXON IND • HOUSTON KPRC NBC • CLEVELAND WLAB IND
 ATLANTA WGNX IND • TAMPA WTSP ABC • SEATTLE KSTW IND
 MINNEAPOLIS KTN IND(F) • MIAMI WSVN IND(F) • PITTSBURGH WTAE ABC
 ST. LOUIS KTVI ABC • DENVER KWGN IND • PHOENIX KPHO IND
 SACRAMENTO KRBK IND • BALTIMORE WBAL CBS • HARTFORD WTNV IND
 DALLAS KXAS NBC • ORLANDO WESH NBC • INDIANAPOLIS WISH CBS
 PORTLAND, OR KPDX IND(F) • MILWAUKEE WISN ABC
 CINCINNATI WSTR IND • KANSAS CITY KSMO IND • CHARLOTTE WBTV CBS
 NASHVILLE WSMV NBC • RALEIGH WPTF NBC • COLUMBUS, OH WTTE IND(F)

GREENVILLE-SPART. WSPA CBS • NEW ORLEANS WGNO IND • GRAND RAPIDS WOIV NBC • MEMPHIS WREG CBS

OKLAHOMA CITY KWTU CBS • SAN ANTONIO KENS CBS • SALT LAKE CITY KSL CBS • NORFOLK WWY NBC • HARRISBURG WPMI IND(F)

PROVIDENCE WLNE CBS • WILKES BARRE WBRE NBC • BIRMINGHAM WBNG CBS • WEST PALM BEACH WPTV NBC • GREENSBORO WHN NBC

LOUISVILLE WVE NBC • ALBUQUERQUE KGGI CBS • ALBUQUERQUE KBIM • DAYTON WDTN ABC • ALBANY-SCHEN. WRGB CBS • CHARLESTON-HUNT. WOWK CBS

JACKSONVILLE WJKS ABC • TULSA KOTV CBS • LITTLE ROCK KATV ABC • FLINT WSMH IND(F) • FRESNO KJEO CBS • RICHMOND WWBT NBC • KNOXVILLE WAKT CBS

WICHITA-HUTCH. KAKE ABC • WICHITA-HUTCH. KLBV • WICHITA-HUTCH. KUPK • MOBILE WEAR ABC • TOLEDO WTOL CBS • GREEN BAY WLWK NBC

SHREVEPORT KVAL NBC • DES MOINES KCCI CBS • ROANOKE WSLS NBC • HONOLULU KVEI IND • AUSTIN KVUE ABC • PADUCAH KBSI IND(F) • OMAHA KETV ABC

PORTLAND, ME WPMI IND(F) • LEKINGTON WLEX NBC • CHAMPAIGN WAND ABC • SPOKANE KREM CBS • CEDAR RAPIDS KCRG ABC • SPRINGFIELD, MO KSPR ABC

TUCSON KITT IND • DAVENPORT WQAD ABC • CHATTANOOGA WDEF CBS • COLUMBIA, SC WLTX CBS • SOUTH BEND WSJV ABC • JACKSON, MS WAPT ABC

HUNTSVILLE WHNT CBS • JOHNSTOWN WTAJ CBS • TRI-CITIES WJHL CBS • LAS VEGAS KVVU IND(F) • MADISON WMSN IND(F) • BURLINGTON WCAV CBS

YOUNGSTOWN WYTV ABC • FT. MYERS WFTS ABC • WACO KWKT IND(F) • LINCOLN KHGI ABC • LINCOLN KSNB • BATON ROUGE WGMB IND(F)

COLORADO SPRINGS KOAA NBC • FT. WAYNE WANE CBS • EL PASO KDBC CBS • SAVANNAH WJCL ABC • SIOUX FALLS KDLT NBC • GREENVILLE-N. BERN. WNCN CBS

MONTGOMERY WKAQ CBS • LANSING WLNS CBS • CHARLESTON, SC WCSC CBS • SPRINGFIELD, MA WWLP NBC • FARGO KXJB CBS • AUGUSTA WFXG FOX

MONTEREY KGBV IND(F) • PEORIA WYZZ IND(F) • SANTA BARBARA KCOY CBS • HARLINGEN KVEO NBC • LAFAYETTE KLFY CBS • TALLAHASSEE WTML ABC

FT. SMITH KFSM CBS • REMO KRVA NBC • COLUMBUS, GA WRBL CBS • EUGENE KLSR IND(F) • MEDFORD KCH • MEDFORD KCP • TYLER KETK NBC • TYLER KLSB

MACON WMAZ NBC • MONROE KNOE CBS • AMARILLO KPDA CBS • CORPUS CHRISTI KHH ABC • DULUTH KDLH CBS • TRAVERSE CITY WPCV NBC

TRAVERSE CITY WTCM • WHEELING WTRF CBS/ABC • WAUSAU WAOW ABC • BAKERSFIELD KZZZ IND • YAKIMA KAPP ABC

YAKIMA KVEW • LA CROSSE WABT CBS • TERRE HAUTE WTHI CBS • BEAUMONT KBMT ABC • CHICO KRCR ABC • ROCKFORD WTVQ NBC • BOISE KTRV IND(F)

WICHITA FALLS KSWO ABC • COLUMBUS-TUP. WGBI CBS • TOPEKA KTKA ABC • ERIE WSEE CBS • WILMINGTON WJKA CBS • ROCHESTER-MSN KMYT CBS

DOSSA KMLI IND(F) • MINOT KBNV ABC • MINOT KMCY • LUBBOCK KLBK CBS • BINGHAMTON WBNG CBS • COLUMB.-JEFF. CITY KMHZ ABC • ALBANY, GA WFXL IND(F)

QUINCY WQEM NBC • BANGOR WYII ABC • ABILENE KRBC NBC • BILOXI WLOX ABC • ANCHORAGE KTVB IND(F) • CLARKSBURG WBOY NBC

PALM SPRINGS KMBR NBC • DOTHAN WDHV ABC • IDAHO FALLS KIFI NBC • UTICA WUTR ABC • SALISBURY WMDT ABC • ELMIRA WENY ABC • HATTIESBURG WDMB NBC

GAINESVILLE WQJB ABC • ALEXANDRIA KLAN ABC • RAPID CITY KEVN NBC • RAPID CITY KIVV • BILLINGS KOUS ABC • BILLINGS KTUS • PANAMA CITY WMBB ABC

GREENW.-GREENVILLE WABG ABC • LAKE CHARLES KPLC ABC • MISSOULA KTMF ABC • ADA KTXN ABC • JONESBORO KAIT ABC • WATERTOWN WWTI ABC

YUMA KVEI ABC • MERIDIAN WQBC NBC • GREAT FALLS KRTV CBS • JACKSON, TN WBBJ ABC • MARQUETTE WLUC ABC • EUREKA KAEF ABC • BOWLING GREEN WBKO ABC

CASPER KIVW NBC • SAN ANGELO KACB NBC • CHEYENNE KKTU NBC • BUTTE KCTZ ABC • OTTUMWA KOIA IND(F) • TWIN FALLS KMYT CBS

FAIRBANKS KTVF CBS • VICTORIA KATV NBC/ABC • HELENA KTVH NBC • NORTH PLATTE KQNB ABC • ATLANTIC CITY WIGM NBC

The
Leading
Lady



COLUMBIA PICTURES TELEVISION
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Broadcasting's Ratings Week Jun 22-28

	ABC	CBS	NBC	FOX
MONDAY	9.6/17	11.2/20	11.5/21	4.9/9
8:00	40. FBI: Untold Str 8.9/17	29. Evening Shade 10.0/19	19. Fresh Prince 11.3/22	85. Fox Night at the Movies—Hairspray 4.9/9
8:30	31. Amer Detective 9.8/18	20. Major Dad 11.0/20	27. Blossom 10.2/18	
9:00	23. FBI: Untold Str 10.7/18	9. Murphy Brown 13.2/23	19. NBC Monday Night Movie—Love, Lies and Murder, Pt. 2 11.9/21	
9:30	25. Amer Detective 10.4/18	27. Grapevine 10.2/17		
10:00	40. The Commish 8.9/16	18. Northern Exposure 11.5/21		
10:30				
TUESDAY	11.9/21	11.4/20	12.2/21	NO PROGRAMING
8:00	11. Full House 12.7/24	14. Rescue: 911 12.3/23	78. Another World Primetime 6.1/11	
8:30	3. Home Improvmt 14.8/27			
9:00	3. Roseanne 14.8/25			
9:30	15. Coach 11.9/20	20. CBS Tuesday Movie—Red Heat 11.0/19	1. 19th Annual Daytime Emmy Awards 15.3/26	
10:00	44. Jack's Place 8.6/15			
10:30				
WEDNESDAY	7.6/14	11.7/22	9.8/18	NO PROGRAMING
8:00	56. Wonder Years 7.9/16	35. David Copperfield Special 9.5/19	17. Unsolved Mysteries 11.6/23	
8:30	60. Growing Pains 7.7/15			
9:00	56. Doogie Howser 7.9/14	8. Raven* 13.3/24	24. Seinfeld 10.5/19	
9:30	51. Who's the Boss? 8.1/14		42. Home Fires 8.8/15	
10:00	68. Civil Wars 7.0/13	20. 48 Hours 11.0/21	51. Quantum Leap 8.1/15	
10:30				
THURSDAY	9.4/18	9.8/18	9.2/17	7.0/13
8:00	73. Young Riders 6.4/13	35. Top Cops 9.5/19	46. Cosby 8.5/17	47. Simpsons 8.4/17
8:30			32. A Diffnt World 9.6/18	80. Drexell's Class 5.9/11
9:00	48. The Commish 8.3/15	35. Street Stories 9.5/17	13. Cheers 12.4/23	69. Beverly Hills 90210 6.8/12
9:30		25. Bodies of Evidence 10.4/19	29. Home Fires 10.0/18	
10:00	7. Primetime Live 13.6/25		64. L.A. Law 7.3/13	
10:30				
FRIDAY	10.2/22	5.9/12	7.5/16	4.6/10
8:00	35. Family Matters 9.5/22	87. H'wood Game 4.4/10	51. Matlock 8.1/18	83. America's Most Wanted 5.1/12
8:30	32. Step By Step 9.6/21	91. Say What? 3.8/8		85. Sightings 4.9/10
9:00	44. Dinosaurs 8.6/18	69. CBS Friday Movie—Another Pair of Aces: Three of a Kind 6.8/14	65. Reasonable Doubts 7.2/15	96. Hidden Video 2 3.2/7
9:30	49. Baby Talk 8.2/17		66. Law and Order 7.1/15	
10:00	11. 20/20 12.7/26			
10:30				
SATURDAY	5.0/11	5.5/13	7.3/16	5.9/13
8:00	94. Billy 3.4/8	82. CBS Saturday Movie—Return to Green Acres 5.2/12	66. Golden Girls 7.1/17	76. Cops 6.2/15
8:30	95. Julie 3.3/8		69. Home Fires 6.8/16	63. Cops 2 7.4/17
9:00	91. Perfect Strang. 3.8/8		51. Empty Nest 8.1/18	79. Code 3 6.0/13
9:30	93. On the Air 3.6/8	76. Jake and the Fatman 6.2/14	43. Nurses 8.7/19	90. Vinnie & Bobby 4.0/9
10:00	56. The Commish 7.9/17		72. Sisters 6.5/14	
10:30				
SUNDAY	8.1/15	14.7/28	9.0/17	6.7/12
7:00	83. Life Goes On 5.1/11	2. 60 Minutes 15.0/34	81. Olympic Showcase Primetime 5.4/11	89. Bill & Ted 4.1/9
7:30		6. Murder, She Wrote 14.2/28		88. True Colors 4.2/9
8:00	49. Am Fun Hme Vid 8.2/17			61. In Living Color 7.6/15
8:30	51. Am Fun People 8.1/15			59. Rachel Gunn, R.N.* 7.8/15
9:00		5. CBS Sunday Movie—Sins of the Mother 14.7/26	10. NBC Sunday Night Movie—The Empire Strikes Back 12.8/23	39. Married w/Childn 9.1/16
9:30	32. ABC Sunday Night Movie—Sudden Impact 9.6/17			61. Herman's Head 7.6/13
10:00				73. Down the Shore 6.4/11
10:30				73. Married w/Childn 6.4/11
WEEK'S AVGS	8.8/17	10.2/20	9.5/18	5.9/12
SSN. TO DATE	11.6/20	12.9/22	11.9/20	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

television license and merchandising sales for distributing the show in all territories but Korea.

Domestically, Keefe said Zodiac's plan is to package *Twinkle* with reruns of *Widget* for an hour weekend block starting fall 1993. *Widget* will end its run as a strip next year, but stations want to use it the following year as a weekly because of its endorsement by the National Educational Association and its perceived FCC-friendly status, said Keefe.

"We think *Twinkle* will make a good companion piece to *Widget*," said Keefe. Internationally, the South Korean Expo will provide a good promotional launching pad, he said. ■

WARNER, ASTRAL LAUNCH PROGRAM VENTURE

Warner Bros. International and Astral Communications of Montreal have signed an agreement to finance and distribute programs for the worldwide television market. The plan is to develop a slate of made-for-TV movies and, if those projects work out, possibly expand to other program forms, including series, said Astral Vice President David Novek. The programs would meet both Canadian and European content requirements. Distribution rights would vary from project to project, but, generally, Astral would get Canadian rights, third-party producers would get rights within their territories, and Warner would get the rest, Novek said. Among other holdings, Astral is the sole or majority owner of Canada's Family Channel and First Choice pay-TV channels and France's Super Ecran pay-TV channel and the basic service Canal Famille. Publicly traded Astral had revenues of about \$300 million (Canadian) for the fiscal year ended February 1992 and profits of about \$5.6 million. —SM

SYNDICATION UPDATE

CATCHING 'HEAT'

MGM Domestic Television Distribution has sold fall 1992 off-network series *In the Heat of the Night* in 140 markets, representing 85% of the U.S. The rare all-barter drama offering has most recently been sold to WGHP-TV Greensboro, N.C.; KOB-TV Albuquerque; WHOI-TV Peoria, Ill.; WUHF-TV Rochester, N.Y., and WGMB-TV Baton Rouge.

HOLIDAY SPIRIT

Good Morning America's Spencer Christian has been signed as host of *Holiday Spirit*, a three-part syndicated series focusing on Thanksgiving, Christmas, Hanukkah and New Year's. The holiday specials, which are being offered on a barter basis, will be produced by Brookstone Production Co. of Deerfield, Fla., and distributed by Raymond Horn Syndication. The first broadcast window is slated to open in early November.

THERE'S A MEETIN' HERE TONIGHT

Voices of the Electorate, a pair of election year town hall meeting specials produced by the Independent Production Fund and distributed by American Program Service to Public Broadcasting System stations, has received scheduling commitment from PBS to air the specials on Sunday, Sept. 20, and Monday, Sept. 21, at 10 p.m. Both

specials, *VOE: African Americans* and *VOE: Hispanic Americans*, will air immediately following the telecast of "The Kennedy Saga," from PBS's *The American Experience* series.

JAMMIN' IN JULY

BYCA Television Distribution, the independent syndication company created by talk show host Byron Allen, has cleared *Summer Jammin'* in over 190 markets representing 96% of the country for its current broadcast window through July 12. Allen hosts the special, which features summer's top 30 music videos from the rock, R&B, rap and country music genres. The special precedes the fall 1992 premiere of the slated weekly *Jammin'* series, which is being offered on an even 12-minute local/national barter basis.

CASSANDRA REPORT

The following is Nielsen Media Research's May sweeps Cassandra (NSI) report on off-network strips: *Cheers*, 6.5/14, down 14% in share from May 1991; *Golden Girls*, 6.3/13, down 6%; *Married...with Children*, 5.8/12, rookie entry; *The Cosby Show*, 5.7/13, down 19%; *Full House*, 5.6/12, rookie; *Star Trek: TNG* (off-first-run repeats), 5.1/10, rookie; *Who's the Boss?*, 4.6/11, down 15%; *A Different World*, 4.5/9 (40 markets), rookie; *Night Court*, 4.5/10, down 17%; *M*A*S*H*, 4.3/10, down 9%; *Hunter*, 3.7/9, even; *Saved by the Bell*, 3.7/9, rookie;

Growing Pains, 3.6/9, down 18%; *Mama's Family* (off-first run), 3.5/9, down 10%; 227, 3.3/8 (40 markets), flat; *Amen*, 3.1/8 (40 markets), flat; and *Matlock*, 3.1/9, down 18%.

TOUGH SELL

GGP has cleared *Understanding HIV, Does Teen America Know the Facts?*, an hour-long special, in 127 markets representing 67% coverage, despite the fact that the Corte Madera, Calif., syndicator has been unable to sell the national advertising inventory. A GGP spokesman says the independent producer/distributor is "committed" to airing the Sept. 3 special, which is being offered on an even 6.5-minute national/local barter split. The syndicator is also promising to cut one minute of running time from the special to allow the stations' news talent to air localized news inserts on the HIV and AIDS viruses, as well as providing five pre-produced news inserts for individual newscasts.

RENEGADE ROLLS

Renegade, the hour-long fall 1992 first-run action-adventure series from Cannell Distribution, began production on June 30 in San Diego. The all-barter series, which has cleared some markets as a companion to Cannell's sophomore series *Street Justice*, has been cleared in just over 100 markets and 85% of the U.S. for its Sept. 14 national syndication debut.

Broadcasting Cable

FOX NET CHANGING LOCAL CABLE PICTURE

Service reaches 1.3 million homes; FBC shows to be sold by competing NBC affiliate

By Rich Brown

One year after the launch of Fox Net, Fox Broadcasting Company's fledgling cable programming service appears to have made its mark. The service has helped boost Fox Broadcasting's VHF penetration to 60% of the U.S.; has given Fox a way to open bare-bones "storefront" operations that enable the company to sell local cable spots in three markets; has provided a new outlet for syndicators interested in picking up an additional 1.5%-2% of the U.S. and, beginning next month, will enable a competing network affiliate to sell Fox programming via local cable.

Fox Net, which was launched as a way for Fox programming to reach areas



not covered by Fox broadcast outlets, has grown in its first year from 700,000 homes on about 250 cable systems to 1.3 million homes on more than 490 systems in 30 states. Its daily programming lineup has increased from 18 hours to 22.

While those numbers are significant, perhaps one of the most important ways that Fox Net has been helpful to FBC in the past year has been in repositioning Fox broadcast affiliates on the VHF band. Fox Net requires its cable system affiliates and their MSO's to run both Fox Net and Fox Broadcast programming on the VHF band, which has resulted in the upgrade of more than 3.6 million homes to VHF channels in the past year (primarily in homes served by Tele-Communications Inc.). Almost 60% of Fox's audience now watches Fox programming on VHF channels, with about 4% attributable to Fox Net.

As Fox Net looks to the year ahead, Bill Schereck, vice president of cable affiliates, said the service plans to add another 400,000 homes to its affiliate lineup. Additional operator agreements are expected to be announced soon, he said.

Fox Net is also about to embark on a new twist in its affiliate agreements in Brownsville, Tex., where NBC affiliate KVEO(TV) is working with the local Heritage Cablevision system to sell and market the Fox Net lineup. KVEO will pay the Fox Net charge and own all of the inventory; Heritage in exchange gets the Fox Net service for free. The arrangement gets under way Aug. 1.

"Fox Net is a reality and Fox is a reality," said Patti C. Smith, general manager and station manager, KVEO (TV). "If it's coming into my market, I would just as soon own the competition."

KVEO's sales staff will sell the local Fox Net service both independently and in conjunction with its own station avails. There will be extensive cross-promotion, including a Fox Net preview on KVEO during the access time period. Smith said the staff has al-

REGIONAL NEWS SERVICE UPDATE

While Time Warner is lining up a September launch for its New York 1 citywide news service, it looks like the other two as-yet-unlaunched regional cable news services will have to wait until at least early 1993 before they can make their debuts.

Cox Cable's proposed California News Channel, which does not yet have any written commitments from operators to carry the service, most likely will not be able to launch by this October, as originally planned.

"We wanted to get the service up and running in time for the election," says Bill Cullen, CNC president. "It's probably fair to say that that date looks pretty impractical at this stage. It's possible, though not probable."

Cullen says the statewide service is likely looking toward an early 1993 launch, when the service hopes to have 1 million-2 million subscribers on board.

Meanwhile, Tribune Broadcasting executives say they are on track for a Jan. 1, 1993, launch of a 24-hour news service, ChicagoLand. Construction of the ChicagoLand news facility gets underway this month, according to Bob Gremillion, vice president and general manager, and virtually all of the department heads for the service have been hired. The service will begin to make its pitch to advertisers later this month.

ChicagoLand has already signed operator agreements with Tele-Communications Inc., and Continental Cablevision, but has yet to sign with seven other area cable operators.

-RB



KING WORLD
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HARPO PRODUCTIONS

THE OPRAH WINFREY SHOW

- OUTSTANDING TALK/SERVICE SHOW
- OUTSTANDING TALK/SERVICE SHOW HOST

ready lined up 52-week advertiser commitments for the Fox Net service, and she has received a number of phone calls from other network affiliates around the country that are closely watching the Brownsville experiment.

Meanwhile, Fox is making progress with its three company-owned "storefront" operations. Each features Fox Net programming that goes directly to the cable system headend (the three systems are TCI-owned) with staffs of five who sell spots.

"Starting any new business is always a challenge," said John W. Moore, general sales manager, Wilmington (N.C.) Fox 9, one of the three operations. About 80% of Fox Net's advertising in Wilmington is local, he said, with national and regional

accounts taking up the remainder. "I won't say we're setting sales records, but the reception has been very positive."

Schreck said the company's storefront operation in Dubuque-Waterloo, Iowa, which is near the break-even point, will this week receive additional hardware to better enable the operation to produce spots for local advertisers. He said that similar equipment will soon be installed at the company's other two operations in Wilmington and Corpus Christi, Tex., in a total investment that he labeled "significant."

Fox Net also continues to supply sales and marketing materials to the 50 participating systems that are doing their own local sales.

On the programming side, Fox Net is

beginning to show some progress in luring syndicators to the service. In the past year, Rysher Entertainment (syndicator of *Saved by the Bell*) and Turner Broadcasting have been among the syndicators whose programming now appears alongside the Fox shows on Fox Net. That is a marked difference from the time of its launch, when Twentieth Television provided all of the syndicated product seen on Fox Net.

"Fox Net is a way for them to fill in their coverage," said Schreck, describing its appeal to syndicators. "We offer the ability to pick up another 1.5% to 2% of the U.S." Negotiations are currently under way with additional syndicators about joining Fox Net, said Schreck, who declined to elaborate. ■

MTV'S LOFTY TAKE ON 'THE REAL WORLD'

Reality soap makes its home among music videos, triples audience for its time period

By Steve Coe

Leave it to MTV to start out with plans for a soap opera for the music video audience and wind up with a hybrid series that looks like no other and fits perfectly in the MTV mold.

Such is the case with *The Real World*, which debuted on the music channel at the end of May and has tripled viewing in the Thursday 10-10:30 time slot. The series looks at the lives of seven young people with disparate backgrounds and interests, thrown together in a spacious New York loft complete with cameras and crew to record their real-life relationships. Eight episodes of the 13-episode commitment have aired.

When MTV decided to produce a game show geared to its audience a few years ago, the result was *Remote Control*, which used traditional game show elements mixed with MTV sensibilities. The show had a successful four-year run on MTV, and the final season also aired in syndication. There may be a similar future for *The Real World*. Both producers and MTV executives say it is probable that *The Real World Part Two* will be made, with the setting in either Los Angeles or London as opposed to New York.

MTV originally planned to do a



MTV's 'Real World' success may spawn a London- or Los Angeles-based 'Part Two.'

soap opera geared to their young audience until cost estimates put the proposed project in the \$500,000-per-episode range. "That would have required an enormous upfront commitment of several million dollars—or more—that the company wasn't ready to make," says Lauren Corrao, vice president, series development, MTV. "So we decided not to go ahead with the traditional style. Then Mary-Ellis [Bunim] and her partner came in and pitched us on this idea."

Mary-Ellis Bunim and Jon Murray are the partners of Bunim-Murray Productions, which produces the show for MTV. Bunim has produced more than

2,500 hours of daytime soap operas, and Murray brings six years of news and documentary production. The pair have managed to keep costs for the show at between \$100,000 and \$110,000 an episode. "I'd be very surprised if there wasn't a *Real World Part Two*," says Bunim.

MTV is planning to repeat the episodes after the initial run ends in August. A decision is expected on future shows shortly thereafter. "MTV will let us know in the next six to eight weeks," says Bunim, who adds that some of the current participants may be involved in the spinoffs. More likely, the company will hold the same extensive interview process that was undertaken in choosing the original group. Bunim says the production company and MTV interviewed more than a thousand aspirants on the way to selecting the current seven.

As for future airings of the show, Corrao says MTV has had discussions to sell the series to home video and a subtitled version overseas. MTV may also sell the series to MTV affiliates in Europe. Despite the success of the show, Corrao says viewers of the channel shouldn't expect to see a barrage of MTV series in the future. "It has benefited us in other parts of the schedule.... But I think, ratio-wise, we'll always be 90% videos." ■



KING WORLD
CONGRATULATES
EMMY WINNER

MERV GRIFFIN ENTERPRISES
AND THE PRODUCTION STAFF
OF JEOPARDY!

JEOPARDY!

- OUTSTANDING GAME/AUDIENCE PARTICIPATION SHOW
- DICK SCHNEIDER, OUTSTANDING DIRECTING
GAME/AUDIENCE PARTICIPATION SHOW

Broadcasting Radio

NAB SAYS NO TO L.A., THEN RECONSIDERS

Fritts letter citing perception of 'high-crime city' irks Los Angeles broadcasters

By Peter Viles

In a decision that miffed some Los Angeles broadcasters, NAB President and Chief Executive Officer Eddie Fritts late last month canceled tentative plans to stage the NAB's 1994 Radio Show in the city, citing concerns about the convention's financial success and "the perception that Los Angeles is a high-crime city."

Four days later, however, Fritts agreed to reconsider his decision after the Los Angeles Convention and Visitors Bureau contacted NAB and asked for a chance to submit a revised financial proposal. In agreeing to reconsider Los Angeles, Fritts also apologized for the "inappropriate tone" of his first letter, in which he referred to L.A.'s recent riots.

Los Angeles broadcasters expressed

dismay over Fritts's initial letter and said they hoped the NAB will reverse its decision and hold the event in what is arguably the world's biggest radio market.

"I was very disappointed in that announcement, and I hope it's going to be reversed," said Bill Clark, president of Burbank-based Shamrock Broadcasting. "It's just not in the best interest of radio for NAB to take that position."

George Green, president and general manager of KABC(AM) in Los Angeles, said Fritts's initial letter struck him as "a slap in the face to Los Angeles."

"I've got to give Eddie the benefit of the doubt," Green said. "I think it was foolish, and he withdrew it. But we want that convention out here. If anything, he's put an enormous

amount of pressure on himself to give that convention to us."

In addition to Los Angeles, NAB spokeswoman Lynn McReynolds said the association is considering Denver and Seattle as possible sites for the 1994 event. The show, which draws about 7,000 attendees, will be held in New Orleans this year and Dallas next year.

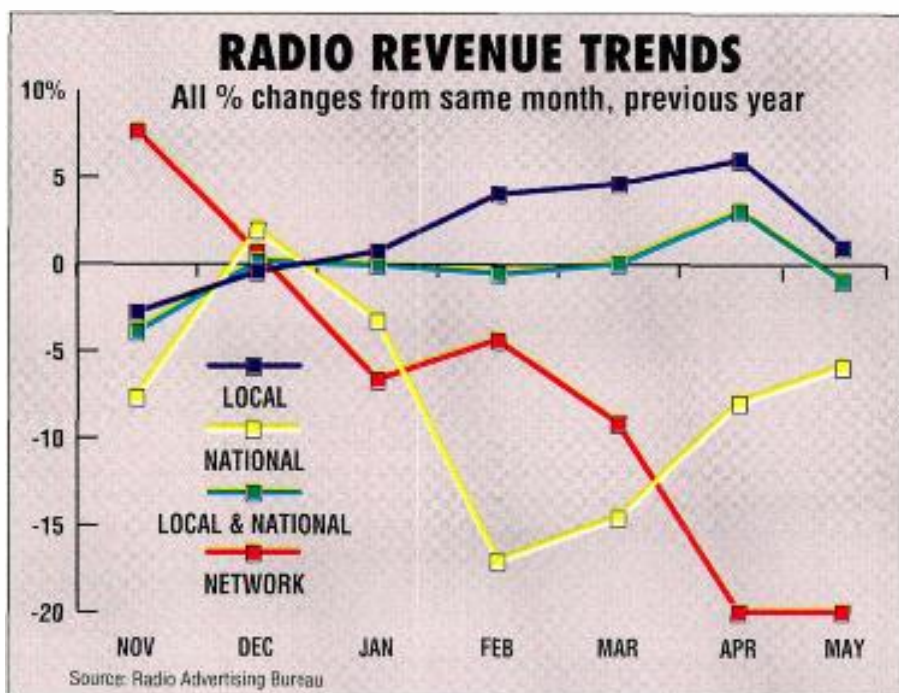
"There are a lot of considerations that go into a decision like this," McReynolds said. "One of the additional factors is that we've done some surveys of past radio show attendees and found that they preferred Denver and Seattle as potential sites."

According to Dan Herbers, the L.A. convention bureau's director of eastern regional sales, the NAB had made an oral commitment as well as a preliminary written commitment to stage the 1994 Radio Show in Los Angeles but had not yet signed a contract with the convention bureau.

Then, in a letter to Herbers dated June 22, Fritts wrote: "In the aftermath of the recent riots and the perception that Los Angeles is a high-crime city, the decision to hold a convention in Los Angeles has come under tremendous scrutiny by the NAB membership."

Reasoning that the "financial success of NAB conventions is an absolute necessity," Fritts explained that he felt compelled to reconsider NAB's earlier decision. "After a great deal of consideration of the issues and the needs of this association, I have concluded that it would not be in NAB's best interest to hold the 1994 Radio Show in Los Angeles," he wrote.

The Fritts missive enraged the Southern California Broadcasters Association to the point where it faxed and mailed copies of the letter to all



126 SCBA members, according to Tom Mosher, who is an SCBA board member and president of KGIL(AM) San Fernando-Los Angeles. The SCBA charged that NAB's decision was "based on a myopic view of conditions in this market" and mounted a letter-writing campaign intended to reverse the decision.

Norman Epstein, SCBA chairman and president of Malrite Communications' KZLA-FM and KLAC(AM) Los Angeles stations, wrote to Fritts that his remarks "could be a severe blow to America's number-one radio market," warning that the riot-torn city "cannot afford ill-timed negative feedback on our future safety."

By week's end, some Los Angeles broadcasters began to feel that their complaints had been heard and that the NAB was likely to stage the show in the city, according to a prominent Los Angeles broadcaster.

Some broadcasters said the original letter was especially hurtful because the radio industry in Los Angeles felt that radio had played a strong healing role recently, giving the city an outlet in which to discuss the riots as well as the problems that caused them. Further, the city had received strong support from elsewhere in the radio industry, notably from the Radio Advertising Bureau, which moved its fall board of directors meeting from San Diego to Los Angeles in a show of support for the city.

Another radio industry source said that the letter also made its way to Dennis Holt, president and chief executive officer of Western International Media (one of the largest agency buyers of radio and television time) and a recent recruit to former baseball commissioner Peter Ueberroth's Rebuild L.A. Committee. The source said that Holt wrote a strongly worded letter to Fritts, and Ueberroth was said to have lobbied hard for NAB to reconsider the city.

Neither executive could be reached for comment.

On June 26, Fritts wrote a second letter to the convention bureau that began: "I appreciate your concern and understand the difficulties which our letter may have caused you. We apologize for its inappropriate tone."

Fritts went on to say that the NAB would not sign a contract with another host city until Los Angeles first has the chance to submit a revised financial proposal. ■

COOL MAY FOR LOCAL

Local radio revenue posted a fourth consecutive monthly increase in May, but the growth rate slowed to 1%, and national and local revenue combined ran 1% behind May 1991 levels, the Radio Advertising Bureau reported last week (see chart, previous page). For the year to date, local and national revenues were pacing 1% ahead of 1991 levels. National revenue continued to run well behind last year's weak pace: off 6% from May 1991 levels, and down 9% for the first five months of the year. Network radio performed even more poorly: down 20% for the second straight month, and now running 13% behind 1991's pace. Network executives say a drop-off in auto ads is largely to blame.

CHRISTIAN TO RAB

Lynn Christian, the NAB's outgoing senior vice president, radio, is joining the Radio Advertising Bureau as senior vice president, West Coast region. Christian will join the RAB after NAB's Radio '92 convention this fall, and will represent the RAB on the West Coast and oversee its operations there.

CBS HISPANIC KICKS OFF CAMPAIGN COVERAGE

CBS Hispanic Radio Network will present its first news and public affairs series beginning July 27 when the network airs *Perspectivas '92*, a series of short-form programs focusing on the presidential campaign and other election issues. Among the offerings are simultaneous Spanish translations of some presidential debates. The two-year-old network reaches 150 stations in Latin America as well as an estimated 80% of the U.S. Hispanic population.

MARCONI FINALISTS

The NAB last week announced 115 finalists for the Marconi Radio Awards, to be presented Sept. 12 at the Radio '92 convention in New Orleans this fall. The finalists for syndicated or network personality of the year: ABC's Dick Bartley, Westwood One's Casey Kasem, Mutual's Larry King, EFM's Rush Limbaugh and CBS's Charles Osgood. Finalists for major-market personality of the year: Jonathon

Brandmeier, WLUP-AM-FM Chicago; Steve Cannon, WCCO(AM) Minneapolis; Hudson & Harrigan, KILT-AM-FM Houston; Don Imus, WFAN(AM) New York, and J.P. McCarthy, WJR(AM) Detroit.

PACO'S COMEBACK

Manuel Navarro, known to New York radio listeners as Paco, has made another stride in his radio comeback. Released from prison last summer after serving time on drug charges, the DJ begins a Sunday night dance show this month on WQHT(FM). The show will feature disco and dance hits from the late '70s and early '80s, when Paco was one of New York's hottest on-air talents. He's also doing afternoon drive on WADO(AM).

PHILLY'S DEAN STEPS DOWN

Bill Campbell, a fixture on the Philadelphia sports broadcasting scene for 45 years, will retire July 10. Known as the "Dean of Philadelphia Sportscasters," Campbell has worked at WCAU(AM) and WIP(AM) and has done play-by-play for the Eagles, Phillies and 76ers. He has been with WIP since 1987.

ENVIRONMENT-MINDED

Judging from the response to a recent broadcasting contest, environmental programming may be the next trend among young listeners. Some 140 high school-age broadcasters entered a national contest sponsored by Eastman Kodak to produce the best script for a 60-second environmental show. The winner: David Levine of WPEA(FM) Exeter, N.H., the Phillips Exeter Academy station. His winning entry, about composting, will be adapted and aired on 189 stations in August as a daily installment of *Environminute*, a syndicated program produced by Finger Lakes Productions.

HAWAII SIMULCAST

The TV-radio simulcasting trend has spread to Hawaii. Beginning July 13, all-news KHNR(AM) Honolulu will begin simulcasting KHON-TV's 6 p.m. newscast seven days a week. In addition, when KHON-TV launches a one-hour morning show in August, KHNR will simulcast at least 30 minutes on weekdays.

Washington

PCS READY TO MOVE, BUT HOW FAR?

Issues of spectrum, viability and who can participate remain

By Joe Flint

The long debate over when personal communications services (PCS) will be available to the public and on which radio frequencies could soon be settled.

The issue will be on the minds of major cable operators, the regional Bell operating companies and other telephone companies, equipment manufacturers and small entrepreneurs as the FCC accepts final comments this week on its proposals to implement not only the next generation of cellular telephone service but also a new world of communication capabilities.

Spectrum for the service could be assigned as early as this fall.

Proponents of the technology see a day in the near future when users will carry miniature telephones that also serve as computer terminals with two-way video and other features. Many hope to merge the two technologies into a low-cost "pedestrian" service with "phones" costing about \$100.

Consumers who have participated in early PCS field tests tend to confirm the optimism industry analysts have for its growth. Alan Murdoch, one of 200 Chicagoans taking part in a test being conducted by Ameritech, says the clarity is "clearer than my phone at home." Murdoch is impressed with the technology but said the short range of use is a major drawback. "They've mastered the technology; now they need to master the environment."

The kind of investment needed to insure universal connectability could depend on tough policy questions to be decided this year. Will the FCC allow cable operators or the RBOC's to enter the business? Does current law allow the FCC to decide which players will be allowed in? What will Congress say?



George Wendt of Cheers fame with Ameritech Vice Chairman Lou Rutigliano trying PCS phone

Multiple cable-system operators and phone companies are jockeying for position and testing prototype PCS networks based on fiber and copper infrastructures. Mergers or joint partnerships between the two industries are probably not too far down the road, assuming regulatory barriers do not stand in the way.

The commission has yet to consider regulations on either cable or telco entry into the PCS marketplace. Since spectrum has not been allocated, the commission will wait before determining what—if any—rules should be put forth.

Media companies that have been granted experimental licenses for PCS include Time Warner, Continental Cablevision, Tele-Communications Inc., Cox Enterprises, Providence Journal Co. and Viacom International. The telco roster includes Bell South, Bell Atlantic, Ameritech, NYNEX, AT&T and a score of others.

Both cable and phone companies hope to find a synergy with their current infrastructures and PCS. Time Warner Telecommunications, headed by former FCC Chairman Dennis Patrick, has been experimenting with

PCS and its 150-channel cable system in Queens, N.Y.

For Ameritech's test, 100 base-system transmitter stations were installed to power the area for the test. Phones can make only outbound calls and can be used only in designated areas. The phones also cannot be used while traveling, since the technology cannot currently pass calls between transmitters.

Another test expected to be well watched will be Bell Atlantic's sign-up of 500 consumers in Pittsburgh, expected in September.

The Bell Atlantic perspective, according to Mark Fowler, former FCC chairman and now president and chief executive officer of Bell Atlantic Personal Communications Inc., is one in which the user will be able to make and receive calls in every environment with a number assigned to the user—not to a location. The phone will operate cordless, using a short radio link to put the user into the local landline phone network. Once outside, the phone will search for the nearest micro or macro cell and will again be on the network. While in the car, the phone will go into a holster and operate in normal cellular mode.

"Our system," says Fowler, "does not operate in a manner where it has to pierce structures."

As for cost, Fowler says, "Ultimately, we have to drive the cost of the consumer's handset down so it will be relatively inexpensive. Provision of airtime service by different competitors will drive down these costs. Only then will we see 150 to 175 million Americans using the service."

There is less willingness to discuss what PCS is costing its pioneer companies. One major cable operator involved in PCS said cellular runs at a level of roughly \$1,100 of capital expenditure per subscriber today, but

said it could eventually be \$500-\$600 lower.

"To have low-cost PCS you need low-cost infrastructures," said Mark Cobolitz, vice president, strategic planning, Comcast. The cable MSO is also heavily involved in cellular and PCS and has been conducting experiments in Trenton, N.J., where it already operates cellular systems. Comcast recently announced a successful integration and test of a Motorola base station and a fiber optic-coaxial cable PCS transport system.

Costs are not the only problem: there is also the matter of spectrum. Last January, the commission said it would allocate 220 mhz of spectrum

between 1.85 and 2.20 ghz for emerging technologies such as PCS. That allocation would eventually force current users of the spectrum—mostly fixed microwave bands—to be relocated. The commission suggested that existing facilities could remain co-located with emerging technologies for 10 or 15 years, and that emerging technologies could negotiate to buy spectrum from current users.

Capitol Hill is questioning that spectrum policy. Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) questioned the FCC's actions at a hearing last month and agreed with railroads that want to hold on to the spectrum and have vowed to fight

the proposed change. Hollings is also said to be contemplating language in the FCC authorization bill that would guarantee utilities and other users of 2 ghz suitable alternative bands before moving off their current bands in the next 10-15 years.

PCS advocates argue that they cannot go any higher in the spectrum and that such a delay would prevent the service from getting under way.

Tom Stanley, chief engineer, FCC Engineering and Technology Division, recently described the spectrum battle as a messy process. As for the FCC's desire to relocate current users: "Politicians hate like hell to do that."

The FCC is in the process of upgrading its accounting system so that fines levied on

broadcasters (and others) can be collected quicker. Currently, each bureau maintains its own record of who has paid and who has not. Starting in August, the Office of the Managing Director will be in charge of monitoring all fines with a new, upgraded tracking system. Fines, according to Managing Director Andrew Fishel, were not "being pursued as vigorously as they should have been." According to Fishel, there are currently 55 notices of apparent liability and 25 notices of forfeiture that total \$2 million. Federal agencies, including the FCC, came under attack by the *Legal Times* for not going after unpaid fines.

Broadcasters and the makers of children's breakfast cereals, candy bars and fast food and other TV advertisers came in for severe criticism from the Center for Science in the Public Interest last week. A study released by the group concluded that nine of 10 food ads during Saturday morning children's TV shows promote nutritionally poor foods and have improved little since the release of a similar 1991 CSPI study.

At a CSPI press conference last week, House Telecommunications Subcommittee member Ron Wyden (D-Ore.), a long-time critic of advertising aimed at children, said he would ask the FCC to review the amount of health and nutrition information stations provide to children when the commission considers license renewals.

The National Association of Broadcasters controlled a little of CSPI's damage by announcing two days before the press conference that it is co-sponsoring an award with Kellogg USA recognizing TV stations that promote children's fitness and nutrition. A cash prize of \$5,000 will be awarded to the winning station during a Sept. 30 Washington reception.

For politically correct Capitol Hill denizens, the pre-

Washington Watch

ferred term is now "grandparent" clause rather than "grandfather." House Judiciary

Committee Chairman Jack Brooks (D-Tex.) amended his Antitrust Reform bill (H.R. 5096), which was approved last Wednesday (see "Top of the Week"), to grandfather current regional Bell operating companies' information services if his bill's strict new entry tests are passed this year. But during debate on the amendment, a couple of committee members made a point of using the more progressive term.



At a 20-minute hearing last week, the Senate Communications Subcommittee recommended the confirmation of Ritajeon Hartung Butterworth to the board of Corporation for Public Broadcasting. Hartung, who comes from the board of the Discovery Institute in Seattle (which she described as a "progressive thinking" public policy planner) and has served on the boards of National Public Radio and noncommercial KUOW(FM) and KCTS-TV Seattle, said she would bring no personal agenda to the corporation, but is interested in long-term funding and mechanisms that can provide it. "Public broadcasting still does not have the financial stability I think it deserves," she said.

FCC Commissioner Ervin Duggan is eager to be hospitable to new technologies as a matter of "regulatory philosophy," but not when it comes to threatening localism. Duggan, speaking to the Mississippi Association of Broadcasters, said if the FCC "fails to preserve and strengthen the ability of local broadcasters to keep that immediacy and relevance, we will do not only your industry a disservice, we will also fail the nation." New technologies aside, Duggan concluded by telling attendees that if the programming they deliver remains "fresh and vital," they won't have to worry about new services bypassing or robbing them of audience and advertisers.

—RMS,JF,JG

Technology

McKINNEY DECRIES EC EMPHASIS ON ANALOG

In speech to International Broadcasting Convention, ATSC chairman calls putting digital HDTV on hold to sell enhanced receivers 'unconscionable greed'

By Peter Lambert

Considering the global conflict between proponents of digital high-definition television and advanced analog TV, it is notable that the 1992 International Broadcasting Convention—a four-day conference and exhibition laden with sessions on HDTV—is scheduled to begin July 4 on European soil with an address from an American prepared to declare independence from Old World policy.

James McKinney, chairman of the Advanced Television Systems Committee, had at first declined to speak on the subject "Enhanced Widescreen: The Next Step Forward." But welcomed to change the title and invited to stir up controversy, McKinney complied, charging both the European Community (EC) of governments and European commerce with riding an enhanced analog TV road toward consumer ruin.

"To withhold HDTV from the public simply to sell them first an enhanced television receiver is a matter of unconscionable greed on the part of the equipment manufacturers," reads the text of a speech McKinney prepared to deliver last Saturday to the opening session at the RAI Congress and Exhibition Centre, Amsterdam.

In his speech, titled "Enhanced Widescreen—Why?" McKinney also charges that the EC's continued support of "outdated analog technologies that are being promoted on the very eve of digital television in North America can only be for purely political reasons."

McKinney's call for a one-step move to "full digital HDTV" in Europe was expected to have some allies. He and several other sources inside the

North American HDTV standard-setting process say Studio Hamburg (Germany) President Martin Willich and French National Assembly Deputy de l'Essonne Michel Pelchat are calling for EC-U.S. "cooperation in support of digital television." Both have visited public and private officials in the U.S., in part to discuss digital HDTV.



McKinney: "You still have time."

And as further evidence of crumbling EC support for the analog HD-MAC and PALplus systems, Pelchat, in a June 5 speech to the French Assembly, called for an inquiry into the Advanced Television Research Consortium's (ATRC) delayed submission of a digital system to advanced TV testing in North America. ATRC detailed its digital system last winter (BROADCASTING, Feb. 10) but entered its June 3-July 29 test period 12 days late because of system integration problems.

"This situation risks putting the ATRC [including France's Thomson Consumer Electronics and the Netherlands' own Philips NV] out of the

running and opens a commercial highway to the Japanese," said Pelchat, adding: "The behavior of Thomson in this matter makes it essential that our Assembly examine in depth the management and decision-making process in a public enterprise," that is, the EC's Eureka Consortium support of Thomson, "that we had the naivete to believe to be exemplary." Eureka has helped ATRC develop analog advanced TV.

The McKinney address also claims "Europe is spending a lot of money and...time researching compressed digital high-definition television, [but] you have seemed reluctant to talk about it while we...march into this battle and take a lot of arrows in the chest."

Apparently not reluctant, Swedish television was to demonstrate at IBC its "HD Divine" project, "which is dedicated to providing Europe with digital HDTV before the year 2000," says McKinney, who notes a Europe-based Digital Terrestrial Television Broadcasting Consortium is now seeking funds from Eureka. Spokespersons for Eureka and Eureka Technology could not confirm or deny that report.

Although McKinney argues that network costs, consumer costs and pure engineering all support Europe's adopting the United States' one-step approach to fully digital HDTV, his speech is not without some criticism of U.S. and Japanese interests.

He concedes that "maybe we in the USA are more free to switch from analog to digital because we have no consumer industry left. After all, we have not begun to tool up factories to build the 'wrong' television receiver of the future." Japan, he suggests, "is selling them to the public at enormous

prices. They don't dare shift technologies at this late date."

And noting that U.S. broadcast networks have balked at upgrading their facilities twice—first for an enhanced analog standard and next for digital—McKinney says, "In fact, truth be told, our television industry does not want to invest in *any* new equipment!" (emphasis his).

At bottom, he was prepared to tell IBC: "No analog television system can now succeed, and an analog enhanced system is certain to fail. You still have time to do it right."

The July 4-7 IBC agenda provides more than 15 hours of technical sessions for attendees to mull over the issues McKinney raises. Experts from around the world were also expected to address advances in transmitters, standards conversion, metal particle tape, fiber optic routing, encryption, digital audio broadcasting, ancillary data services, satellite broadcasting, lenses and cameras, graphics and effects, computerized control and test and measurement systems. ■

DIGITAL PICTURES IN A BOX

Engineer Jack Barnes believes KOMO-TV Seattle now has the fastest, deepest and most versatile on-air graphics/stills capability in town, thanks to a \$250,000 investment in a system that employs removable magneto optical discs to store and display up to 5,000 stills.

And with text and cut-and-paste features, says Barnes, the ABC affiliate's purchase this year of two Quantel Picturebox Twin and one Picturebox Single still store systems has put more options into graphics operators' hands while, at the same time, "its ease of operation allows various production staff members to cut and paste images, freeing our artists to use Paintbox for its primary purpose: design."

The all-digital system, which stores up to 650 stills per disc, has also impressed national Italian network RAI, which purchased 24 of them last spring. RAI spent \$2.7 million on a combination of Pictureboxes, Harriet paint and compositing systems and Picturinet Controllers. But Quantel spokesman Dominic Lunney argues that, with the modular system starting at \$35,000 for a Single and about \$50,000 for a Twin, Picturebox "may be the cheapest way of upgrading the look of your station."

Moving up from a system that could store 400 stills maximum, KOMO-TV has networked its Twin and Single Pictureboxes with a Paintbox Classic and Chyron character generator via Quantel's Shared User Bus. The in-house network allows, in Barnes's words, "both Twin and Single to talk to the same hard drive and quickly transfer pictures." A second Twin is used primarily to integrate fonts (Quantel offers 210) and news visuals.

—PDL

I N S Y N C

IBC NOTES

Among exhibitors set to make an impression at the International Broadcasting Convention in Amsterdam this week:

■ Avid Technology will showcase its Media Composer off-line editing system and discuss its joint product-development agreement with Silicon Graphics. The agreement will make Avid's Open Media Framework Silicon's standard digital media platform for IRIS desktop workstations.

■ GTE Spacenet will conduct a live demonstration of its Global News Express satellite newsgathering voice-communications service. Pan American Satellite and the Netherlands telecommunications ministry will participate in the transatlantic transmission of compressed digital video, voice and fax between a truck in Europe and a hub in the U.S.

■ Tektronix will introduce four new waveform monitors (including one to handle multi-standard analog HDTV), new demodulator mainframe and tunable down converter and cable TV spectrum analyzer and

showcase its automated camera measurement set.

■ Digital Audio Research will debut a new internal digital mixing package that allows audio producers to handle individual soundtracks independently inside DAR's SoundStation SIGMA platform.

■ Vistek Electronics Ltd. will introduce new D8001/4 and D8001/8 Digital Vision Mixers aimed at TV facilities upgrading to digital component formats.

■ Getris Images will premier Eclipse, a high-end, four-layer paint and animation system priced from \$60,000 to \$100,000 and incorporating Betacam control, 300-megabyte hard disk, magneto-optical disk and fully digital input/output option.

TTC HAILS IOT HDTV

Television Technology Corp. says its high-power inductive output tube (IOT) TV transmitter successfully resisted interference in a laboratory test of Zenith/AT&T's Digital Spectrum Compatible HDTV. TTC

says it made no "special adjustments"—except to disable the transmitter's IF corrector—to test its Model UHF 30 MA, 30-kW IOT transmitter, which is available to NTSC customers now. Hewlett Packard participated in the tests, conducted at TTC's Louisville, Colo., headquarters, by supplying prototype digital test and measurement equipment. "The signal remained clear even under unusually adverse conditions," says TTC.

IDB ACQUIRING LANDCO

IDB Communications Group, operators of the largest inventory of domestic satellite capacity and carrier for the nation's major radio networks, says it will acquire Landco Audio Network, San Diego-based supplier of high-end interconnection of 50 recording studios in the U.S., U.K., Canada and Australia. The companies are testing a digital-transmission system developed in Europe that they expect will "usher in the future of digital voiceover recording" for TV and radio advertising, says Landco Labs President Bob Landers. Terms of the acquisition were not disclosed.

Date Book

Highlighted listings indicates major meetings

JULY

July 10-12—*Oklahoma Association of Broadcasters* summer meeting. Shangri La Resort, Grand Lake, Afton, Okla. Information: Carl Smith, (405) 848-0771.

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

July 15—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Robert Friedman, president, New Line Television. Copacabana, New York. Information: (212) 768-7050.

July 15-16—*Wisconsin Broadcasters Association* summer convention. Chula Vista, Wisconsin Dells, Wis. Information: John Laabs, (608) 255-2600.

July 15-19—*National Federation of Local Cable Programers* national convention and trade show. Radisson Hotel, St. Paul, Minn. Information: (202) 393-2650.

July 16-19—17th annual *Upper Midwest Communications* conclave. Radisson Hotel South, Bloomington, Minn. Information: Lisa Nordmark, (612) 927-4487.

July 18-21—*California Broadcasters Association* summer convention and 45th anniversary celebration. Loews Santa Monica Beach Hotel, Santa Monica, Calif. Information: Lillie Player, (916) 444-2237.

July 19-21—*South Carolina Cable Television Association* and *North Carolina Cable Television Association* joint summer meeting. Westin Resort, Hilton Head, S.C. Information: Nancy Horne, (404) 252-2454.

July 19-22—*New England Cable Television Association* annual convention. Newport, R.I. Information: (617) 843-3418.

July 19-24—*National Association of Broadcasters* management development seminar for television executives. Northwestern University, Evanston, Ill. Information: Debra Lewis, (202) 429-5368.

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

July 26-29—*New York State Broadcasters Association* 31st executive conference. Gideon Putnam Resort and Ramada Renaissance Hotel, Saratoga Springs, N.Y. Information: Joe Reilly or Sharon Van Loan, (518) 434-6100.

July 27—"People Power," workshop sponsored by *Cable Television Administration and Marketing Society, Florida chapter*. Breakers, Palm Beach, Fla. Information: Mark Ferra, (305) 938-9895.

July 28-30—*Florida Cable Television Association* annual convention. Breakers, Palm Beach, Fla. Information: (904) 681-1990.

July 29-31—*Michigan Cable Television* annual summer meeting. Grand Traverse Resort, Traverse City, Mich. Information: Colleen McNamara, (517) 482-2622.

AUGUST

Aug. 1-3—*Georgia Association of Broadcasters* 58th annual convention. Jekyll Island Holiday Inn, Jekyll Island, Ga. Information: (404) 395-7200.

Aug. 6-8—*Satellite Broadcasting and Communications Association* summer conference. Baltimore. Information: (703) 549-6990.

Aug. 11-14—*Idaho Cable Television Association* summer convention. Shore Lodge, McCall, Idaho. Information: Shirley Chambers, (208) 345-5660, or Steve Hawley, (208) 377-2491.

Aug. 13-16—*West Virginia Broadcasters Association* 46th annual convention. Greenbrier, White Sulphur Springs, W. Va. Information: Marilyn Fletcher, (304) 344-3798.

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

Aug. 23-26—*Cable Television Administration and Marketing Society* annual national conference. San Francisco. Information: (301) 206-5393.

Aug. 29—*Academy of Television Arts and Sciences* 44th annual prime time Emmy Awards non-televized ceremony. Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

Aug. 30—*Academy of Television Arts and Sciences* 44th annual prime time Emmy Awards, to be televised on Fox TV. Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

SEPTEMBER

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. 9-12—*National Association of Telecommunications Officers and Advisors* 12th annual conference. Omni Mandalay at Las Colinas, Irving, Tex. Information: Renee Winsky, (202) 626-3160.

Sept. 16—*Broadcast Pioneers Foundation* annual Mike Award dinner. Plaza, New York. Information: (212) 830-2581.

Sept. 17-19—*Nebraska Broadcasters Association* annual convention. Midtown Holiday Inn, Grand Island, Neb. Information: Richard Palmquist, (402) 333-3034.

Sept. 23-26—*Radio-Television News Directors Association* conference and exhibition. Speakers: Katherine Couric, co-anchor, *NBC News Today*, and Leslie Stahl, *CBS News* correspondent and co-anchor, *60 Minutes*. San Antonio, Tex. Information: (202) 659-6510.

Sept. 24-25—*National Association of Minorities in Cable* and *National Cable Television Association* urban markets seminar. New York. Information: (202) 775-3669.

Sept. 26-27—*North Carolina Association of Broadcasters* annual convention. Stouffer Hotel/Benton Convention Center, Winston-Salem, N.C. Information: Kelly Edwards, (919) 821-7300.

OCTOBER

Oct. 1-4—*Women in Communications* national professional conference. Chicago. Information: Laura Rush, (703) 528-4200.

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: Jan Sharkey, (609) 848-1000.

Oct. 14-17—*Society of Broadcast Engineers* annual convention and exhibition. San Jose, Calif. Information: (317) 253-1640.

Oct. 27-29—*LPTV* annual conference and exposition, sponsored by *Community Broadcasters Association*. Tropicana, Las Vegas. Information: (800) 225-8183.

NOVEMBER

Nov. 10-13—*Society of Motion Picture and Television Engineers* 134th technical conference and equipment exhibit. Metro Toronto Convention Centre, Toronto. Information: (914) 761-1100.

Nov. 19-22—*Society of Professional Journalists* national convention. Baltimore. Information: (317) 653-3333.

DECEMBER

Dec. 2-4—*Western Cable Show* sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim. Information: (510) 428-2225.

JANUARY 1993

Jan. 14-16—*Satellite Broadcasting and Communications Association* winter trade show. San Diego. Information: (703) 549-6990.

Jan. 24-30—*NATPE International Association of Independent Television Stations* annual convention. San Francisco Convention Center, San Francisco. Information: (213) 262-8801.

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Business

H&C SALE STUMBLES, BUT DOESN'T FALL

By Geoffrey Foisie

Young Broadcasting negotiated an agreement in principle last week with its existing creditors to abort an involuntary bankruptcy petition filed several weeks ago. The filing, by three investors holding \$46 million of the company's \$225 million in "borrowed money," claimed interest and principal deficiencies dating back almost a year and currently totaling \$7 million. If bankruptcy proceedings were to move forward, they could delay or even jeopardize Young's proposed acquisition of five TV stations from H&C Communications and Young's related public offering (BROADCASTING, May 25).

H&C recently suspended sale discussions pending resolution of Young's creditor negotiations. Vincent Young, chairman of the TV group owner and its sister company, the Adam Young rep firm, told BROADCASTING the three investors have agreed to withdraw the petition:

"All the creditors are extremely supportive of the [H&C] transaction." However, an informed source said that as of last Thursday, H&C wasn't happy with the spoiler role still held by Young's commercial bank.

Assuming the creditors agreement becomes definitive, which Young said he thought would take place this week, it was still unclear how much time it would take to withdraw the bankruptcy filing. Young said that, meanwhile, he hoped to complete due

diligence on the H&C stations and negotiate a definitive purchase agreement.

Young told BROADCASTING the fact of the filing would still likely have to be disclosed in the company's planned securities offering, which would finance the station sale and refinance his existing properties: "It's never a positive, but in today's world, a bankruptcy filing is not unheard of; the underwriters don't feel it would be a real negative."

MAY TV STATION REVENUE UP; BARELY

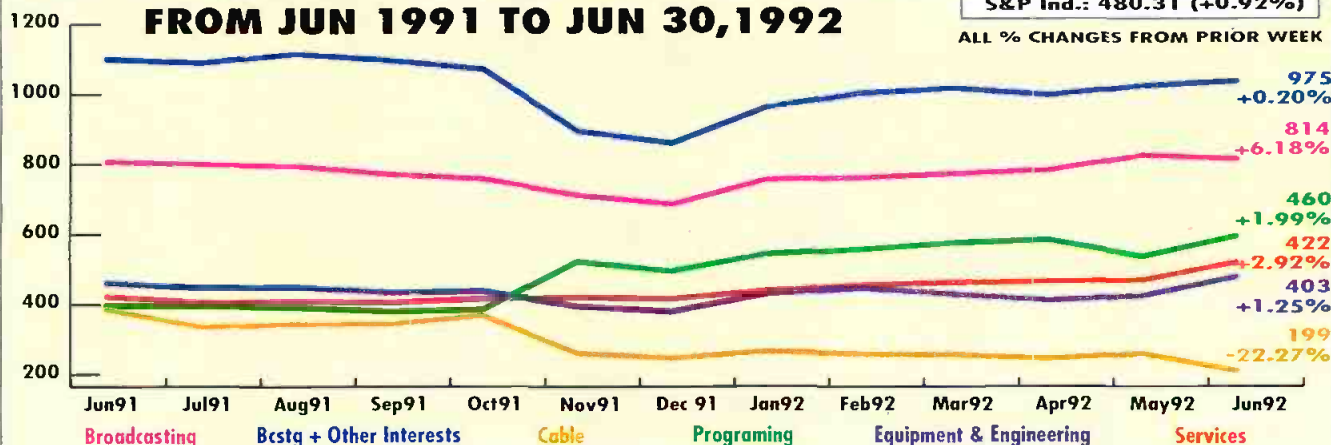
Television revenue edged up 2% in May, according to the monthly unaudited "flash" report released by the Television Bureau of Advertising. The results were generally considered disappointing for the first apples-to-apples comparison since the Gulf War—other recent comparisons were affected by Easter falling in different months last year and this year.

The 2% total revenue increase was being compared against a 1991 May that was down 7.3% compared to May 1990. Independent TV station revenue, based on 42 stations reporting, declined 1.2% in the just completed May, on top of a 5.4% decline registered the prior May. Affiliate revenue, based on 191 stations reporting, which had declined 7.8% in May of 1991, gained in the just completed May by 2.8%.

For affiliates, local sales were better than national; for independent stations, the reverse was true. Overall, local revenue in May was up 2.8%, while spot was up 1.1%. On a year-to-date basis, affiliate revenue is up 4.7% while independent revenue is up 0.3%; local sales are up 5.2%, while national revenue is up 2.3%.

-GF

STOCK MARKET PERFORMANCE AVERAGES FROM JUN 1991 TO JUN 30, 1992



Changing Hands

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

WTOL-TV Toledo, Ohio; WFIE-TV Evansville, Ind., and KAIT-TV Jonesboro, Ark. □ Sold by Cosmos Broadcasting Corp. to Broad Street Communications for approximate price of at least \$65 million. ("In Brief," June 29). WTOL-TV is CBS affiliate on ch. 11 with 316 kw visual, 38 kw aural and antenna 1,000 feet above average terrain. WFIE-TV is NBC affiliate on ch. 14 with 2208 kw visual 56.2 kw aural and antenna 1,022 feet above average terrain. KAIT-TV is ABC affiliate on ch. 8 with 316 kw visual, 47.9 kw aural and antenna 1,750 feet.

KRLD(AM) Dallas □ Sold by Command Communications to CF Media for \$65 million plus stock options. Price includes KODA(FM) Houston and KJQY(FM) San Diego; price of Houston and San Diego stations was previously announced at \$45 million. Sale also includes the Texas State Networks, group of regional and national radio networks. CF Media was created through consolidation of some radio properties of Robert F.X. Sillerman (BROADCASTING, March 23). Seller is headed by Carl Brazell. Buyer is headed by Sillerman, who has minority investment in Command Communications. Stations merged to form CF

Media are KODA (FM) Houston, KJQY(FM) San Diego, KKCW(FM) Portland, Ore., WSIX-FM Nashville, WJDS(AM)-WMSI(FM) Jackson, Miss., and WSSL-AM-FM Greenville-Spartanburg, S.C. KRLD is 50 kw fulltimer with news, sports format on 1080 khz.

WVRI(FM) Orlando, Fla. (Capitol Broadcasting); WPRD(AM)-WMGF(FM) Orlando and WFYV(AM) Jacksonville, both Florida (Metroplex Communications), and WAIA(FM) Jacksonville, Fla. (Rowland First City Radio Inc.) □ Sold to Paxson Enterprises Inc. for approximately \$17 million ("In Brief," June 29). Capitol Broadcasting is headed by James F. Goodmon, and is licensee of one AM, three FM's and two TV's. Metroplex is headed by Norman Wain and Robert Weiss. Rowland First City Radio Inc. is headed by Marshall W. Rowland Sr., and owns four FM's. Paxson Enterprises is headed by Lowell (Bud) Paxson, and owns three AM's and four FM's. WVRI has AC format on 101.1 mhz with 100 kw and antenna 1,598 feet above average terrain. WPRD has news format on 1440 khz with 5 kw day and 1 kw night. WMGF has AC format on 107.7 mhz with 100 kw and antenna 1,584 feet. WFYV has AOR format on 1460 khz with 5 kw. WAIA has classic rock format on 93.3 mhz with 50 kw and antenna 462 feet. *Brokers: Blackburn & Co. and Media Venture Partners.*

WHKE(TV) Kenosha, Wis. □ Sold by Le Sea Broadcasting Corp. to Lab Partners for \$1.35 million. Seller is headed by Peter Sumrall (vice president), and is also licensee of WHME-FM-TV South Bend and WHMB(TV) Indianapolis, both Indiana; KWHB(TV) Tulsa, Okla.; KWHD(TV) Castle Rock, Colo., and KWHE(TV) Honolulu and KWHB(TV) Hilo, both Hawaii. It also has interests in two LPTV's. Certain principals of assignor also have interests in buyer. Buyer is headed by managing partner Dewayne Adamson, and has no other broadcast interests. WHKE is independent on ch. 55 with 750 kw visual, 75 kw aural and antenna 500 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$0 □ 0

FM's □ \$6,891,005 □ 4

AM-FM's □ \$10,400,000 □ 3

TV's □ \$66,350,000 □ 4

Total □ \$83,641,005 □ 11

1992 to Date:

AM's □ \$128,522,015 □ 103

FM's □ \$139,287,548 □ 119

AM-FM's □ \$182,484,805 □ 81

TV's □ \$1,180,666,620 □ 37

Total □ \$1,630,960,988 □ 339

For 1991 total see Jan. 27, 1992 BROADCASTING.

CLOSED!

KSSS-AM/KVUU-FM, Colorado Springs, Colorado from Radio Ventures to Dick Broadcasting Company for \$1,210,000.

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THE UNVEILING OF ALLBRITTON

Privately held broadcaster discloses finances in bid to raise \$115 million

By Geoffrey Foisie

Privately held Allbritton Communications provided a unique glimpse at its finances in a filing for a \$115 million public debt offering last week.

The filing reveals substantial expense controls at its three TV stations, including a 20% staff reduction over the last three years at its flagship, Washington ABC affiliate WJLA-TV. Despite the industrywide advertising recession, operating cash flow at all three stations increased during its most recent fiscal year, and in total grew by 7%.

The proposed offering, through Merrill Lynch & Co., appears actually to be the key to a debt restructuring arranged with its primary lenders, the Prudential Insurance Co. and Teachers Insurance and Annuity Association of America (TIAA). Allbritton, 100% controlled by founder and chairman Joe L. Allbritton, would replace \$100 million of existing debt bearing an average interest rate of 12.2% with the new debt bearing, the company has indicated, a slightly lower interest rate.

As part of the refinancing, lenders will receive an \$11 million "repayment premium" while agreeing to take a greater interest rate cut on \$70 million of remaining debt bearing 13.4%.

In addition, the debt filing also reveals that one reason for the refinancing might have been the looming repayment of \$28 million in debt principal due just over one year from now, while at the same time paying close to the \$20 million in cash interest it averages annually.

To meet interest and principal obligations, the company generated operating cash flow—defined as operating income plus depreciation and amortization—of just over \$27 million for the fiscal year ended last September. Cash flow was up 7% for the fiscal year, and for the half-year ending March was up 14% over the comparable 1991 period.

Although each of the three markets in which Allbritton has stations—the other two are KATV-TV Little Rock, Ark., and KTUL-TV Tulsa, Okla.—showed a revenue decline for fiscal 1991, marketwide revenue has rebounded in all three for the first half of

fiscal '92.

In addition to owning the three stations, Allbritton Communications also produces and distributes the syndicated show *Working Woman*, and earlier this year established Allbritton Television Services to offer "consulting services to a variety of organizations, including financial institutions, on specific issues regarding the daily management of financially troubled broadcast operations."

One reason Allbritton Communications does not still have surplus cash flow is that it paid "advances" of more than \$20 million over the past four years to its parent corporation, 100% owned by its chairman. Allbritton Communications has also borrowed \$20 million on behalf of sister-company Allnewsco, which runs News Channel 8, a Washington-area 24-hour cable news channel.

Last week's filing with the Securities and Exchange Commission revealed that Marvin Shirley, executive vice president, was paid \$250,000 in fiscal 1991, while John D. Sawhill, WJLA-TV general manager, held a two-year contract paying a base salary of \$180,000. ■

HIRING OF INVESTMENT BANKERS SIGNALS DANIELS EXPANSION

In a move implying an expansion of its services to the cable industry and growth of its business beyond cable, Denver-based cable broker Daniels & Associates added several Wall Street investment bankers to its staff last week. The bankers, all from Bear Stearns & Co., bring with them expertise in financing, merger and advisory services to cable as well as broadcasting, entertainment and other non-cable media.

Joining Daniels as an executive vice president and senior managing director in charge of investment banking is Michael Garstin, who until last week was a senior managing director at Bear Stearns and head of its media and communications group. Before joining Bear Stearns in 1985, Garstin was chief financial officer of Orion Pictures. His recent work has included advising Spelling Entertainment on the sale of Hanna-Barbera distribution rights to Turner Broadcasting and advising the pending management-led buyout of UA theaters. The Bear Stearns group, which includes Laura Clifford, who has been named a managing director at Daniels, has also participated in a number of cable financings, including those for Cablevision Systems and Jones Intercable, the latter currently in registration.

Daniels President Brian Deevy said in a prepared statement that the additional expertise "enhances our capabilities to provide investment banking services to cable and mobile operators, both big and small. And it gives us the expertise to serve other media and communications industries such as broadcast and entertainment. While we have been effective in the past in the private placement market, we are now positioned to offer a full line of services including advisory, fairness opinions, valuations and the issuance of public securities."

Garstin said last week that the cable industry's growth makes it the "linchpin" of much of future financing and mergers activity, including that involving other industries such as broadcasting and entertainment. He said Daniels's ability to syndicate public financings would be a long-term goal of the firm's investment banking efforts.



Michael Garstin

—GF

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

New England opening for street fighting GSM in competitive medium market. Established C-1; A-C; growing group with good reputation; opportunity to move up. Resume & your strengths to: Jack Clancy, Eastern Broadcasting, 427-3 Amherst St., Suite 249, Nashua, NH 03063. EOE.

General manager needed for small market mid-west combo. Good staff needs sales oriented leader willing to tie compensation to results. Replies conf. Resume, salary history, minimum salary requirements first letter, please. Reply to Box M-6. EOE.

Northwestern Ohio AM-FM seeking selling GM, GSM. Benefit package. Profit sharing. EOE. Reply to Box M-7.

General manager: Small market Montana. Need disciplined leader who generates results not excuses. Reply to Box D-31. EOE.

Working salesmanager: Small market Northern California combo requires an aggressive idea person to direct local sales efforts. Prefers stable mid-west or west coast applicants. If you are a people person and believe in yourself send resume to: Manager, PO Box 492890, Redding, CA 96049. EOE.

General manager of 18.2 kw public radio station serving southwestern Pennsylvania. Manager directs paid staff of six and approximately 70 well trained volunteers. Major responsibilities include strategic planning, budgeting, fundraising and supervision of all station activities. General manager reports to independent non-profit board of directors. Station is CPB STEP Grant recipient with membership of 4,000+. Format features music, news, public affairs. Salary in 20's. Please send resume and cover letter to: Personnel Dept., Box 118, 1709 S. Braddock Ave., Pittsburgh, PA 15218 by July 31. EOE.

Texas manager: Top rated stations has opening for aggressive sales motivator and station leader. Two sales teams. Best staff in market. Management background in radio or agency would be beneficial. Send your resume in confidence to Box M-1. EOE.

HELP WANTED SALES

Account executive: For leading FM Country format in Roanoke-Lynchburg, VA. Immediate opening. Fax resume to Sterling Slaughter 804-237-8070. EOE.

Immediate opening to handle active sales list at AM/FM combo in Chickasha, OK. Excellent commission. Send resume to: Barry Smith, KWCO/KXXX, PO Box 1268, Chickasha, OK 73023. EOE.

Blood thirsty sales manager needed at very stable combo in resort area. Train hire and motivate for excellent compensation. Apply in confidence to Box M-2. EOE.

I don't want to hear about the economy. Aggressive SM wanted for excellent S.E. property. Huge audience and excellent compensation based on performance. Reply to Box M-3. EOE.

HELP WANTED MARKETING

Director marketing and promotion: Exciting opportunity with rapidly growing northern New Jersey combo. Creativity, strong organizational skills, and a polished professional image along with 3+ years radio promotion management experience are essential. Salary plus performance - based incentive. Send information to Michael Whalen, WMTR-WDHA, 55 Horsehill Road, Cedar Knolls, NJ 07927. Equal opportunity employer.

HELP WANTED NEWS

Experienced news person. Send tape and resume Bryan Friesth, KDXE, PO Box 564, Sulphur Springs, TX 75482. EOE/M/F.

SITUATIONS WANTED MANAGEMENT

General manager: Real estate manager, talent coordinator, teacher seeks general manager position in a small to medium market. Willing to relocate. Experienced, conscientious, motivated strong closer. Top biller. Eventual buyout possibility. Call Ted 914-357-4861 or 914-357-3100.

It was strategically necessary for my operation to be swallowed up in an LMA, despite outstanding record of increases. Therefore my abilities in street sales, staff motivation, competitive positioning and creativity are available for your under-performing station in the Southeast. Reply Box D-51.

General manager: My wife and I have sold our station and are looking for a new challenge. Full charge operators all phases with over 25 years experience. Community oriented. Call Jim Fletcher 904-567-1350!

She says you're out there. He says you're not. End this disagreement by answering this ad. Honest, hard-working management team searching for the same in an owner who cares about sales and programming. Over 20 combined years in radio filled with broken promises has caused us to lose faith. Make us believe again. Reply to Box D-50.

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

Black general manager/national sales manager. Currently employed with over 15 years media experience. Have done it all. Local, national and general sales manager; marketing and promotions. Success record in marketing and sales turnaround. For increased ratings and revenue, contact this bottom line oriented, community involved take charge manager. 5 years with present company. Fax Suite 123 504-387-2878. Will consider all markets.

SITUATIONS WANTED ANNOUNCERS

Talented talk host: Experienced, dedicated, informed. Seeking new opportunities. Have been hosting national show with big name guests. Rick: 1-800-257-6556.

Great voice, nice guy seeking small market morning position or production for automation. Entertaining, imaginative air work and production. Excellent for upgrading sound of small or inexperienced staff. Youthful 44. Currently out of radio but experienced and ready. Possible PD. Oldies, A/C, Cont. Country. Southeast. Glenn 704-865-2776.

Versatile DJ: No drugs, not drinking. Want South, East small market, 1 yr. experience. \$ open. Call 602-872-1805. Adult, single & ready (Gary).

SITUATIONS WANTED SALES

AM/FM/UHF/VHF cable sales. Tim 614-898-9120.

SITUATIONS WANTED NEWS

25 years media experience: Former major market news and talk personality. Prefer friendly, community-oriented talk format in small or medium market. 312-829-4523.

Young sportscaster with PBP experience in minor league baseball and Division III football and basketball. Looking for ground floor opportunity anywhere from Maine to California. Bill Burton 615-968-3548.

Articulate government & current affairs reporter/talk-show host. 5 years experience with advanced degree. Can meet tight deadlines. Catherine 214-617-5200.

Major market sportscaster and news talk host seeks new position. Strong medium markets considered. Replies please by July 15. Reply to Box M-4.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Set-up and assistance for music scheduling software. Selector and other systems. La Palma Broadcasting 714-533-5633 or fax 714-447-4097. Western U.S.

MISCELLANEOUS

We cover your Washington: Independent, * radio news bureau on Capitol Hill tailors localized coverage of Congress, the White House, D.C. newsmakers for your audience. Call Matt Kaye, Bureau Chief—the Berns Bureau 202-628-1430.

TELEVISION

HELP WANTED MANAGEMENT

Station manager for public TV station in north central Florida. Responsible for programming, operations & engineering. Develops and supervises budget and personnel. Participates in long range planning with management team and GM. Requires BA in Communications or related field and 8 years experience in public broadcasting including mid-level management. Master's degree is preferred. Salary: \$45,000. Send resume, cover & three letters of recommendation to: Search Committee, TV Manager, WUFT-TV, Weimer Hall, University of Florida, Gainesville, FL 32611. UF is an EEO/AA employer. Women & minorities encouraged to apply. Deadline: July 24, 1992.

Local sales manager: Successful small market Indy seeks experienced management professional. Requires a teacher with creative selling skills and a hands-on approach. Apply in confidence to: Box M-5. EOE.

Promotion manager: We are looking for a Fox kind of attitude: Innovative, creative, in-your-face style of promotion. Responsible for the production and selling of advertiser and ratings building promotions. In charge of contests and prize giveaways. Executive producer of Kids Club half-hour weekly show. Will implement station's use of print, radio, billboards, etc. Minimum 2 years experience. College degree preferred. Send tape and resume to: General Manager, WPTY Fox 24, Clear Channel Television, PO Box 42424, Memphis, TN 38174-2424. We encourage minorities to apply. EOE.

HELP WANTED SALES

Account executive: Leading station on California's central coast is seeking a creative and energetic professional to join our sales team. Sales experience a must, broadcast sales experience helpful. Send resumes to Box D-52. EOE.

Local sales: No. Florida powerhouse affiliate seeks aggressive self starter for local sales position. One or two years street sales preferred. Knowledge of vendor support sales helpful. Established list available for the right person. EOE. No phone calls please. Reply to: Director of Sales, PO Box 3048, Tallahassee, FL 32315.

Local account executive. Sales experience a "must"; media sales preferred. Highly-motivated team player with the ability to develop new business and service existing accounts. Send cover letter and resume to: Don VanCleve, Local Sales Manager, WPSD-TV, PO Box 1197, Paducah, KY 42002-1197. M/F/N/D. EOE.

Looking for a great lifestyle? We're looking for an aggressive sales person with new business development skills. Computer literacy a plus. Send complete resume to KECI-TV, Box 5268, Missoula, MT 59806. Attn: Jane English, V-P Business Operations. (No calls). EOE.

HELP WANTED TECHNICAL

Chief engineer: Chief engineer needed for a progressive, top flight University Television Center with transportable KU uplink and fiber optic distance learning system. A minimum of six years experience in television engineering is needed. Experience required in studio maintenance, RF transmission, and complex remote productions. Applicants should have leadership ability and a good work record in dealing with people. Excellent fringe benefits, retirement system, and additional educational benefits. Deadline July 29 or until the position is filled. Send resume and three letters of reference to: David Hutto, Director, University Television Center, PO Box 6101, Mississippi State, MS 39762. MSU is an AA/EEOE.

HELP WANTED NEWS

Anchor for 6 & 11pm news wanted by ABC affiliate with minimum 2 years experience. Tapes, salary requirements and resume to Roger Follebout, ND, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F.

Weekend sports anchor for dominant NBC affiliate. Must be experienced (minimum one year on air), energetic, responsible. Send non-returnable tape, resume, salary requirements to: Maria Barrs, KSBW TV, PO Box 81651, Salinas, CA 93912. Please, no phone calls. EOE.

WSMV-TV, channel 4 in Nashville, Tennessee, is accepting applications for a new local magazine/news/talk show. Positions include: Lead producer, on-air anchor/feature reporters, news, weather, sports communicators, feature photographer/editors, and creative writer/producers. Applicants should have medium or large market experience. Please send letter, resume and salary requirements to: Dan Akens, WSMV-TV, PO Box 4, Nashville, TN 37202. WSMV-TV is an equal opportunity employer and minority candidates are encouraged to apply.

News director: We believe in news, and television, and families, and the things that made America great. If you believe in those things, want to work really hard in a small market that still believes in those things, you may be the person we want as a news director. Please send resume, and salary history, and a sample newscast. We'll judge the newscast, not the anchors. Harry Neuhardt, KPVI TV, PO Box 667, Pocatello, ID 83204-0667. EOE/MF.

Anchor: We are seeking a co-anchor for a small market newscast that believes in news. If you're looking for a great place to live and raise a family, and you really love the business and want to work, really work, at it, send a tape, resume, and salary history. Harry Neuhardt, KPVI TV, PO Box 667, Pocatello, ID 83204-0667. EOE/MF.

Producer/reporter for regional network newscast. Solid news judgement. Strong writing and organizational skills. Must be able to coordinate news from four bureaus, perform under pressure, and enjoy challenges of producing. Reporting skills must include shooting, editing writing. Tape & resume to: Jim Harmon, KECI-TV, 340 W. Main, Missoula, MT 59802. No calls. EEO.

Weekend sports anchor/reporter: Award-winning sports department needs an energetic, enthusiastic weekend anchor/reporter with at least one year's experience. Must be able to shoot/edit SVHS and 3/4" format. Excellent fringe benefits package. Send resume and non-returnable tape to: Cheri Haag, News Director, WVVA Television, Inc., POB 1930, Bluefield, WV 24701. No phone calls please. EOE/MF.

Photographer/editor: Southwest Florida ABC affiliate. One year experience. EOE. Send tape and resume to: Keith Smith, WEVU-TV, PO Box 06260, Ft. Myers, FL 33906.

WNEM-TV, #1 rated NBC affiliate, Saginaw, MI looking for quality driven photographer who can shoot quantity, experience with live and occasional reporting required. Send VHS tape and scripts to Ron Petrovich, News Director, WNEM-TV, 107 N. Franklin, Saginaw, MI 48607, no phone calls please. EOE.

WNEM-TV #1 rated NBC affiliate, Saginaw, MI looking for aggressive, self-starting, enterprising, hard news reporter with exceptional visual and writing skills. Send VHS tape and scripts to Ron Petrovich, News Director, WNEM-TV, 107 N. Franklin, Saginaw, MI 48607. No phone calls please. EOE.

Special projects manager: Oversee series, specials, live programings. Coordinate talent, logistics, promotion. Part of a 5 person news management team. Difficult, demanding job. 3 years newscast producer experience required. No calls. Tape and resume to Arlin Stevens, News Director, KMGH-TV, 123 Speer Blvd., Denver, CO 80203. EOE.

Planning manager: Responsible for daily, weekly and longer range story planning and logistical support. Work closely with news management to implement experience. No calls. Tape and/or resume to Brad Remington, Managing Editor, KMGH-TV, 123 Speer Blvd., Denver, CO 80203. EOE.

Weekend news producer: Produce weekend early newscasts. Strong writer and organizer with good news judgement and people skills. Commercial TV newscast producing experience essential. No calls. Tape and resume to Bill Gray, Asst. News Director, KMGH-TV, 123 Speer Blvd., Denver, CO 80203. EOE.

Writer/assistant producer: Write for evening newscasts. Must have good news judgement and the ability to write clear, conversational concise copy under deadline pressure. Producer experience helpful. Not an entry level position. Resume, writing samples, etc. to Bill Gray, Asst. News Director, KMGH-TV, 123 Speer Blvd., Denver, CO 80203. EOE.

Two jobs: Producer and writer/producer. Excellent writing skills a must for both jobs. Producer must have three years producing experience, strong leadership skills, creative approach, solid news judgement. Send resume and philosophy of news producing. Writer/producer must have three years experience including show producing. Must be fast, accurate, creative. Send resume and writing samples. Carrie Krueger, Executive Producer, KIRO-TV, PO Box C-21326, Seattle, WA 98111-7000. No phone calls. EOE.

Assistant news director: KRON-TV in San Francisco has an immediate opening for an assistant news director. The assistant news director will have the primary responsibility to oversee and manage the daily news gathering operations, and will supervise the entire editorial decision-making process. Qualified candidates should have a minimum 5-7 years news management experience, Bachelor's degree in Broadcast Journalism/Communication, or related degree preferred. Outstanding leadership and motivational skills are required. Please send resumes in confidence to: Jan van der Voort, Vice President, Human Resources, KRON-TV, PO Box 3412, San Francisco, CA 94119. EOE.

Hustling, creative news photographer/editor needed for 78th market CBS affiliate. Minimum two years experience shooting, editing and doing live-shots in fast-paced news environment. Tapes and resumes to Jaime Lopez, Chief Photographer, KOLD-TV, 115 W. Drachman, Tucson, AZ 85705. EOE.

Meteorologist: Number one station is seeking a dynamic morning and noon meteorologist. Candidate must know weather and people. We have the latest state-of-the-art equipment. If you are currently looking for a new challenge and a chance to learn and grow with our meteorology staff, then send videotape and resume to Billy Gavitt, KWTV, PO Box 14159, Oklahoma City, OK 73113. On-air experience is a must. No phone calls, please. EOE/M-F.

Producer: If you have the following traits, apply immediately: Great writer, super news judgement, wonderful people skills, creativity, initiative, minimum two years experience. Tape, writing samples, resume to Steve Hammel, News Director, WHEC-TV, 191 East Avenue, Rochester, NY 14604. EOE.

Special projects director: WSMV-TV seeks an experienced journalist with strong people, editorial, and managerial skills to head its nationally recognized special projects unit. Position calls for hands on development of series, documentaries, news specials and elections. This is a unique opportunity calling for a person uniquely qualified and willing to be challenged. Resumes and supporting information to Alan Griggs, 5700 Knob Road, Nashville, TN 37209. No phone calls please. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Got the post-BPME itch? If you're a self-motivated promotion manager with strong on-air imaging skills, then we have a career for you. Top 30 Midwestern affiliate. Great benefits. Great boss. Great chance to lead a promotion and graphic arts department in a highly competitive market. Send tape and resume to: Promotion Director, Media & Marketing Incorporated, 4201 Edmondson Avenue, Preston Suite, Dallas, TX 75205. EOE.

TV community relations: KSBW-TV currently seeking applicants for the position of community relations coordinator. Applicants with the following qualifications will be considered: Minimum 2 yrs. TV production experience in creative services; 4 yr. degree in communications, journalism, or related field; strong writing skills. Please send resume and reel to the attention of: Teresa Burgess, Program Manager, KSBW-TV, PO Box 81651, Salinas, CA 93912. No phone calls. EEO employer.

Program director: To supervise development/production of instructional, educational and public service television programs. Prior experience as a producer/director with a thorough knowledge of production process from conception to completion is essential. Prior production credits should include programs distributed statewide, regionally or nationally. Ability to supervise and instruct those persons involved in production process in a positive manner is required. Experience in writing program grant proposals is desirable. Salary: \$23,500-27,500. Application deadline July 20, 1992. Starting date to be agreed upon. Contact Marie Antoon, Director, 201 Bishop Hall, University, MS 38677. Phone calls welcome at 601-232-5917. Fax resumes accepted at 601-232-5918. AA/EEO employer.

WGHPIedmont 8, a top-50 group-owned affiliate, seeks a production manager for our award-winning station. The person we're looking for must have excellent communication and organizational skills. He or she will be responsible for managing personnel and scheduling facilities. The applicant that will break through the clutter will have excellent technical knowledge and proficient hands-on skills. Previous supervisory experience is required. Please send a resume and letter that describes your production management philosophy and salary history to Larry Blackerby, Director of Broadcasting, WGHPIedmont 8, 2005 Francis Street, High Point, NC 27263. Deadline for applicants July 31, 1992. No phone calls please. EOE. Women and minorities are encouraged to apply.

SITUATIONS WANTED TECHNICAL

Seasoned chief engineer: 14 years hands-on experience. Operates with professional, businesslike attitude. 25 years total broadcast experience. The station comes first with me. Please reply Box D-57.

SITUATIONS WANTED NEWS

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

I work cheap! But you couldn't get a more talented reporter for a million bucks! Can shoot, edit, write like a pro. Recent NYU grad with experience. Challenge me. Karin Price 516-825-5213.

I'll answer phones: But I can report, produce, edit. Ready to pay my dues in your town. Can also recite the fifty states, alphabetically, in less than 21 seconds. Call Karin 516-825-5213.

Seeking entry level fulltime staff position. A market, anywhere, any paycheck. Various production skills. Call Mike 818-558-1947.

Needed; one chance. For 9 years I served Uncle Sam (as soldier and civilian) as one of the top sports anchors/producers for AFN TV Europe. It's time to come home. Looking for good local opportunity as sports director. Stan 215-678-5036.

MISCELLANEOUS

Be on TV: Many needed for commercials. Now hiring all ages. For casting info call 615-779-7111 ext. T-681.

Need a job? Sign up for THE HOT SHEET—broadcasting's most comprehensive employment-listings journal. Published twice weekly. Less than \$3/issue with 1-year subscription. Television, radio, corporate communications. From major market to entry-level. Written money-back guarantee. Media Marketing, PO Box 1476—PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

ALLIED FIELDS

HELP WANTED NEWS

TV/radio coordinator: Kansas State University invites applications for TV/radio coordinator: Responsible for identifying, writing and producing news and feature material for television and radio. Required: At least one year of experience writing and reporting news for a commercial television station. Creativity, imagination and high energy level. Familiar with technical requirements of radio and television. Bachelor's degree. Pays \$24,000-\$26,000 annually; 22 days vacation. Send resume and names of three references to: News Services, 9 Anderson Hall, Kansas State University, Manhattan, KS 66506, no later than July 28, 1992. After initial screening, remaining applicants will be asked to submit a VHS demo tape. KSU is an affirmative action/equal opportunity employer. Women and minorities are encouraged to apply.

HELP WANTED TECHNICAL

Ashland University, with a 100-major radio/TV department seeks an assistant engineer/TV production technician. Maintenance of TV studio and remote truck, radio production and on-air studios and related equipment required. Small-format video production also required on a half-time basis with evening and weekend duties. Applicant must have at least a bachelor's degree and broadcast maintenance experience. Professional TV production experience helpful. Resume to: Chris Vanderzyden, Director of Operations, WRDL, 401 College Avenue, Ashland, OH 44805. An equal opportunity employer.

EMPLOYMENT SERVICES

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

We place TV & video engineers: America's leading nationwide service to employers & employees for a decade. Employer paid fees. Phone/resume: Mark Kornish 717-283-0895. Keystone International, Inc. 376 Stanley Drive, Kingston, PA 18704.

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 Eckhert, Eckhert Special Productions.

WANTED TO BUY EQUIPMENT

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

Wanted to buy used van, truck, motorhome or vehicle used for remote broadcasts for F/S station. Call Dean Kannes at 602-274-6200 or fax photos/specs to him at 602-266-3858.

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.

Broadcast equipment: 2 complete studio cameras with wheeled tripods, switcher, spot sequencer, 1 field camera. All camera have 12x1 lens w/extenders. Complete S-VHS edit system. Self supporting 80' tower and CH20 LPTV antenna. Cost over \$180,000 new. Most still in service. Bargain priced. 915-658-2666. Cary Fitch, KIDY-TV, San Angelo, TX 76903.

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.

For sale: Ready-to-go mobile video production truck. '83 Ford with 10.6 x 8.5 x 16 ft. custom unit-body box, low mileage, Grass Valley 1680 with E-Mem, 3/4" SP VTRs with DT/TBCs, 1" VTR, Chyron 4200/2-channel, 12-channel audio console, NAB audio carts, RTS intercom/IFB, audio/video fully patchable/exterior interface panel. Excellent working condition. Call Mark: 800-245-2844.

Broadcast color slide scanner by Nylone. Demo unit. New \$22,475. Special \$12,995. 317-935-1538.

DVR-10 new, used only to test D2 interface with medical X-ray equipment. Complete with all updates, tapes and manuals. Shipped in original carton. Call Diagnostic Archives at 407-857-2713.

VPR-80 with TBC-6, new heads with "0" hours. Sold with 30 day warranty. Call Diagnostic Archives at 407-857-2713.

PAL TBC Ampex TCB-40, also JVC BR-7000 VHS duplication decks (6). Call Diagnostic Archives at 407-857-2713.

TV transmission line: 34 sections Proudlin 6 1/8" transmission line, 19' 9" per section. Includes bullets and 3 elbows. \$12,000. WWAT-TV, 1281 River Rd., Chillicothe, OH 45601.

RADIO

BUSINESS OPPORTUNITIES

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.

Major NY Metro FM now accepting applications for time brokerage. Interested parties should submit program format description, specific time block request and firm financial commitment to FAX 212-966-1012.

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TELEVISION

HELP WANTED PROGRAMING PROMOTION & OTHERS

Public Affairs Director

Pittsburgh's local programing leader seeks exceptionally talented Public Affairs Director. Successful candidate must be a creative producer, outstanding writer and excellent communicator. Minimum 3-5 years producing experience required. No beginners please. Minority candidates encouraged to apply. EOE. Send tapes and resumes to: Mark Barash, Program Director/Operations Manager, WPXI-TV, 11 TV Hill, Pittsburgh, PA 15214.

BROADCAST GRAPHIC DESIGNER

Major corporate broadcast facility looking for graphic artist with strong conceptual ability to work in fast-paced environment.

Unusual opportunity for a self-starter to be involved in the entire production process. Responsibilities include initiating visual concepts with producers, analyzing scripts for graphic needs, and follow through to post-production. This hands-on role requires creating show formats, title sequences and text graphics. Experience on Dubner or comparable Paint System essential. Knowledge of Chyron desirable.

Excellent salary and compensation benefits will be provided to qualified candidate.

Please send resume and compensation range to Box M-9.

CABLE

HELP WANTED MANAGEMENT

BPME SEEKING PRESIDENT

BPME seeking a President to head national association (L.A. based) for electronic media's promotion and marketing executives.

Must have strong leadership skills with experience in managing people and budgets. Maturity plus strong presentation skills also required.

A background in electronic media, association management, and/or promotion/marketing is preferred but not essential.

Person must have an unusual combination of a CEO's "vision" with the ability to get involved in the day-to-day "hands-on" practicalities of running a small business.

Send resume and salary requirements to:
Box M-8

Phone calls at BPME will not be accepted.

BPME

ALLIED FIELDS

HELP WANTED SALES

Established group operator accepting resumes for Radio and TV sales. This is not a desk job — street calls essential. Good compensation based on productivity. Successful experience required. Send resume to Box D-60. EOE.

FINANCIAL SERVICES

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Greg Merrill
Media Services Group
(801) 753-8090

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Whenever your company activities or products are reported in the pages of **Broadcasting**... whether in a feature article... in a news story... or an article on new products or technological innovations... we can custom-design a reprint for you to use in your sales, marketing, and public relations programs.

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For details contact:

CAHNS REPRINT SERVICES

1350 East Touhy Ave. Des Plaines, IL 60018
800-323-4958

BROADCASTING'S CLASSIFIED RATES

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

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

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

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

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

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

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

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

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

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

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

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

For the Record

As compiled by BROADCASTING from June 22 through June 26 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KRMM(FM)** Payson, AZ (101.1; 100 kw; ant.: 1,076 ft.)—Seeks assignment of CP from Frederick I. Shaffer III to Ray Communications Inc. for \$36,015. Shaffer is proposed assignee of KSBSTV Steamboat Springs, CO. He is also licensee of KHUM(FM) Ottawa, KS, assignment of which to American Broadcasting Corp. has been approved. Buyer is headed by Ray T. Frost, and has no other broadcast interests. Filed June 18.

■ **KWGM(FM)-KSGO(FM)** Stockton-Tracy, CA (AM: 1230 khz; 900 w-U; FM: 100.9 mhz; 6 kw; ant. 328 ft.)—Seeks assignment of license from Lilac City Broadcasting Company to Silverado Broadcasting Co. for \$3.95 million ("Changing Hands," June 22). Assignment includes KAQQ(AM)-KISC(FM) Spokane, WA, selling for \$2.662 million (see below). Filed June 16.

■ **KEZW(AM)-KOSI(FM)** Denver (AM: 1430 khz; 5 kw-U; FM: 101.1 100 kw; ant. 1,624 ft.)—Seeks assignment of license from D & D Broadcasting Inc. to Tribune Denver Radio Inc. for \$19.5 million ("Changing Hands," June 8). Seller is headed by Steven Dineitz and Joseph Davidman, and has no other broadcast interests. Buyer is headed by Wayne R. Vriesman, and is wholly owned by Tribune Broadcasting Co., which owns stock of licensees of WGN-AM-TV Chicago; KWGN-TV Denver; KCTC(AM)-KYM(FM) Sacramento, CA; WGNO-TV New Orleans; WGNX(TV) Atlanta; KTLA(TV) Los Angeles; and WPIX(AM)-WQCD(FM) New York. Filed June 16.

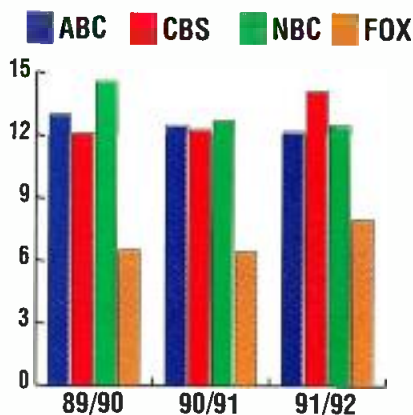
■ **WXJN(FM)** Lewes, DE (105.9 mhz; 6 kw; ant. 341 ft.)—Seeks assignment of CP from Susan M. Romaine to Prettyman Broadcasting Company for \$150,000. Seller is also majority shareholder of KCQR(FM) Ellwood, CA. Buyer is headed by William E. Prettyman Jr., and is licensee of WICO(AM)-WICO-FM Salisbury and WXC(FM) Havre de Grace, both Maryland; WYUS(AM)-WAFI(FM) Milford, DE, and WEPM(AM)-WKMZ(FM) Martinsburg, WV. Filed June 12.

■ **WTVT(TV)** Tampa, FL (ch. 13; 316 kw-V; 47.4 kw-A; ant.: 1549 ft.)—Seeks assignment of license of WTVT Inc. Gillett Holdings Inc., which owns and operates licensee, is operating under Chapter 11; pursuant to proposed restructuring, license will be assigned to new company ultimately controlled by Irving M. Pollack. Gillett Holdings is corporate parent of licensees of KSBY(TV) San Luis Obispo and KSBW(TV) Salinas, both California. Filed May 28.

■ **WKHY(FM)** Lafayette, IN (93.5 mhz; 3 kw; ant. 282 ft.)—Seeks transfer of control of U.S. Broadcasting Inc. to Spacecom Inc.; application is filed concurrently with assignment of license application of U.S. Broadcasting Inc. to Stay Tuned Broadcasting for \$1.78 million (see "Changing Hands," June 29), and is intermediate step in that transaction. Seller, S. Walter Richey, is selling his 100% share of licensee to Spacecom Inc., which has provided funds to U.S. Broadcasting. Richey is president of Spacecom, licensee of KQEO(AM)-KMGA(FM) Albuquerque, NM. Spacecom is parent of licensee of KOSO(FM) Patterson and KTHT(FM) Fresno, both California. Richey also has interests in licensee of

PRIME-TIME HOUSEHOLD RATINGS/SHARES

4th Quarter - 1st Quarter



Source: Media Insights, Bozell Inc.

KQEU(AM) Olympia, WA; and KLBB(AM) St. Paul, MN. Filed June 15.

■ **KRPT-AM-FM** Anadarko, OK (AM: 850 kw; 500 w-D; FM: 103.7 mhz; 86 kw; ant. 987 ft.)—Seeks transfer of control from Allan Page Trust and Howard M. McBee to Anadarko Broadcasting Company Inc. for \$100,000. Sellers are each selling their one-third interest in licensee. Buyer is headed by G. Harold Wright Jr., who currently owns one-third interest in licensee. Wright also owns 80% of KWEY-AM-FM Weatherford, OK. Filed June 16.

■ **WRTQ(FM)** Harrisburg, PA (88.1 mhz; 260 w)—Seeks assignment of CP from Temple University to trustees of University of Pennsylvania for \$5,000. Seller is also licensee of WRTI(FM) Philadelphia and WJAZ(FM) Summerdale, both Pennsylvania, and is permittee of WRTY(FM) Jackson Township, PA, and WRTX(FM) Dover, DE. Buyer has no other broadcast interests. Filed June 18.

■ **KAQQ(AM)-KISC(FM)** Spokane, WA (AM: 590 khz; 5 kw-U; FM: 98.1 mhz; 94 kw; ant. 2,030 ft.)—Seeks assignment of license from Lilac City Broadcasting Company to Silverado Broadcasting Co. for \$3.95 million ("Changing Hands," June 22). Assignment includes KWGM(AM)-KSGO(FM) Stockton-Tracy, CA, selling for \$1.288 million (see above). Self-

er is subsidiary of Home News Co., headed by William W. Boyd, and recently sold WEVU(TV) Naples, FL ("For the Record," March 30). It is parent of licensees of WKPT(AM)-WTFM(FM)-WKPT(TV) Kingsport, WKTP(AM) Jonesborough, KTYD(FM) Santa Barbara, CA, and WINE(AM)-WRKI(FM) Brookfield, CT. It also publishes eight newspapers. Buyer is headed by Ronald Miller (75%) and John Winkel (25%). Miller owns licensee of KVIQ(TV) Eureka, CA; his wife Diane has interests in licensee of six TV's.

■ **WHKE(TV)** Kenosha, WI—See "Changing Hands," p. 53.

Actions

■ **KWEZ(FM)** Trumann, AR (106.7 mhz; 6 kw; ant. 354 ft.)—Granted assignment of license from W-R-I Enterprises to Eagle Communications Inc. for \$250,000 and assumption of bank debt. Seller is partnership between John J. and John W. Shields, father and son; they have no other broadcast interests. Buyer is headed by John J. Shields and James R. Adkins, who have interests in licensees of KDRS(AM)-KLQZ(FM) Paragould and KSRB(AM) Hardy, AR. Action June 17.

■ **KBRG(FM)** Fremont (San Jose), CA (104.9 mhz; 3 kw; ant. 300 ft.)—Granted transfer of control from Radio America Inc. to EXCL Communications Inc. for \$5,187.5 million. EXCL is also purchasing KLOK(AM) from assignor for \$6,062.5 million ("Changing Hands," May 4). Seller is headed by Daniel and James Villanueva, and is also purchasing KPLS(AM) Orange, CA ("Changing Hands," May 4). Buyer is headed by Estelle Gonzalez-Walgreen and Christopher Marks, and has no other broadcast interests. Action June 16.

■ **KLOK(AM)** San Jose, CA (1170 khz; 50 kw-D, 5 kw-N)—Granted assignment of license from Bahia Radio Inc. to Metro Mix Inc. for \$6,062.5 million. Seller is headed by Daniel L. Villanueva, who also has interests in buyer of KPLS(AM) Orange, CA. Buyer is headed by Christopher Marks, and has no other broadcast interests; assignee is subsidiary of EXCL Communications Inc. Action June 16.

■ **KWHO(FM)** Weed, CA (100.9 mhz; 5.5 kw; ant. 1,462 ft.)—Granted assignment of license from Florence M. Gaskey to Tristar Broadcasting Corporation Inc. for \$360,000. Seller has no other broadcast interests. Buyer is headed by Thomas F. Erickson, and has no other broadcast interests. Action June 16.

■ **KUBD(TV)** Denver, CO (ch. 59; 5,000 kw-V; 500 kw-A; ant. 1,109 ft.)—Granted assignment of license from The Denver Channel 59 Partnership Ltd. to UHF Channel 59 Corp. for no cash consideration; assignment is filed to reflect tax and legal changes as result of sale of Colorado Broadcasters limited partnership interests; no actual ownership changes will occur. Licensee is headed by David M. Drucker (20%) and Chas Ergen (80%), who have interests in Echonet Corp., licensee of KDMD(TV) Anchorage, and LPTV's K22AG Anchorage, K49CJ Colorado Springs and K54CQ Fort Collins, both Colorado; K49AY Cheyenne, WY, and K11SF Austin, TX. Action June 16.

■ **WQQW(AM)** Waterbury, CT (1590 khz; 5 kw-U)—Dismissed app. of transfer of control from Comko Ltd. to Thomas W. Coffey and Robert W. Somerville for \$8,000. Seller is headed by Richard D. Barbieri Sr., and has no other broadcast interests. Buyer is headed by Coffey (33.3%), Somerville (33.3%) and Ellen Duncan (33.4%). Action June 17.

■ **WMIB(AM)** Marco Island, FL (1480 khz; 1 kw-U)—Granted assignment of license from Teiwe Broadcasting Co. to Marco Island Broadcasting Inc. for \$70,000. Seller is headed by Harry Teiwe and

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aural.—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; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presumptive 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.

Heinz Bauer, and has no other broadcast interests. **Buyer** is headed by Terry Lee Trunzo, who is general manager of WCOO(FM) Immokalee, FL. Action June 15.

■ **WDCY(AM) Douglasville, GA** (1520 khz; 2.5 kw-D)—Granted assignment of license from William C. Dunn to The Parris Group Inc. for \$145,000. **Seller** has no other broadcast interests. **Buyer** is headed by Kenneth O. Parris, and has no other broadcast interests. Action June 15.

■ **WCAZ-AM-FM Carthage, IL** (990 khz; 1 kw-D, 9 w-N; FM: 92.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Bryan Broadcasting Inc. to Reality Plus Corp. for \$850,000. **Seller** is headed by Dan C. Bryan, and has no other broadcast interests. **Buyer** is headed by John P. Jamison (60%), and has no other broadcast interests. Action June 22.

■ **WEWZ(FM) Elwood, IN** (101.7 mhz; 3 kw; ant. 141 ft.)—Granted assignment of license from Joel Schneider Broadcasting Inc. to Phoenix Broadcasting Corp. for \$80,000. **Seller** is headed by Joel Schneider, and has no other broadcast interests. **Buyer** is La Mar E. Hughes, and has no other broadcast interests. Action June 17.

■ **WKVG(AM) Jenkins, KY** (1000 khz; 1 kw-D)—Granted assignment of license from Kincraft Industries to Martins & Associates Inc. for \$40,000. **Seller** is headed by general partners James W. Craft and Anna C. Kincer, and is licensee of WIFX-FM Jenkins, KY. **Buyer** is headed by Jerry A. Martin, and has no other broadcast interests. Action June 15.

■ **WRNO-FM New Orleans** (99.5 mhz; 100 kw; ant. 1,049 ft.)—Granted transfer of control from Gulf South Broadcasters Inc. to Radio WRNO-FM Inc. for \$770,000. **Seller** is headed by Joseph M. Costello III, who controls international station WRNO Worldwide. Costello also owns stock of licensee of KXOR(FM) Thibodaux, to be transferred to him prior to consummation of WRNO-FM. He also has interests in KKAY-AM-FM Whitecastle-Donaldsonville, LA. **Buyer** is headed by Thomas R. Galloway Sr., 100% owner of licensees of KPEL(AM)-KTDY(FM) Lafayette and WGMB(TV) Baton Rouge, both Louisiana; KEZA(FM) Fayetteville, AR, and KPEJ(TV) Odessa, KWKT(TV) Waco and KVEO(TV) Brownsville, all Texas. Action June 16.

■ **WBME(AM) Belfast, ME** (1230 khz; 1 kw-D, 250 w-N)—Dismissed app. of assignment of license from Marine Broadcasting Co. to Harvest Broadcasting of Maine Inc. for \$5,000. **Seller** is headed by Douglas L. Brown, and has no other broadcast interests. **Buyer** is headed by William Wittik, and has no other broadcast interests. Action May 14.

■ **WCVX(TV) Vineyard Haven (Providence-New Bedford), MA** (ch. 58; 1,191 kw-V; 119.1 kw-A; ant. 470 ft.)—Granted assignment of license from Cape Cod Television Inc. to Cape Television Inc. for \$826,000. Station, which is not on air, is asset of subsidiary of receiver Sentry Savings Bank, Massachusetts, and is being sold by Resolution Trust Corp. **Buyer** is headed by Paul P. Flynn, and has no other broadcast interests. Action June 16.

■ **WHGR(AM)-WUPS(FM) Houghton Lake, MI** (1290 khz; 5 w-U; FM: 98.5 mhz; 100 kw; ant. 480 ft.)—Granted transfer of control from licensee Northlands Communications Inc. to Melling Tool Company, auto parts manufacturer, for no cash consideration; Harry Melling, 100% stockholder of licensee and owner of transferee, is transferring his shares for estate planning, tax and other purposes. John M. Salov, president of licensee, has application of CP for new FM at Hudson, MI. Gary B. Mallernee, director, has 75.6% interest in licensee of WTVB(AM)-WNWN(FM) Coldwater and WHEZ(AM) Portage, both Michigan. Action June 10.

■ **KQAQ(AM) Austin, MN** (970 khz; 5 kw-D; 500 w-N)—Granted assignment of license from S & D Broadcasting Co. to Robert E. Ingstad and Janice M. Ingstad for \$160,000. **Seller** is headed by James W. Hall, and has interests in KHAK-AM-FM Cedar Rapids, IA. Vice president Darrell Solbey has interests in WNNO-AM-FM Wisconsin Dells, WI. Chairman Larry W. Edwards has interests in WMT-AM-FM Cedar Rapids, IA. **Buyer**, Robert Ingstad, has

interests in KGFX-AM-FM Pierre, SD; KBUF(AM)-KKJQ(FM) Garden City, KS; KKO(AM)-KKPR(FM) Kearney, NE; KQPR-FM Albert Lea, KDHL(AM)-KQCL(FM) Faribault and KWMB(AM) Wabasha, all Minnesota, and permittee of KQLW(FM) Wabasha KVG(FM) Spring Valley and KLZZ(FM) Deer River, all Minnesota. Action June 12.

■ **KYRO(AM) Potosi, MO** (1280 khz; 500 w-D)—Granted assignment of license from Mid Central Broadcasting Co. Inc. to James T. Porter for \$100,000. **Seller** is headed by James W. Crismon, and has no other broadcast interests. **Buyer** has no other broadcast interests. Action June 17.

■ **KIXR(FM) Ponca City, OK** (100.1 mhz; 3 kw; ant. 299 ft.)—Returned app. of transfer of control within licensee Kix Communications Inc. for \$250,000. **Seller** is Frank Chappell, selling 51% to **Buyer** Bill Burns. Principals have no other broadcast interests. Action Feb. 27.

■ **KYKR(FM) Beaumont, TX** (95.1 mhz; 100 kw; ant. 500 ft.)—Dismissed app. of assignment of license from Triplex Communications Inc. to Gulfstar Broadcasting for \$425,000 ("Changing Hands," May 4). **Seller** is headed by Charles P. Frischmann, and has no other broadcast interests. **Buyer** is headed by R. Steven Hicks, and is licensee of KLV(AM)-KYKR(FM) Beaumont, TX. Hicks also has interests in licensee of KVET-FM Austin, TX. He also owns Capstar Inc., ultimate licensee of

WJDS(AM)-WMSI(FM) Jackson, MS, WSSL-AM-FM Greenville, SC, WSIX-FM Nashville. Capstar is part of merger forming CF Media, consolidation of broadcast interest of Robert F.X. Sillerman (see BROADCASTING, March 23). Action June 15.

■ **KNGV(FM) Kingsville, TX** (92.7 mhz; 3 kw; ant. 210 ft.)—Granted assignment of license from Bruton Broadcast Communications Inc. to Kingsville Radio Co. Inc.; **Seller** defaulted on payment to Kingsville Radio Co. for principal amount of \$425,000. Bruton is also selling KDSI(AM)-KQNN(FM) Alice, TX (see above). **Seller** is headed by Robert R. Bruton, and has no other broadcast interests. **Buyer** is headed by Michelle S. Martin. Her father, George W. Marti, is purchasing KDSI(AM)-KQNN(FM) Alice, TX, from assignor. Action June 15.

■ **KXGM(FM) Muenster, TX** (106.5 mhz; 6 kw; ant. 328 ft.)—Granted transfer of control of licensee Gain-Air Inc. for \$10,000. **Seller** is Robert H. Wurst, transferring 41% interest. **Buyer** is Charley Henderson, who will own 90%. Principals have no other broadcast interests. Action June 12.

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

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,978	231	5,209
Commercial FM	4,662	989	5,651
Educational FM	1,537	310	1,847
Total Radio	11,177	1,530	12,707
Commercial VHF TV	558	13	571
Commercial UHF TV	580	167	747
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	1,497	195	1,692
VHF LPTV	457	146	603
UHF LPTV	786	831	1,617
Total LPTV	1,243	977	2,220
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.
¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.
 Source: Nielsen, NCTA and Broadcasting's own research.

broadcast interests. Action June 15.

■ **KCUA(FM) Coalville, UT** (92.5 mhz; 330 w; ant. - 138 ft.)—Granted assignment of CP from Gene Guthrie to Community Wireless of Park City Inc. for \$18,812. Seller has no other broadcast interests. Buyer is headed by Blair Feulner and Dee McCarthy, and is licensee of non-commercial KPCW(FM) Park City, UT. Action June 16.

■ **KZTA(AM)-KIHS(FM) Yakima, WA** (AM: 930 khz; 1 kw-D, 127 w-N; FM: 99.3 mhz; 630 w; ant. 590 ft.)—Seeks assignment of license from Big Bang Inc., debtor-in-possession, to KZTA Broadcasting Inc. for \$250,000. Seller is headed by Andrew J. Vallejo, who will be 10% stockholder of assignee. Buyer is headed by Amador S. Bustos, who has interests in licensees of KSQQ(FM) Morgan Hill, CA. He is also permittee of KQLB(FM) Los Banos, CA, and is in process of selling station to partner. Bustos is also sales manager at KLOK(AM)-KBRG(FM) Fremont, CA. Action June 8.

■ **WHYB(FM) Peshtigo, WI** (96.1 mhz; 6 kw; ant. 377 ft.)—Granted assignment of CP from Good Neighbor Broadcasting Inc. to Janet M. Callow for \$30,000. Seller is headed by William J. Sauve, and is licensee of WAGN(FM) Menominee, MI. Vice president Gary R. Johnson has 50% interest in WLDX-AM-FM Ladysmith, WI. Buyer has no other broadcast interests. Action June 18.

NEW STATIONS

Applications

■ **Douglas, AZ** (BPCT920612KF)—NPG of Arizona Inc. seeks ch. 3; 20 kw; ant. 53.8 m. Address: 115 West Drachman St., Tucson, AZ 85705. Applicant is headed by David R. Bradley Jr., and is owned by News-Press & Gazette Co.; applicant proposes to operate station as satellite of KOLD-TV Tucson, AZ. Filed June 12.

■ **Detroit Lakes, MN** (BPH920514MI)—Robert D. Spilman seeks 102.3 mhz; 50 kw; ant. 150 m. Address: Route 4, Box 115 Highland Dr., Detroit Lakes, MN 56501. Applicant has interests in KDLM(AM)-KKDL(FM) Detroit Lakes, MN, and will divest of stations if CP is granted. Filed May 14.

Actions

■ **Tempe, AZ** (BPH830831AI)—Granted app. of Grimm & Clifford for 97.9 mhz; 100 kw; ant. 494 m. Address: 309 First National Bank Bldg., Abilene, TX 79604. Applicant has no other broadcast interests. Action June 16.

■ **Beaumont, CA** (BPH910702MC)—Dismissed app. of Chasid Co. for 100.9 mhz; 825 kw; ant. 174 m. Address: 711 Xenia St., Apt. 27, Beaumont, CA 92223. Applicant is headed by general partners Charles Hobbie and Sidney R. Garris, and has no other broadcast interests. Action June 18.

■ **Beaumont, CA** (BPH910702MD)—Dismissed app. of Edward L. Masry for 100.9 mhz; 63 kw; ant. 177 m. Address: 111 Lake Shore Dr., Rancho Mirage, CA 92270. Applicant has no other broadcast interests. Action June 18.

■ **Beaumont, CA** (BPH910703MG)—Dismissed app. of Eastland Bcg Corp. for 100.9 mhz; 3 kw; ant. 91 m. Address: 3907-A Chicago Ave., Riverside, CA 92507. Applicant is headed by Michael L. Kennedy, and has no other broadcast interests. Action June 18.

■ **Beaumont, CA** (BPH910705MJ)—Dismissed app. of Sema Broadcasting Inc. for 100.9 mhz; 3 kw; ant. -8 m. Address: 200 N. Robertson Blvd. #242, Beverly Hills, CA 90211. Applicant is headed by Martin G. Serna, and has no other broadcast interests. Action June 18.

■ **Gualala, CA** (BPH910905MA)—Granted app. of Gerhard J. Hanneman for 100.5 mhz; 6 kw; ant. 204 m. Address: P.O. Box 200, The Sea Ranch, CA 95497. Applicant has no other broadcast interests. Action June 17.

■ **Basalt, CO** (BPH891213MI)—Granted app. of Caren Lacy for 106.1 mhz; 3 kw; ant. 100 m. Address: 247 Pine Ridge Loop, Durango, CO 81301. Applicant has no other broadcast interests. Action June 17.

■ **St. George, UT** (BPH910102MF)—Granted app. of Marvin K. Frandsen for 95.9 mhz; 96.63 kw; ant. 599 m. Address: 965 S. 400 E., Providence, UT 84332. Applicant is majority stockholder of licensee of KBLI(AM)-KLCE(FM) Blackfoot, ID, and assignee of KTEE(AM) Idaho Falls, ID. He is also permit-

tee of LPTV's in Hailey and Ketchum, both Idaho. Action June 15.

FACILITIES CHANGES

Actions

FM's

■ **Newberry, MI** WNBX-FM 93.7 mhz—Granted app. of Jack St. Andre (BPH-911219IF) for CP to make changes; change ERP: 6 kw (H&V); ant.: 85 m. Action May 27.

■ **Oscoda, MI** WXJD(FM) 95.7 mhz—Forfeited and cancelled CP of Iosco County Communications Inc. (BPH-871023ML) for CP for new FM, ERP: 50 kw H&V, ant.: 150 m., 44 37 13 - 83 29 15; call sign deleted. Action June 12.

■ **Anoka, MN** KQQL(FM) 107.9 mhz—Dismissed app. of Trumper Comm of Ill Ltd. (BPH-890314MQ) for CP to make changes; change ant.: 595 m.; make changes in directional antenna. Action June 8.

■ **Grand Marais, MN** WBFX(FM) 100.5 mhz—Forfeited and canceled app. of Lakehead Broadcasting Co. Inc. (BPH-870908MK) for CP for new FM, ERP: 100 kw H&V, ant.: 301 m., 47 59 13 - 90 24 12; amended to change TL: 47 58 33 - 90 05 53; amended to change freq: 95.3 mhz; (per docket #88-143); call sign deleted. Action June 12.

■ **Bruce, MS** WLFQ(FM) 94.5 mhz—Forfeited and canceled app. of Kerry W. Hill (BPH-851204MA) for CP for new FM; ERP: 3 kw H&V; ant.: 328 ft.; TL: 3 mi. NNE of Bruce SL-RC: T.B.D. 34 01 48 - 89 17 15; major environmental action under section 1.1305; call sign deleted. Action June 12.

■ **Golden Valley, MN** KQRS-FM 92.5 mhz—Granted app. of KQRS Inc. (BPH-920421IE) for CP to make changes: ERP: 40 kw (H&V). Action May 27.

■ **Worthington, MN** KLES(FM) 93.5 mhz—Forfeited and canceled CP of KNRJ Inc. (BPH-850712NR) for new FM; ERP: 3 kw H&V; ant.: 328 ft.; TL: 4.2 mi. E and 1.2 mi. south of Worthington, SL-RC: T.B.D. 43 35 55.5 - 95 29 18; call sign deleted. Action June 12.

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Fates & Fortunes

TELEVISION

Warren Littlefield, president, NBC Entertainment, Los Angeles, has been elected president of Hollywood Radio and Television Society by its board of directors. He succeeds Lorimar Television President Leslie Moonves.



Warren Littlefield

Richard Eigendorff, VP, financial planning and administration, Showtime Networks, New York, named VP, assistant treasurer, Viacom International, New York.

Steve Mendelson, senior VP, comedy development, Columbia Pictures Television, Los Angeles, named executive VP, comedy development.

Stuart Rekant, principal, Stuart B. Rekant Inc., New York, joins U.S. News Productions, New York, the newly created programming unit of U.S. News and World Report, as president and chief operating officer.

Rik Sandoval, principal, Tri-Mark Group, Studio City/Northridge, Calif., joins Metro-Goldwyn-Mayer as director, distribution publicity, worldwide operations.

Skip Chasey, VP, business affairs, executive in charge of production, Patchett Kaufmann Entertainment, New York, named executive VP, Patchett Kaufmann Entertainment, Culver City, Calif.

Mike Mellon, VP, media strategy, Buena Vista Television, Burbank, Calif., joins Paramount Pictures

Television, domestic television division, as senior VP, research.

Katie Chin, manager, promotions, Buena Vista Television, Burbank, joins Twentieth Century Fox Licensing and Merchandising as director, worldwide promotions, television.

Robert Dubelko, VP, finance, Carsey-Werner Company, Beverly



Rik Sandoval



Mike Mellon

Hills, Calif., named senior VP and chief financial officer in addition to becoming chief financial officer and treasurer of Carsey-Werner Distribution, Inc.

Michael Birnbaum, director, strategic planning, Spelling Entertainment, Los Angeles, named VP, corporate development.

Caran Frater, NTI coordinator, Worldvision Enterprises, New York, named national research analyst.

Justin Pierce, senior VP, media relations and special projects, New World Television, Los Angeles, joins TriStar Television, Los Angeles, as director, publicity.

Teri Whitcraft, senior field producer, *A Current Affair*, named broadcast producer, *A Current Affair* and *A Current Affair Extra*.

Joy Every, director of development, Hanna Barbera Productions, Hollywood, named VP, development, motion pictures.

Steve Kimatian, president, general manager, WKBW-TV Buffalo, N.Y., joins WIVB-TV there as VP, general manager.



Justin Pierce

Steve Hagedorn, senior writer, producer, WJLA-TV Washington, named promotion manager.

John Rizzuti, local sales manager, WFAA-TV Dallas-Fort Worth, joins WVEC-TV Hampton Roads, Va., as general sales manager.

Charles Gross, senior VP, media business division, Heller Financial, Chicago, joins Newsweb Corp.,



Charles Gross

Chicago, owner of WPWR(TV) Gary, Ind. (Chicago), as VP, chief financial officer.

Wendy Kaiser, director of creative services, WTVJ-TV Miami, joins WPIX New York, as VP, creative services.

Karen Doyne, senior VP, Fleishman-Hillard, Washington, joins Public Broadcasting Service, Alexandria, Va., as director, national press relations.

Appointments, Raycom, New York: **Ken Cerick**, senior account director, named VP, corporate development; **Laurie Greenberg**, account executive, named senior account director, and **Mike Medina**, office supervisor, named office manager.

Gordon Haines, executive vice president, First Choice Canadian Communications Corp., Toronto, joins Alliance Communications Corp. there as chief operating officer for media company with cable and TV holdings.

Max Page, executive producer and Washington bureau chief, Gannett News Service/television, named di-

rector, communications and broadcast services of Gannett's Freedom Forum, Arlington, Va.

Angie Samuelson, weekend sports anchor, KQTV St. Joseph, Mo., joins KDLT-TV Sioux Falls, S.D., as sports director and anchor.

Alan Upchurch, executive producer, WXYZ-TV Detroit, named assistant news director.

John Murphy, reporter and sports anchor, WKBW-TV Buffalo, N.Y., named sports director.

Appointments at Blair Television, New York: **Jerry Maffia**, sales research manager, red and gold divisions, named assistant director, blue

ager, WKSJ-FM, named general sales manager of WWNC-AM and WKSJ-FM.

William Files, general manager, WJLS AM-FM Lansing, Mich., named VP, general manager.

Marc Morgan, VP and general manager, WCKG-FM Elmwood Park, Ill. (Chicago), named VP and general manager of WSB-AM-FM Atlanta.

Tim Shears, general sales manager, MNN Radio Networks, St. Paul, named VP, advertising sales.

Bud Stiker, VP, general manager, WBT AM-FM Charlotte, N.C., joins Bonneville Broadcasting System, Northbrook, Ill., as marketing consultant.

Jerry Nachman, VP, editor, *New York Post*, and former broadcast executive, joins Time Warner New York News Channel, New York 1 News, as consultant.

Appointments at Nickelodeon/Nick at Nite, New York: **Scott Webb**, VP, creative director, named senior VP, creative director; **Lisa Judson**, creative services director, Fox Television's *A Current Affair*, joins as VP, ACME creative group, off-air division.

Appointments at HBO, New York: **Rob Martin**, director, business information planning, named VP, network programming systems, and **Abe Cytryn**, director, revenue systems,



Wendy Kaiser



Gary Taylor



William Files



Kitsie Riggall



Joshua Katz

sales division, and **Jim Rose**, market research specialist, named sales research manager, red and gold divisions.

Dee Rizzuto, account executive, Blair Television, Philadelphia, named sales manager.

RADIO

Gary Taylor, president, Broadcast Promotion and Marketing Executives, and former senior VP, general manager, Unistar Radio Network, joins KIOI-FM San Francisco as VP, general manager.

Appointments at WMZQ-FM Washington: **Gary McCartie**, program director, named operations manager; **Tom Rivers**, program director, WQYK-FM Tampa, Fla., joins as program director and co-host, morning show.

Appointments at Heritage Broadcast Group, Asheville, N.C.: **Stephen Godofsky**, group president, assumes additional duties as general manager, WWNC-AM and WKSJ-FM, and **Rennold Madrazo**, general man-

Appointments at Turner Broadcasting System, Inc., Atlanta: **Gary McKillips**, director of corporate communications, named VP, public relations, corporate and sports divisions, and **Kitsie Riggall**, VP, public relations, entertainment division, named VP, financial communications and director of investor relations.

Joshua Katz, marketing director, Entertainment Marketing and Communications, New York, joins the Cartoon Network as VP, marketing.

named VP, customer information systems.

Matt Farber, VP music programming, MTV, New York, named VP, programming, new business.

Ann Koets, director, corporate reporting, TCI, Denver, named director, financial reporting.

Appointments, Viewer's Choice, New York: **Lindsay Gardner**, director of sales and marketing planning, named director, corporate planning and new business development, and **Holly Leff**, from Cooper, Epstein and Hurewitz, Beverly Hills, joins as director, event programming.

CABLE

BELL OF THE BALL

Former ABC News and *Good Morning America* anchor Steve Bell will trade in the anchor desk for a podium this fall as the new Edmund F. and Virginia B. Ball chair in telecommunications at Ball State University, Muncie, Ind. The chair was created in 1990 with a \$1 million gift from the Balls. Edmund Ball is director emeritus of the Ball Corporation and retired president and chairman of the board. Since his departure from ABC News in 1987, Bell has anchored for KYW-TV Philadelphia and served as national correspondent for parent Group W. He can be seen daily on USA Network's *USA Updates*, co-produced by KYW-TV and Group W.

Andrew Bouldin, director, interactive programing, Continental Cablevision, Culver City, Calif., joins Digital Cable Radio, Hatboro, Pa., as account executive, Western region.

James E. Lautz, management consultant, Independent Television News, New York, joins Rainbow Advertising Sales Corp. as sales manager, SportsChannel Pacific, San Francisco.

Appointments at Midwest CATV, Englewood, Colo.: **John Johnson**, VP, material, named VP, sales, responsible for Denver and Southwestern division MSO sales; **Bill Cody**, sales manager, Southwestern and Southern division, named VP,



Jerry Nachman



Lisa Judson



Lindsay Gardner

sales, southern regional and South and Central American business, **Martin Suter**, manager, special opportunities, central region, named outside sales representative for Ocala, Fla., and **Richard McClung**, MIS analyst, named manager, MIS.

TECHNOLOGY

Susan Buchanan, senior VP, information management, McGraw Hill Corp., New York, joins Nielsen Media Research as VP, information technology.

Appointments at C-Cor Electronics, State College, Pa.: **Dick Taylor**, national sales manager, to Eastern sales director; **Dan Traylor**, national accounts manager, to Western sales director.

ADVERTISING

Susan Appelbaum, freelance producer, Rockett, Burkhead, Lewis and Winslow, Raleigh, N.C., joins DDB Needham, Washington, as director of broadcast production.

Philip Reilly, account executive,

DDB Needham, Chicago, named account supervisor.

DEATHS

Lincoln Dellar, 85, president of Lincoln Dellar and Co., died of pneumonia June 26 at his home in Santa Barbara, Calif. Dellar began his career in radio as general manager of KGB(AM) San Diego in 1932. In 1935, he joined CBS Radio, New York, as a salesman. In 1938 he became general manager of then CBS-owned WBT(AM) Charlotte, N.C. In 1940 he returned to the West Coast and was named VP, general manager, of KSFO(AM) San Francisco. Follow-

ing World War II, Dellar built KXOA-AM-FM Sacramento, followed by KXOB(AM) (now KJOY-FM Stockton, Calif.); KXOC(AM) (now KPAY-FM Chico), and purchased KDB-FM Santa Barbara. He created Western Radio Sales to rep the stations, which he would later sell to Daren McGavren, which eventually became McGavren Guild Radio. He continued to build, buy and sell stations until a planned first retirement in 1958 prompted him to sell interest in all his stations. The retirement was short-lived. Several months later he opened Lincoln Dellar and Co., and bought numerous California stations. He was also a partner in the initial development of cable TV for the Bakersfield (Kern County) area. He is survived by his wife, Sylvia, and two children.

Joe Gratz, 76, retired radio and television broadcaster, died of a heart attack June 14 while on vacation in Hamburg, Germany. Following graduation from Harvard in 1936, he joined CBS Radio, eventually becoming director of sustaining programs, popular music. After military service in World War II, Gratz returned to

CBS Television as assistant director until leaving to join Warwick and Legler, New York ad agency, in 1952. In 1958, he bought part interest in KBON(AM) Omaha. He moved to Tampa, Fla., in 1965 and managed WYOU(AM) until 1971. Other broadcast interests included WELE(AM) Daytona Beach, Fla., and WELE-FM Deland, Fla. He retired in 1975. Survivors include his wife, Ann, and two sons.

Lewis Freedman, 66, founding director of the William Benton Broadcast Project at the University of Chicago, died of complications of a stroke June 25 at his Chicago home. Freedman graduated from Harvard University in 1946 and began his broadcast career as a stage manager for CBS. In 1956, he became producer of *Camera Three* on CBS. He also produced *Play of the Week* for WNET-TV New York, producing 40 shows including *The Iceman Cometh*, with Jason Robards and Robert Redford. Freedman was one of the founders of the Public Broadcasting Library. He was VP, programing, at PBS in New York, and served as executive producer of dramatic programs at CBS from 1972 to 1974. He was in charge of Bicentennial programming for the network and created "Bicentennial Minutes," which won Emmy and Peabody awards. From 1979 to 1982, he was director of the Corporation for Public Broadcasting program fund. He became a freelance producer in 1982. Freedman joined the University of Chicago in 1987 to work with the William Benton Fellowships in the Broadcast Journalism Program.

Fred Robbins, 73, radio-TV personality, died of lymphoma June 23 in New York City. Robbins began his career at WITH(AM) Baltimore as an air personality. In 1942 he joined WHN(AM) radio in New York City and was the host of *1280 Club* on WOV(AM) radio and *The Robbins Nest* over stations WINS(AM), WABC(AM) and WNEW(AM) for more than 10 years. In television he served as master of ceremonies on *The Eddie Fisher Coke Time Hour* and emceed the NBC quiz show *Haggis Baggis*. In recent years, Robbins was a feature interviewer on *Show Biz Today* for CNN and *Headline News*. Survivors include his wife, Ingrid, and daughters Cathy and Lorelei Robbins.

Fifth Estater

ARTHUR WILLIAM CARLSON

In a broadcasting world where the only constant seems to be change, Art Carlson has been a model of consistency for over three decades.

In the revolving-door world of radio, he has held essentially the same job for 31 years, first as vice president in charge of radio for Susquehanna Broadcasting and now as president of Susquehanna Radio Corp.

And for 25 years, he has had nearly perfect attendance at Radio Advertising Bureau board of director meetings, providing a steadying influence on an association that has had its share of ups and downs.

"I think of him as one of the real leaders of our industry," says Gary Edens, chairman and CEO of Edens Broadcasting. "He's been one of the real guiding forces of the RAB, and he's also operated stations in markets as small as York and Scranton [both Pennsylvania] and in markets as huge as San Francisco."

Along the way, Carlson has been at the forefront of several major developments in the radio industry, ranging from the evolution and application of radio research to the sudden rise of the Top 40 format.

Like many other broadcasters of his generation, Carlson's love affair with radio began at a young age. As a boy growing up in northern Minnesota in the late 1930s, he amused himself by charting the weekly changes on the Lucky Strike hit parade and scanning the AM dial for far-away signals.

As a college student, he worked summers at WXLT(AM) Ely, Minn., a startup where he did everything from sweeping the floors to calling baseball play-by-play.

Carlson soon abandoned his goal of being a famous play-by-play man, turning instead to radio sales after he graduated from college in 1950. He strayed from radio only once, and only briefly, when he took a job selling time for KEYD-TV St. Paul in 1954. "I learned something then that I think is true today: selling television is boring. It just isn't as much fun or as creative as selling radio."

Carlson owes his return to radio to



one of his early mentors—Stephen Labunsky, now executive director of the International Radio and Television Society, who was running WDG(AM) in Minneapolis in the mid-1950s. "We were recruiting new salesmen," Labunsky recalls. "And Art Carlson didn't see the ad, didn't hear about it, but walked in and applied for the job. I hired him on the spot."

It was at WDG, then a cutting-edge Top 40 station owned by Storz Broadcasting, that Carlson established himself as an expert in applying radio research. The industry then relied largely on research known as Hooper ratings, which were not easily converted into statistics that could be used for sales.

"I seemed to be the only one in the Storz company who could average a Hooper [rating]," Carlson says. "So they would send me the Hoopers from Miami, Kansas City, Omaha and New Orleans, and I would average them."

From Storz, Carlson went to the American Broadcasting Network, an ultimately unsuccessful ABC off-

shoot, where he served as a sales and research specialist. Although ABN failed, Carlson's research skills and familiarity with the Top 40 format impressed one of the affiliates: Louis Appell, then running WSBA(AM) York.

So impressed was Appell that he hired Carlson to run WARM(AM) in Wilkes-Barre/Scranton, and Carlson quickly made the station a success. "After 60 days we had a 40 share of the market," he says. "That was a little extreme, but that kind of growth was pretty common in those days if you were the first station in town with Top 40."

Before long, Appell had three stations under the Susquehanna banner, and tapped Carlson in 1961 as vice president in charge of radio—essentially the same job he has today. The group's holdings grew dramatically in the 1960s with the addition of stations in Providence, Long Island and Miami.

At Susquehanna, and at the RAB, Carlson has made his mark as a broadcaster who believes that an aggressive, enterprising sales staff drives a station.

"We honor great sales with probably more enthusiasm than we honor great profit," he says, speaking of Susquehanna. Of his philosophy on radio management in general, he says: "The underlying part, I guess, is to sell the hell out of it."

As for radio's future within the rapidly changing media mix, Carlson re-

mains resolutely optimistic. "No matter what kind of scenario you create, technologically, for the future, it's hard to imagine that, no matter what the form of transmission, there won't be an audio communication system."

President, Susquehanna Radio Corp., York, Pa.; b. Nov. 4, 1929, St. Paul, Minn.; BBA, University of Minnesota, 1950; salesman, WMIN(AM), Minneapolis-St. Paul, 1950; salesman, KSTP(AM), St. Paul, 1953; salesman, KEYD-TV St. Paul, 1954; salesman, WDG(AM) Minneapolis, 1955; station services, ABC, New York, 1957; VP, general manager, WARM(AM) Wilkes-Barre-Scranton, Pa., 1958; VP, general manager, WHLO(AM), Akron/Canton, Ohio, 1960; VP, radio, Susquehanna Broadcasting, York, Pa., 1961; senior VP, radio, Susquehanna Broadcasting, 1978; president, Susquehanna Radio Corp., 1986; m. Linda Laputka, April 2, 1978; children: Kathryn, 23; Robert, 20; Terrence, 24; Jennifer, 21 (from previous marriage); James, 11.

Broadcasting In Brief

Among several **amendments approved in the Senate's aid package** for countries of the former Soviet Union and Eastern Europe (S. 2532) passed last Thursday (July 2) was a **plan to use telecommunications technologies to transmit instructional programming** to those countries.

Media broker Gary Stevens, as receiver and broker for GMX Corp., **sold GMX's remaining stations.** WHNK(AM)-WRLT-FM Nashville was sold to a group led by the stations' general manager Ned Horton for \$505,000, and KLCL(AM)-KHLA(FM) Lake Charles, La., and WNAU(AM)-WWKZ(FM) Tupelo, Miss., were sold to Radio South Inc., headed by Houston L. Pearce, former NAB board member, for \$1.2 million.

Production has begun on the sixth season of *Star Trek: The Next Generation*, with the shift of some top production executives. The series,

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 21. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	11.7/228/99
2. Jeopardy!	10.2/217/98
3. Star Trek	9.7/242/98
4. Oprah Winfrey Show	9.1/231/99
5. Entertainment Tonight	7.1/191/96
6. Married...With Children	6.8/175/92
7. Cosby Show	6.3/203/97
7. A Current Affair	6.3/175/94
9. Donahue	5.8/230/99
9. Inside Edition	5.8/140/90
11. Wheel Of Fortune-wknd	5.7/189/83
12. WKRP in Cincinnati	5.2/238/99
13. Sally Jessy Raphael	5.0/210/98
14. Hard Copy	4.8/175/92
15. Love Connection	4.6/191/93

which is produced by Paramount Network Television for syndication by Paramount Domestic Television, continues under the supervision of executive producers Rick Berman and Michael Piller. However, David

Livingston will move from producer to supervising producer, and former supervising producer Jeri Taylor will serve as co-executive producer. Frank Abatemarco, whose credits include former ABC series *Equal Justice* and *Mission Impossible*, joins as supervising producer. Berman and Piller will also be serving as executive producers of the January 1993 companion piece *Star Trek: Deep Space Nine* (see page 29), with production of 18 episodes set to begin in late August.

The FCC has ruled that **independently produced "bona fide" news interview programs qualify for the equal opportunities exemption.** The decision was in response to a request by PBS, the Association of America's Public Television Stations and the Independent Television Service. They argued that the FCC's policy that restricts eligibility for the bona fide news interview exemption to programs produced by "licensees" and "networks" is based on a mistaken reading of the Communications Act.

The CBS Evening News instituted a policy last week that **presidential candidates appearing in the program be given soundbites of not less than 30 seconds;** soundbites shorter than that will not be allowed in any stories. A recent study by the Center for Media and Public Affairs found that soundbites this election season had dropped to an average of 7.3 seconds, compared with 9.8 seconds in the last campaign and 42.3 seconds in 1968.

Since Jay Leno took over the *The Tonight Show* five weeks ago, Twentieth Television's late-night dating show, ***Studs*, has gained metered market ratings** at the apparent expense of Paramount Domestic Television's *The Arsenio Hall Show*. During the five-week (NSI, May 25-June

CABLE REREG BILL STATUS REPORT

Action on the House floor this week on the cable reregulation bill (H.R. 4850) is considered highly unlikely, despite making advances in the legislative process last week. A vote is expected soon after the recess for the Democratic National Convention (July 13-17).

The committee report on the bill was filed last Monday (June 29), only seven legislative days after being passed by the Energy and Commerce Committee (BROADCASTING, June 22). At the same time, Commerce Chairman John Dingell (D-Mich.) wrote to the House Rules Committee to request "a hearing at the earliest practicable date" to consider rules for offering amendments during the floor debate. No date for the hearing had been set at deadline last week, but it was anticipated that it could be held by this week. (The House will meet only two days during this post-holiday, pre-convention week.)

Dingell requested a "restrictive rule, with any amendment to the bill provided for review by the Rules Committee in advance of consideration." If the Rules Committee grants that ruling, it could make it more difficult for an amendment from another committee—such as Copyright Subcommittee Chairman William Hughes's (D-N.J.) cable compulsory license repeal bill (H.R. 4511)—to be amended to H.R. 4850.

A Judiciary markup on H.R. 4511 this week is also a strong possibility. Judiciary is expected to press to have H.R. 4511 amended to the cable bill rather than retransmission consent, which is supported by most Energy and Commerce members.

—RMS

26) post-Carson era, *Studs* has outperformed *Arsenio* in seven of 10 metered markets. However, the June 30 *Arsenio* received a major boost with the appearance of Ed-die Murphy, propelling the talk show to a 5.3 rating/15 share in the 25 NSI metered markets, beating *The Tonight Show's* 4.8 household rating average and tying its 15 share.

New York-based syndicator **MG Perin's** two-hour syndicated special, ***Heartstoppers...Horror at the Movies***, has been sold to more than **50 stations**, representing 50% of the U.S.

Even if House Judiciary Chairman Jack Brooks's (D-Tex.) **Antitrust Reform bill** (H.R. 5096) defeats considerable opposition from the regional Bell operating companies and the Bush administration to be enacted this year, **it may still be struck down by the courts**. During last week's H.R. 5096 markup (see page 10), several Judiciary Committee members referred to a letter from the American Civil Liberties Union pointing out constitutional flaws in the bill. H.R. 5096's strict entry test for providing information services violate the RBOC's First Amendment rights to free speech

POWER OF THE PRESS

A gunman who allegedly killed two people and wounded three others in a Fort Worth, Tex., courthouse last Wednesday (July 1), turned himself in to officials at WFAA-TV Dallas about six hours after the killings. According to WFAA-TV's Craig Harper, the gunman, George Lott, appeared in the station's lobby at 4:15 p.m., identified himself and asked to see news anchor Tracy Rowlett to tell his side of the story. Receptionist Ann Denicke calmly asked the man to "sign in," which he did, and summoned Harper and others to meet him in the lobby.

After giving up his weapon, Lott was escorted to the newsroom for an interview with Rowlett, at which point the police were notified. About 20 minutes later, he was taken into custody, without incident. "He was clearly ready to give himself up," said Harper. "But he wanted to tell Tracy Rowlett his side of the story first."

-SM

and could also be considered a bill of attainder (the enforcement of a penalty without due process), the ACLU says.

The House last week passed legislation to codify the deduction, for tax purposes, of intangibles, including FCC license and network affiliation contracts. However, in a 22-11 vote, the House Ways and Means Committee earlier decided not to make the deduction provision retroactive. J. Michael Hines, a partner with Dow, Lohnes & Albertson, said the legislation, while requiring Senate action, has a better chance than a predecessor bill.

Sun Radio Network completed the sale of Liberty Lobby Inc.'s stock, a major shareholder in the company, to Sound Communications Inc. of Atlanta for an amount "in the millions," according to Sun Radio Chief Operating Officer Bill Wardino.

The NAB last week asked the FCC to immediately issue a report and order reducing the minimum Emergency Broadcast System attention signal from 25 to 8 seconds. NAB also asked the FCC to issue a statement enumerating desirable system attributes before specifying an EBS standard.



Gary Gannaway, founder and CEO of Genesis Entertainment (l), was named Entertainment Entrepreneur of the Year and honored in a ceremony at the Century Plaza Hotel in Los Angeles. Gannaway won a regional competition sponsored by Merrill Lynch, the Ernst & Young accounting firm and Inc. magazine. Making the presentation is Ernst & Young's Ron Silver. Each of the winners of the regional competitions will compete for national winner at the Institute of American Entrepreneurs annual conference in November.



Chief Justice William Rehnquist allowed C-SPAN cameras into the Supreme Court for an hour-long interview with Brian Lamb for the cable network's Booknotes show that was to air yesterday (July 5). During the discussion of Rehnquist's new book, "Grand Inquests," Lamb asked whether the chief justice felt strongly about the ban on televising the court's proceedings or whether it will change over time. "I think the majority of the court—every time we've taken the matter up about television...—has felt that they did not want to further expand coverage...to television. And certainly the people who want radio and television coverage have good arguments on their side, but we simply have decided to leave matters as they were."

Editorials

TV: THE NEXT GENERATION

There was something epochal about the news out of the industry two weeks ago, somewhat surprising for what is traditionally the beginning of the news doldrums, when executives take off for their summer houses and public servants begin fleeing the nation's humidity capital.

First there was the annual state of the industry report from investment banker Veronis, Suhler, which predicts the broadcasting and cable businesses' respective ebb and flow will level off over the next five years, with viewership and advertising revenue stabilizing. "Cable and broadcasting are approaching an equilibrium. As cable expansion slows, broadcasting losses will end," says the report, which predicts that a rebounding economy and the completion of a cycle of corporate restructuring will boost media spending. We hope the prediction is on the mark. Broadcasters could use the financial stability given the technological sea change they are confronting.

That was the other issue coming to the fore last week with the filing of petitions by broadcast groups for modifications to the FCC's "two-year application, three-year construction deadlines" for implementation of digital high-definition transmission capability. NAB, MSTV and others believe the FCC deadlines for implementation and apparent lack of financing flexibility disadvantage broadcasters—particularly smaller market stations—to the benefit of the governmental interest in pushing for the new technology. Whether such modifications to the FCC plan are needed, or whether, as ABC and Fox argue, there is already enough flexibility in the FCC proposal to accommodate construction or implementation is an issue that needs to be resolved.

This is not to suggest that digital HDTV on the order of the FCC's proposal is a fait accompli—the spectrum politics involved and the risk/reward ratio of spending millions on an improved picture for which there is as yet no public outcry may necessitate some compromise approach to the conversion—but broadcasters must work out all the angles, on the assumption that the FCC's plan will become the law of the land, or risk finding themselves out of the game.

IN THE DIGITAL DRIVER'S SEAT

While we're on the subject of the media's digital makeover, it seems a good time to reflect on the catbird seat the U.S. finds itself in by dint of persistence, vision, good judgment and a dash of luck.

Had General Instrument not gone against the conventional wisdom and pursued digital rather than analog HDTV; had the Sikes FCC jumped on two-step implementation (enhanced ATV first, full HDTV second) or had economics not forced the U.S. out of the set manufacturing business, we might even now be gearing up—to the tune of hundreds of millions of dollars—for an analog delivery system that is looking more and more like 8-track tape. Instead, we find ourselves on the cutting edge of digital delivery.

On the flip side of that coin is Japan, whose gung-ho government-driven push into an analog Muse DBS system will cost it heavily if it decides to convert to more elegant digital delivery. In Europe, where money is still being poured into various analog systems, there remains a chance to change horses before plunging fully into the stream. To that end, Advanced Television Systems Committee Chairman Jim McKinney, in Amsterdam to address the International Broadcasting Convention, is advising Europeans to abandon their plans for enhanced widescreen analog and embrace the digital revolution. It will be a hard choice for the companies that have put millions into HD-MAC, PALplus and other analog systems, and who, understandably, are trying to get some return on that investment. But, as McKinney points out, it is unfair to force consumers into an unnecessary transitional system when doable digital is here today.

Whether or not the world follows, the U.S. is poised to lead TV into its next generation. It will be a digit-driven world, but whether the primary vehicle will be terrestrial or satellite transmission or cable carriage—or whether the magic will be in scalable transmission or smart sets or computer workstations—remains an open and important question. In one sense, television can't go wrong. In another, it will challenge the best in all of us to make the optimum choices.



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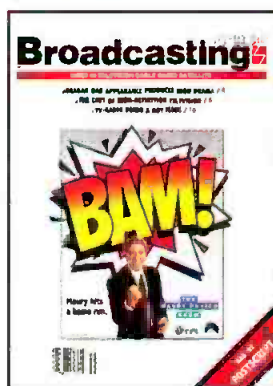
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Recently, the Summit Research Group asked TV General Managers: "If you could receive only one trade magazine each week, which one would you choose?"

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