

Broadcasting[®]

JUL 13

61st YEAR

FIRST IN TELEVISION CABLE RADIO SATELLITE

1992 □ \$2.95

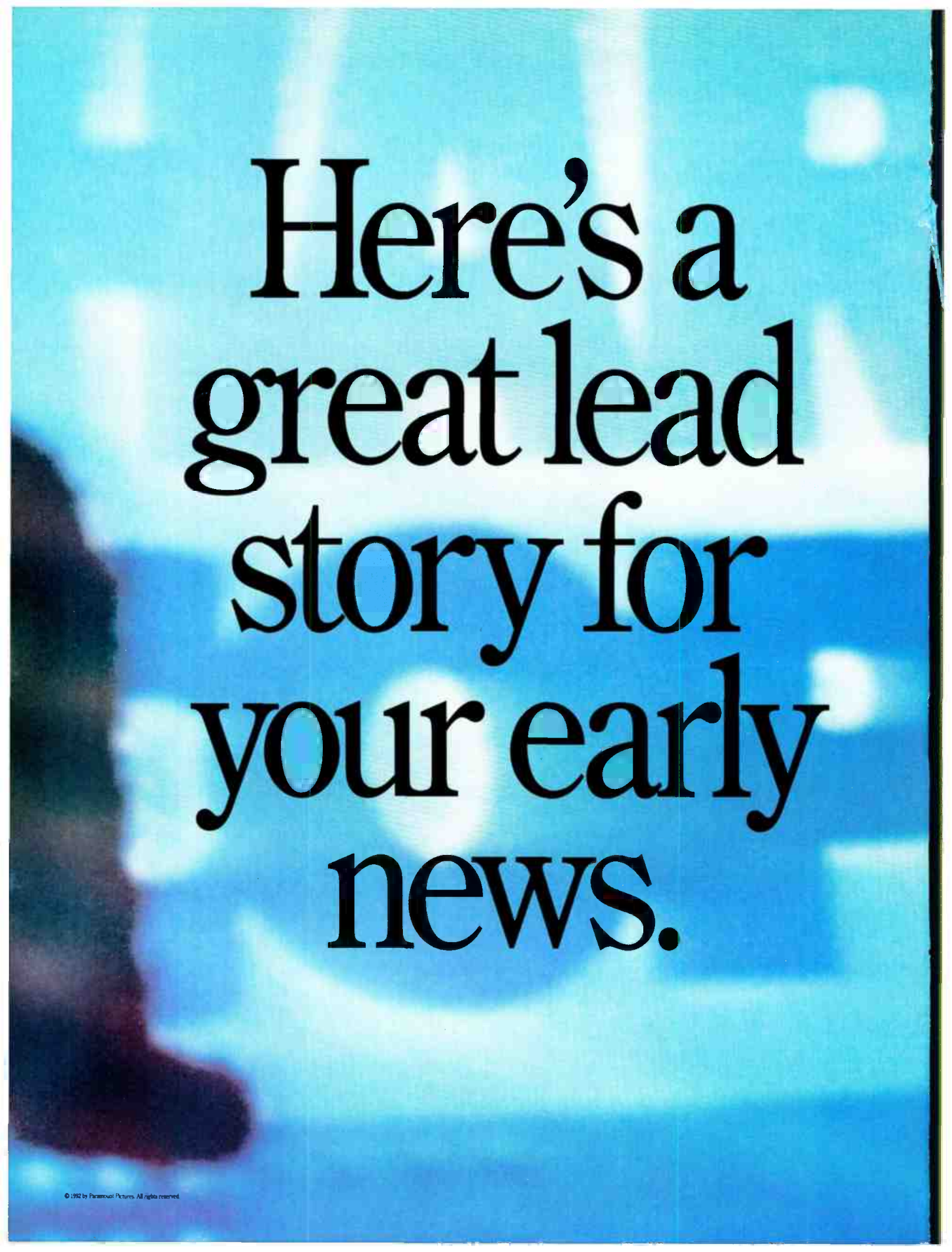
- **THE DEMOCRATIC CONVENTION: BIG THREE VOTE FOR LESS / 4**
- **CABLE MEETS THE PRESS IN LOS ANGELES / 22**
- **ANNUAL FIFTH ESTATE SALARY SURVEY / 40**

***** 3-DIGIT 554
#009273680#P APR93 BR292

BROOKLYN CENTE MN 55430

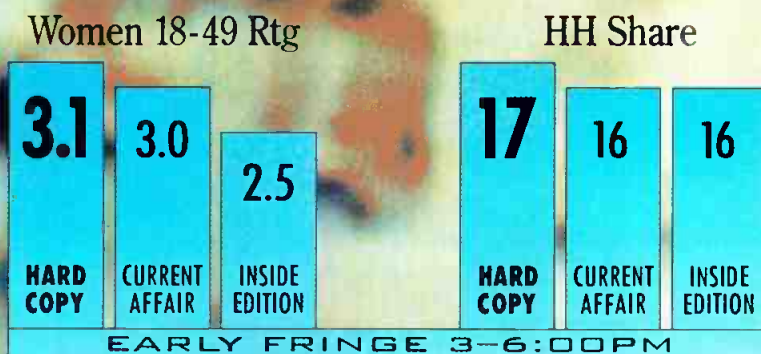
252

A CANNERS PUBLICATION
SPECIAL REPORT
NETWORK RADIO
Page 27
Vol. 122 No. 29



Here's a
great lead
story for
your early
news.

HARD COPY™



Source: NSS Ciesandra Ranking Report, May 1992. DMA Coverage Area, Vol. A.

In the May sweeps, **HARD COPY** came out on top as the **#1** reality show in early fringe, beating both *A Current Affair* and *Inside Edition* in household share and women 18-49. So if you're looking for a show that will deliver the kind of interested, information-hungry audience your news depends on, let us lead the way.



Top of the Week



With little news expected from the Democrats this week in New York, the broadcast networks will devote less than half the air time to the convention than in 1988; Brokaw, Jennings, Rather to anchor on-site; CNN, C-SPAN will offer gavel-to-gavel coverage

By Sharon D. Moshavi

When New York Governor Mario Cuomo gives his nominating speech for Bill Clinton Wednesday night at 9 p.m., the three broadcast networks are scheduled to be elsewhere. Turn to ABC, and you'll see Doogie Howser treating a young kidney patient. Turn to NBC, and you'll see a *Seinfeld* rerun, and tune in CBS, and you'll find the new summer ninja series, *Raven*.

Despite the fact that Ross Perot's emergence has boosted general interest in the presidential election, the three networks are sticking by their decision to air less than half the coverage they gave the 1988 convention.

The networks had decided as early as last June to cut back on coverage of a convention some executives describe as more of a coronation than a news event. Viewer interest just isn't strong, they say, and they have the ratings to prove it. The three networks

averaged a 6.9 Nielsen rating for the 1988 convention, reaching an average of 5.3 million homes each. Although the numbers were slightly stronger in 1984 and 1980, the highest rating for the convention in the last 20 years wasn't much better. During the 1968 convention, each network averaged a 9.5 rating, but still reached just 5.5 million homes each.

Until recently, the networks contemplated keeping their anchors in the studios, but they have finally decided to send Jennings, Rather and Brokaw to Madison Square Garden to anchor on-site.

Few would disagree that the network convention cutbacks are largely financially motivated. News budgets and staffs are smaller than in 1988, offering fewer resources to devote to the convention. Also, the networks simply make more money from selling ad time on their prime time programming than on the convention.

The three broadcast networks will

air a total of 14½ hours. They maintain they have the flexibility to go longer, or perhaps even start earlier. ABC and CBS are scheduled to air the convention Monday from 9:30 p.m. to 11 p.m.; Wednesday, 10-11 p.m., and Thursday, 9-11 p.m. NBC doesn't begin until 10 p.m. on Monday and 9:30 p.m. on Thursday. Tuesday night, ABC and NBC will devote 10-11 p.m. to the convention, while CBS will show the *All-Star Game*, although a spokesman says the network will be able to do live interruptions during the game.

NBC is making use of PBS for the rest of its coverage. From 8 p.m. until NBC takes over, viewers will find Brokaw and company on public TV, along with PBS's own Robert McNeil and Jim Lehrer. For gavel-to-gavel coverage, viewers can turn to CNN and C-SPAN. CNN is hoping the 2.0 rating it got in its cable universe in 1988 will

Continues on page 11

GORE AS VP: BAD NEWS FOR CABLE?

By Randy Sukow

Television industry executives last week were musing over the possible influence Senator Albert Gore (D-Tenn.), the man to be nominated as Bill Clinton's vice presidential running mate, could have on a Clinton administration communications policy. Gore's extensive record as a member of the Senate Communications Subcommittee suggests that if cable reregulation legislation (H.R. 4850/S. 12) does not pass in 1992, a Clinton victory might give cable's con-



gressional foes confidence in 1993.

"From Clinton's perspective, [Gore] makes a lot of sense. He's young, smart and knows what it is to be in a presidential campaign," says Jim Mooney, president, National Cable Television Association. "I also humbly suspect he will shortly come to have better things on his mind than us."

Cable has often been on Gore's mind. He was a force behind the passage of S. 12 last January, especially the bill's program-access provision, which would force cable program services owned by cable system operators to deal with alternative media, such as wireless cable, home satellite services and, perhaps one day, telco-owned cable systems. ■

SHRINKING CONVENTIONS / 4

The big-three broadcast networks plan a total of 14½ hours of Democratic Convention coverage this week, half of what they carried in 1988.

SCI-FI STAMPEDE / 17

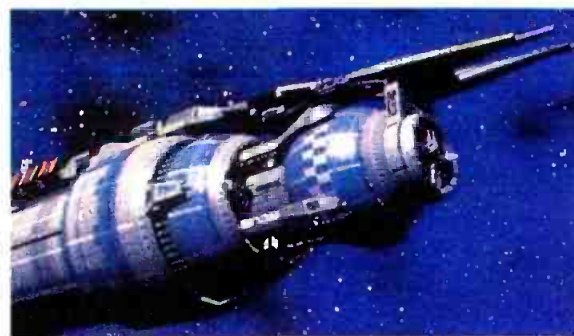
Warner Bros. will join Paramount in the science-fiction syndication market next season with *Time Trax* and *Babylon 5*, which will be distributed through the Television Consortium of independent stations.

CABLE PRESS TOUR / 22

Cable networks unveiled highlights of their fall slates at the Television Critics Association press tour last week. Among the highlights: Nick at Nite has acquired the rights to over 650 hours of MTM series programming, including *The Mary Tyler Moore Show*, which debuts in September.

RADIO RATINGS SUMMIT / 25

The NAB is putting together an all-industry summit to address complaints about the accuracy of current audience measurements. Arbitron says one proposed solution—increasing sample sizes—is too expensive.



Babylon 5, one of two sci-fi syndication entries from Warner Bros. for next season (p. 17).

SPECIAL REPORT: NETWORK RADIO / 27

After a year's delay, the recession has hit network radio hard in 1992, knocking revenue down 13% so far this year.

AD LIMIT MEA CULPAS / 38

TV stations and cable systems cited by the FCC for exceeding ad limits during children's programming argued, in responses filed last week, that inadvertent oversight and confusion as to what constitutes a commercial spot were the culprits behind their transgressions.

TOP DOLLARS / 40

Disney's Michael Eisner, TCI's Bob Magness and Time Warner's Steven Ross headed the list of Fifth Estaters in terms of cash compensation for 1991. BROADCASTING's annual compilation shows that, while a few executives took pay cuts last

year, most received raises.

DEREG AROUND THE WORLD / 43

In a BROADCASTING interview, Ambassador Bradley Holmes, telecommunications adviser to the secretary of state, extols the deregulatory efforts taking place in the telecommunications field around the world.

NEWS DEPARTMENTS

Business.....	40
Cable.....	22
Radio.....	25
Technology.....	43
Television.....	17
Top of the Week.....	4
Washington.....	38

FEATURE SECTIONS

Changing Hands.....	41
Closed Circuit.....	12
Datebook.....	45
Editorials.....	62
Fates & Fortunes.....	56
Fifth Estater.....	59
For the Record.....	52
In Brief.....	60
Monday Memo.....	16
Open Mike.....	46
Ratings Week.....	21
Special Report.....	27

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate, *Broadcasting-Television* introduced in 1946. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting Cable

Broadcasting (ISSN 0007-2028) (GST #123397457) is published weekly with one additional special issue in January by The Cahners Publishing Co. (subscription includes all issues). Cahners Publishing Co., at 475 Park Ave. South, New York, NY 10016, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630. Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; John J. Beni, Senior Vice President/General Manager; Neil Perlman, Senior Vice President/Group Publisher; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production & Manufacturing; Ralph Knapp, Vice President/Human Resources; Neal Vitale, Vice President/Consumer Publishing. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* copyright 1992 by Reed Publishing USA; Robert L. Krakoff, Chairman/Chief Executive Officer. Annual subscription rates: USA, \$85; Canada, \$129 (includes GST); Foreign Air, \$300; Foreign Surface, \$149. Single copies are \$2.95, special issues, \$4.50. Please address all subscription mail to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600).

FCC POISED TO EASE TELCO-CABLE OWNERSHIP BAN

Big unknown is how far commission will go in relaxing its prohibitions at meeting this week

By Randy Sukow and Joe Flint

The FCC appears poised to relax significantly the prohibition against telephone company ownership of cable TV systems at its meeting this Thursday (July 16).

But late last week the cable and telco industries, Capitol Hill and perhaps even the FCC commissioners were not sure how far the new rules will go.

The changes are expected on top of new "video dialtone" rules aimed at encouraging telcos to build broadband network and lease capacity to video programmers on a common carrier basis. The rules would permit telcos to provide on-screen search functions, billing and collection and other ancillary services for programmers and information service providers.

The FCC earlier ruled that neither video dialtone providers nor their programmer-customers would have to obtain a municipal cable franchise.

At a minimum, sources say, the ban against telcos' owning interest in cable systems or programming would be eased by:

Permitting telcos to acquire passive interest of up to 5% in cable ventures. Current rules restrict such investment to 1%. "The FCC rule is stricter than the Cable Act today on financial relationships between telephone companies and cable companies," said Bill Adler, executive director, federal regulatory issues for Pacific Telesis.

Expanding the rural exemption to the ban, currently covering communities of up to 2,500 people, to cover communities with up to 10,000 people. The proposal mirrors a provision passed by the Senate earlier this year in its cable reregulation bill (S. 12).

Allowing expanded use of "good cause" waivers, such as the waiver granted to GTE to build its experimental fiber optic system in Cerritos, Calif.

The FCC may also endorse S. 1200/H.R. 2546, which would repeal the ban, subject to certain safeguards and limits. FCC Chairman Alfred Sikes last spring made such an endorsement on his own behalf during a Senate hearing on H.R. 1200 (BROADCASTING, March 2).

Because the cable-telco crossownership ban is codified by a provision



Sikes: Telco rules ready for reform

of the Cable Act of 1984, the FCC, acting on its own, can do no more than nibble around the edges of the ban.

"The supporters of fuller telephone company participation believe this is going to be a spur to further congressional action," said an aide to Senator Conrad Burns (R-Mont.), a co-author of S. 1200.

Sikes, the author of the "video dialtone" proposal, last week declined to give full details on what the commission will do this Thursday. But he hinted the changes would be significant. "The labs are miles ahead of Wash-

SIKES SAYS CHANGE LIKELY FOR NEW RADIO OWNERSHIP RULES

FCC Chairman Alfred Sikes confirmed that the commission's controversial radio ownership rules adopted last March will likely be stayed pending reconsideration when there will be "some changes."

Sikes, in a press briefing last Thursday, would not specify the changes, but most expect the 60-station national cap to be cut to at least 50 stations (25 AM-25 FM), with a 30-30 cap for minority broadcasters.

Pressure to modify the new rules has been coming from Capitol Hill over the last few months. Recently, Capitol Hill supporters of the FCC's relaxation of the rules wrote Sikes to tell him that if the "commission does not modify its [new] ownership policies, we fear that opponents of the commission's approach will try to move legislation to restore the old ownership rules. Furthermore, should the commission refuse to follow a more moderate course, it could lead to unnecessary tensions between the Congress and the commission." The letter, signed by Senators John Danforth (R-Mo.),

Ted Stevens (R-Alaska), Larry Pressler (R-S.D.) and Bob Packwood (R-Ore.), urged the commission to take a more moderate approach on reconsideration and hoped it would have the issue resolved by September.

Sikes reiterated his desire to review the prime time access rule before the end of the year and acknowledged that a lack of support from the other commissioners has kept him from moving faster on the issue.

Besides video dialtone (see story, above), the commission will seek comments on whether personal communications services should be a national, regional or locally licensed service. The Mass Media Bureau offered a plan that would call for two national licenses and 45 to 50 regional licenses. That plan does not appear to have the support of the majority of the five commissioners who are concerned about national licenses cutting out competition.

The FCC next week will also issue an advanced television channel allocation table for comment. —J

ington," he told reporters at a press briefing. "The new technologies are racing way ahead of what our laws allow these companies to do."

Long before the enactment of the modified final judgment, the 1982 consent agreement for the AT&T breakup and the 1984 Cable Act prohibitions against regional Bell operating companies (RBOC) owning cable systems in their service areas, the FCC had similar prohibitions in place.

But over the past year there has been a trend toward allowing the RBOC's more freedom. Last summer, the courts struck down the MFJ restriction on RBOC ownership of information services (including cable TV) and Burns, together with Tennessee Senator and now Democratic vice presidential candidate Albert Gore (see page 5), introduced S. 1200 in tandem with companion House legislation (H.R. 2546).

After prospects for passage of S. 1200/H.R. 2546 in 1992 appeared to be doomed, the bill's sponsors asked for the Bush administration endorsement for the FCC plan and received it in the form of a May 21 letter from Bush's chief domestic policy adviser, Clayton Yeutter.

House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who has hinted he might support telco-cable crossownership next year, may not support the FCC's action this week if it appears to be a sweeping deregulatory move made at White House direction, a Dingell aide said.

National Cable Television Association President Jim Mooney wrote to Dingell last Thursday (July 9) asking that a wary eye be kept on the FCC's use of "good cause" waivers. "The FCC apparently can't or won't enforce safeguards [against telco anticompetitive behavior] even in clear-cut cases where those safeguards have been violated," Mooney said.

The telcos will likely be pleased by the FCC action this week, but ultimately will work for full repeal of the crossownership ban. "I had some [small telephone system operators] in my office today wanting to talk about where they would go to provide programming," said Ward White, vice president, government and public affairs, United States Telephone Association. "It's amazing to me that you just put a little bit of information out like this and you get all kinds of interest." ■



'Bedroom Buddies,' from the creator of 'Studs,' will be tested on Chris-Craft/United stations. Station reps have expressed concern over risqué content of both shows.

MAGAZINES, TALK SHOWS AMONG FIRST-RUN IDEAS IN WORKS BY SYNDICATORS

Projects include companion pieces for some current series

By Steve McClellan
and Mike Freeman

Syndication program development for midseason 1992-93 and the 1993-94 season is in full swing, with several new magazines and a slew of talk shows in the works. Fox is reportedly developing a new entertainment magazine strip that sources say the company hopes will challenge *Entertainment Tonight*. And King World Productions is exploring a new magazine strip to serve as a companion to its *Inside Edition*.

Fox's syndication arm, Twentieth Television, has considered launching an entertainment magazine strip for several years. Two years ago it produced a pilot for one, but opted to go with another strip, *Personalities* (later known as *EDJ*), instead.

But sources say that Lucie Salhany, head of Fox's TV group, put the entertainment magazine strip back on the front burner. It is believed that the company will develop the show using the resources it already has in place at Fox Entertainment News. Company officials could not be reached for comment at deadline last week.

King World Productions, as first re-

ported in BROADCASTING last week, has told stations, according to sources, that it is intent on distributing a news magazine companion to *Inside Edition* under the working title *Inside America* ("Closed Circuit," July 6). Sources close to KWP say it will be a traveling news magazine à la *On the Road*, but with a younger-skewing format.

All American Television/LBS also confirmed last week it will revive the long-running *Divorce Court* as a first-run daytime strip. All American recently acquired the rights to the show when it bought Blair Entertainment's program library. The show stopped production in 1990. An All American spokesman said the company plans to launch the new strip in January 1993.

Increasingly, syndicators are embracing the slow-rollout strategy to test new product. Columbia Pictures Television Distribution hopes to expand the coverage of *Christina*, currently airing on WCBS-TV New York and five other CBS-owned stations in addition to 20 other markets. Word has it that Columbia is considering a wider national rollout for fall 1992, but CPTD President Barry Thurston says

a "definitive decision" will not be made for at least three more weeks.

Warner Bros. Domestic Television Distribution wants to expand its *NightTalk with Jane Whitney*, currently in 15 markets (24% U.S. coverage), and move the show to daytime as well. (Also, late last week, Warner Bros. signed Walt Disney Co.-owned independent KCAL(TV) Los Angeles to clear *NightTalk* weeknights at 11:30 p.m.)

Among other projects, **Multimedia Entertainment** has a talk show in development with Dana Fleming, former co-host of ABC's *Home* show.

Tribune Entertainment, which signed former Planned Parenthood President Faye Wattleton to a talk show development contract last winter, is widely rumored to have approved a slow rollout starting in January 1993. Production will take place in Chicago, most likely out of Tribune flagship WGN-TV's studios, according to sources. Tribune syndication executives were unreachable for comment at deadline.

Lang Communications, publisher of *Sassy* magazine, is talking to a number of distributors about reviving *The Jane Show* for syndication. This

spring, *Sassy* editor Jane Pratt had a short run on Fox O&O WYNW(TV) New York, and did well among teens and young adults.

New game shows are also being tested. Howard Schultz, a former executive producer for Twentieth Television's *Studs*, and Chris-Craft/United TV are developing a *Studs*-type show called *Bedroom Buddies*. The program will be tested on Chris-Craft stations next month.

Several station reps have expressed concern over *Bedroom Buddies*' risqué sexual content, but both Warner Bros. Domestic Television Distribution and Twentieth Television are said to be interested in syndicating the show.

Paramount Television Group is continuing an ongoing broadcast test of *Love at First Sight* on its six independent stations, but Paramount Domestic Television officials say there's been no decision on national distribution.

And Cannell Distribution is rumored to be considering a daytime syndicated version of *Personals*, a dating strip that has been airing on CBS's late-night lineup.

2ND-QUARTER IMPROVEMENT AT CBS

Reports operating income of \$85.2 million on revenue of \$780.6 million

By Geoffrey Foisie

Improved ratings at the CBS television network helped the parent company record a 10% second-quarter revenue increase, to \$780.6 million. Costs increased 8.3%, allowing CBS to report a 26% jump in second-quarter operating profit, to \$85.2 million.

Several factors contributed to both the increase in revenue and costs. The network and owned TV stations aired two additional semifinal NCAA basketball playoff games in the just-completed quarter. The network also increased its second-quarter supply of original summer programming, and subsequent to the period last year, CBS purchased WCCO-TV Minneapolis and WFRV-TV Green Bay, Wis.

Additionally, CBS Chairman Laurence Tisch noted a general improvement in demand for network television advertising "producing higher scatter pricing versus a year ago."

The cost increase was even greater than it appears, since costs in the 1991 period were unusually high, with the first run of entertainment programming normally airing in the first quarter pushed into the second quarter by Gulf War news coverage.

CBS said network unit prices in the just completed quarter improved in prime time, daytime and late night. Local TV sales, which had declined in 1991, "remained sluggish" excluding the acquisitions, the company said last week. Radio revenue was also "sluggish," it said, particularly at the radio networks.

Income in the radio division was off and increased at the TV station division "primarily" due to the acquisitions. TV network income also increased.

The company's bottom line was also helped by a favorable income tax settlement.



BROADCAST LEGEND SEVAREID DIES

CBS's Eric Sevareid died last Thursday. His long career began when radio was king (above, left, in front of a CBS mike in the early 1940's) as one of Edward R. Murrow's "boys" (above, right, with Murrow and Charles Collingwood in the CBS newsroom). It extended through the TV age until his retirement in 1977 (at right, being feted by CBS News President Richard Salant [l] and CBS Chairman William Paley). For more on his life, see pages 58 and 62.



MIPCOM

MIPCOM'92. The Centre stage for programming professionals worldwide.

Your perfect platform for business opportunities. Buy and sell, make new contacts and forge new partnerships. Negotiate co-productions and discuss joint ventures.

Meet Producers, Distributors, Broadcasters, Acquisition Executives, Feature Film Makers, and over 8000 Industry Professionals from 80 countries.

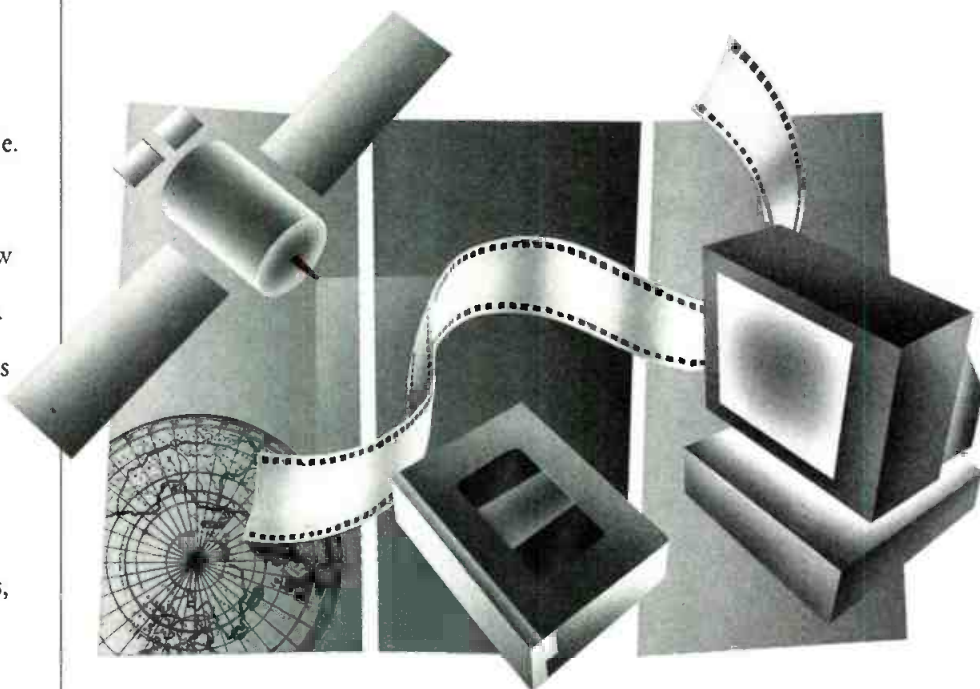
Take a stand : it's your headquarters away from home. Upstage your image in front of the international broadcast universe.

Advertise in the MIPCOM Preview sent to delegates prior to the show.

Profile your company in the MIPCOM Daily News.

Use the MIPCOM Guide as the definitive Industry reference source : One page is worth a thousand words.

For more details telephone
Barney BERNHARD on (212) 689 4220
or fax (212) 689 4348.



A WINNING PERFORMANCE

INTERNATIONAL FILM AND PROGRAMME MARKET
FOR TV, VIDEO, CABLE AND SATELLITE

12 - 16 October 1992

Palais des Festivals • Cannes • France

INTERNATIONAL EXHIBITION ORGANISATION INC. 475 Park Avenue South, 9th Floor, New York, NY 10016
Tel.: (212) 689 4220 Fax: (212) 689 4348

MIPCOM is organised by Midem Organisation
 A member of Reed Exhibition Companies

CUBS BALK AT VINCENT MOVE

Team owner Tribune files suit to block division switch

By Steve McClellan

Major League Baseball Commissioner Faye Vincent pitched the Tribune-owned Chicago Cubs a wicked curve last week, ordering the team, and three others in the National League (Cincinnati Reds, St. Louis Cardinals and Atlanta Braves), to switch divisions. In turn, the Cubs charged the mound, slapping Vincent with a breach of contract suit that contended his action went beyond his authority as commissioner.

There was much speculation in the press that Tribune's main concern was the potentially negative impact the switch could have on the revenues of its superstation, WGN-TV Chicago. Tribune officials would not comment on the record about the lawsuit, but privately, executives downplayed that potential, stressing their main concern was the damage the Cubs would incur through the elimination of existing team rivalries and later game starts from the West Coast.

Vincent's order would move the Cubs and Cardinals from the Eastern division of the National League to the Western division starting with the 1993 season. At the same time, the Reds and the Braves would move from the West to the East.

The Cubs were the only team involved in the switch to cry foul. The Cardinals, Reds and Braves publicly endorsed the changes last week. However, broadcast rights holders to those teams said it was too early to tell what effect, if any, realignments would have on viewing and revenues.

Much depends on the formation of the 1993 National League schedule, which is still taking shape. The critical factor is how many games each team will be scheduled to play within its own division versus interdivisional play. If the National League adopts the American League model, it would be a roughly even split. However, the National League has traditionally scheduled teams to play more games within their division.

Broadcasters involved said last week if the National League schedules teams to play roughly the same number of games in each division, the

impact on coverage would likely be minimal. But if the teams end up playing significantly more games in their own division, the Cubs and the Cardinals would play many more games on the West Coast, resulting in later start times back home. In turn, the Braves and the Reds will end up playing significantly fewer on the West Coast, resulting in fewer late-night games broadcast in their markets.

It gets more complicated for WGN-TV because of the station's highly rated 9-10 p.m. newscast. If it has to delay the newscast frequently beyond prime time because of baseball, it could result in a significant drain on local news revenue.

The station could minimize the damage by pushing the news back an hour, when necessary, or even do a half-hour news before late games, without disrupting the rest of its schedule, sources said. Still, some revenue could be lost.

But while WGN-TV officials have gone out of their way to downplay their superstation status, it appears steps are being taken to market WGN-TV more aggressively as a national program source. In January the station signed an agreement with Nielsen to measure monthly the station's national audience (excluding Chicago viewership) as part of Nielsen's cable network measurement service.

According to market sources, WGN-TV has annual revenues approaching \$150 million. Between \$15 million and \$20 million of that is attributable to national ad buys, with the rest coming from local sales, sources said.

One agency buyer said last week: "Obviously they are planning to expand the national business they do. They were in here pitching me on the Cubs as a national buy. And when you sign on for national measurement, that does cost some money. But it also gives you instant credibility

as a national service that you don't have without it."

Tribune sources accused Vincent of trying to turn the dispute into a superstation issue because he and some team owners feel the superstations not only don't pay their fair share for rights, but also dilute audiences of local telecasts in baseball markets where they are received via cable.

"Baseball hates superstations. It's that simple," said a Tribune source. In its court complaint, the Cubs denied Vincent's claim that the team's opposition was due in large part to the "scheduling difficulties that will be experienced by superstation WGN-TV.... There was no such evidence to this effect before the commissioner, and the assertion is false."

Instead, the Cubs claimed, the realignment would cause "severe harm" to the team and its relationship with its fans by eliminating old rivalries with teams such as the New York Mets and Philadelphia Phillies, resulting in lower home game attendance, lower broadcast ratings "and thus lower broadcasting income



Baseball Commissioner Vincent reshuffles the Major League deck.

to the Cubs."

Stations with rights to the other teams downplayed the impact the changes would have on viewership and revenues. "Eighty percent of our Reds time is bought upfront by clients who pay the same rate for each game and want to be associated with the franchise," said Ned Paddock, acting general manager, WLWT-TV Cincinnati.

"We're still studying it," said Hal Protter, general manager of Cardinals rights holder KPLR-TV St. Louis. "We're having a good season—we're contenders, and I think for us that will continue to be the main factor."

In Atlanta, Kevin O'Mally, sports director, superstation WTBS(TV), said the changes will have more of an impact on the Braves than the superstation.

"They feel like they've been in the wrong division since 1966," O'Mally said. But for WTBS, "overall, I would say the impact should be slight. When the team does good, our ratings are good. If not, the ratings slide." ■

PARAMOUNT AND DISNEY GET CREATIVE

Companies sign writer-producer talent to keep pace with expanding video landscape

By Steve Coe

Both Paramount and Disney solidified their writer-producer and director ranks last week, with Paramount signing a slate of 20 writers-producers or directors and Disney renewing the contract of one of that studio's most prolific producers of prime time product.

The Paramount signings consist of six writer-producer or writer-director teams and eight individuals. Many of the new Paramount writers or producers were formerly with Universal, where Paramount TV Group President Kerry McCluggage was recently president of network television. John Pike, president, Paramount Network Television, said the signings are, in part, an answer to the ever-growing video landscape.

"The video spectrum is going to continue to explode. This roster indicates our ability to produce in every area of video," he said. Pike added that Paramount has been known primarily as a producer of comedies and that many of the new names are known for their prowess in drama series or long-form projects.

Pike also said the large slate of signings isn't an attempt to make the studio the largest supplier of network programming, but rather to give Para-

mount more diversity and hopefully a better ratio for success. "We're not in the scoreboard business. Basically we'll look at every development opportunity and see where it takes us. This won't necessarily increase our output, but it will improve our success ratio. Your [development] output can kill you if you don't have a lot of success," he said.

Although not as significant in terms of numbers of individuals, Disney's signing of Michael Jacobs to a five-year deal insures the studio will hold on to one of its more productive and successful writer-producer-directors for the immediate future. Dean Valentine, Disney Television executive vice president, network television, said Jacobs had another year-and-a-half on his existing contract, but "we decided we wanted him to be here on a long-term basis and give him an indication of our commitment to him." Jacobs is currently the executive producer of ABC's hit series *Dinosaurs* and is also executive producer of NBC's *The Torkelsons*, which was recently given a 13-episode pick-up for mid-season. In addition, Jacobs has a 13-episode mid-season order from ABC for *Where I Live* and a series commitment from NBC.

Among the Paramount signees: **Danny Bilson** and **Paul DeMeo**, who

are currently executive producers of the hour drama *Human Target* and who also were executive producers of CBS's action hour of two seasons ago *The Flash*. **Christopher Crowe**, executive producer and writer of Paramount's new syndicated *The Untouchables*. **Jacob Epstein** and **Ken Solarz**, who are also part of the creative team involved in *The Untouchables* (the two previously were writers for *Hill Street Blues* and *Miami Vice*). **Barry Fanaro** and **Mort Nathan**, the M and B of KTMB Productions, whose contract was recently not renewed at Disney Television, and former executive producers of *The Golden Girls*. **Terry Grossman** and **Kathy Speer**, the K and T of KTMB Productions and also co-executive producers of *The Golden Girls*, who were also co-creators of last year's *Pacific Station* and *The Fanelli Boys* with Fanaro and Nathan. Don Johnson's **Buffalo Walley Films**, currently producing a made-for-for CBS, will create and produce all forms of television for Paramount. **Janet Leahy** was most recently executive producer of *The Cosby Show*. **John Mankiewicz** was most recently creator and co-executive producer of the CBS mid-season series *The Human Factor*. **Tim O'Donnell** most recently created and served as executive director of CBS's *Uncle Buck*. ■

CONVENTION

Continued from page 4

increase substantially, since viewers looking for comprehensive coverage will have few alternatives.

Outside of prime time, the broadcast networks will continue to provide a host of programming about the convention. All three morning shows will dedicate the bulk of their time to convention issues.

Absent from the convention will be news teams from many stations in mid-size and smaller markets, and even some larger markets, who have said they will instead rely on services such as satellite feeds and packages that Fox will offer its affiliates.

Aside from budget cutbacks and a

lack of interest in the conventions, which have contributed to the decisions of local stations to stay home, the logistics and expense of covering a convention in New York may have also been a factor, says Steve Blum, vice president, Conus Communications. "The space limits of Madison Square Garden and the perceived problems of doing all this in New York City is definitely keeping people away."

There won't be much heard from the Bush and Perot camps during the convention this week. Neither candidate, so far, is scheduled to appear on television this week, although CBS *This Morning* is hoping to get Quayle and has lined up the heads of all three campaigns for one show. Nor has either candidate bought any media

time, but a pro-Bush independent group called the Presidential Victory Committee—which was responsible for 1988's Willie Horton ads—has. The spots, attacking Clinton's character, will air in New York all this week.

There's no clear indication yet of how Bush and Perot will use the media to get back in the news when the convention is over. There have been inquiries from all three campaigns in buying time, including Olympic inventory on NBC, but nothing has been bought so far. ■

For More Late-Breaking News, See "In Brief," Pages 60 and 61

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

WHITHER SIKES?

Most FCC watchers have FCC Chairman Alfred Sikes heading for the door well before his current term expires in June 1993, even if President Bush is re-elected. At last Thursday's press briefing (see page 6), Sikes said little to discourage speculation about an early departure. He first told reporters he was "not going to resign," but, when pressed for his post-election plans, he said it "would be premature" to comment.

WANTS MORE

FCC Commissioner Sherrie Marshall would go further than even FCC Chairman Alfred Sikes in relaxing the cable-telco crossownership ban this week (see page 6). Sources say Marshall would allow telcos to acquire non-controlling interest in new cable programming ventures considerably greater than the 5% proposed by Sikes and staff for any sort of telco investment in cable. Marshall believes giving telcos more latitude would foster competition as well as programming diversity. Nonetheless, chances for Marshall's proposal are slim, given general wariness at commission about going even to 5%.

LOS ANGELES

SUMMER VACATION?

Sources close to *The Jenny Jones Show* say that Stu Crouner has been fired as executive producer of the syndicated morning talk strip, but with the show on hiatus until August, a Warner Bros. Domestic Television Distribution spokesman says the studio has no knowledge of any firing. The spokesman said it is common for freelance and full-time staffers not to have their contracts renewed until production is resumed at the end of a hiatus. However, a New York rep source suggested that Jones and Warner Bros. programming executives want to retool the program into a

FOX'S ELECTION NIGHT: SERIES VS. MOVIES

There will be one less station in the market airing movies on election night, Nov. 3. According to a station source, Fox affiliates have apparently decided to run the new Fox series schedule rather than their traditional movies, which have garnered big ratings against election coverage on the three networks. Because Fox affiliates will be losing out on the increased advertising dollars that those movies usually bring in, Fox is giving affiliates 50% of the available ad time in the two-hour network lineup that night. There had been some talk at the recent Fox affiliates convention of postponing the Tuesday night debut until after the election. However, the Fox Tuesday schedule—*Class of '96* at 8-9 and *Key West* at 9-10—will launch on Oct. 27. A Fox spokeswoman said no decision has been reached yet on the network's Nov. 3 schedule. Typically, Fox affiliates receive three minutes of ad time per hour, but on election night the stations will withhold five and a half minutes, thanks to Fox. Although affiliates would have been selling 100% of the spots in a movie, the move is seen as positive for both parties, since the stations will benefit more in the long term if the Tuesday series schedule is successful.

—SC

single topic talk show, rather than the current multi-topic format.

Jenny, which received a second-season renewal three months ago, is hovering at just over a 2 rating in season-to-date averages.

MERGER MEANS NEW NAME

Look for a name change once Spelling Entertainment Co. merges with Charter Co. Spelling Chief Operating Officer Ron Lightstone confirmed that lawyers are checking prospective names to make sure they aren't already in use. One leading candidate, a source said, is Global Vision Entertainment. The merger is expected to be completed soon after the July 30 Spelling shareholders meeting.

NEW YORK

RMS WITH VIEW

CBS is still looking to rent 18 floors at its Black Rock headquarters. The vacancy was created because Sony Music, formerly CBS records, is moving in the fall to new digs at the former AT&T headquarters on Madison Avenue. Finding a new tenant is no easy task in the soft New York commercial real estate market.

LIVE LAUGHS

Riding high on the attention it has gotten for its topical coverage of the 1992 presidential campaign, Comedy Central is busy developing a nightly half-hour news commentary show for a 1993 launch. The live show, which is being groomed as a centerpiece for the cable network, is slated to air at 7 p.m. with a possible rerun in late night.

SEATTLE

NEWS COMBO

Co-owned KIRO-AM-TV Seattle will merge their news departments within the next two months. Station officials declined to discuss details last week, other than to say they feel a merged department would strengthen coverage for both stations. KIRO(AM) has a news/talk/sports format.

MINNEAPOLIS

MORE CONUS IN N.Y.

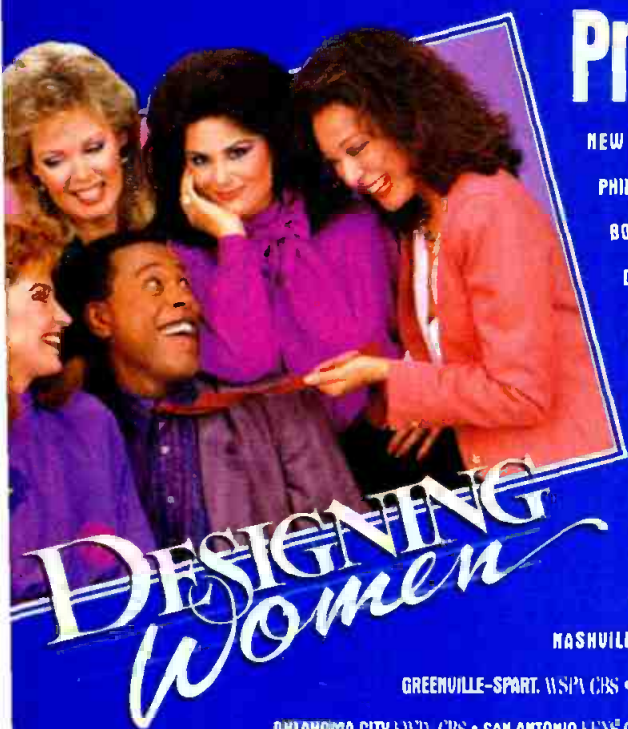
Minneapolis-based news supplier Conus Communications is closing in on a deal to sign Time Warner's upcoming New York 1 News Channel as an affiliate.

**We'd like to
compliment a few
stations for their
impeccable taste and
discerning sense
of design...**

like

200

Premiering this fall.



NEW YORK WPIX IND • LOS ANGELES KTLA IND • CHICAGO WGN IND
 PHILADELPHIA KYW NBC • SAN FRANCISCO KPIX CBS • SAN FRANCISCO KFWB
 BOSTON WBZ NBC • WASHINGTON, D.C. WDCA IND • SAN DIEGO KUSI IND
 DETROIT WXON IND • HOUSTON KPRC ABC • CLEVELAND WUAB 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 WTXN IND
 DALLAS KVAS NBC • ORLANDO WESH NBC • INDIANAPOLIS WISH CBS
 PORTLAND, OR KPDX IND(F) • MILWAUKEE WISN ABC
 CINCINNATI WSTR IND • KANSAS CITY KSMO IND • CHARLOTTE WETA CBS
 NASHVILLE WERN ABC • RALEIGH WRDC NBC • COLUMBUS, OH WTTE IND(F)

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

OKLAHOMA CITY KWTB CBS • SAN ANTONIO KENS CBS • SALT LAKE CITY KSL CBS • NORFOLK WAVY NBC • HARRISBURG WTAH IND(F)

PROVIDENCE WINE CBS • WILKES BARRE WREB NBC • BIRMINGHAM WBMG CBS • WEST PALM BEACH WPTV NBC • GREENSBORO WXLN NBC

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

CHICKSONVILLE WJWS ABC • TULSA KOTV CBS • LITTLE ROCK KATV ABC • FLINT WSMH IND(F) • FRESNO KJEO CBS • RICHMOND WWBT NBC • KNOXVILLE WKAT CBS

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

RIEVEPORT KTAI NBC • DES MOINES KCCI CBS • ROANOKE WSLI NBC • HONOLULU KVEI IND • AUSTIN KATV ABC • PADUCAH KBSI IND(F) • OMAHA KETV ABC

MTLAMO, ME WPNT IND(F) • LEXINGTON WLEX NBC • CHAMPAIGN WAND ABC • SPOKANE KREX CBS • CEDAR RAPIDS KCRG ABC • SPRINGFIELD, MO KSPR ABC

WSON KMSB FOX • DAVENPORT WQAD ABC • CHATTANOOGA WDEF CBS • COLUMBIA, SC WFTN CBS • SOUTH BEND WSAJ ABC • JACKSON, MS WAPT ABC

MTSVILLE WHTT CBS • JOHNSTOWN WTAJ CBS • TRI-CITIES WJHL CBS • LAS VEGAS KATV IND(F) • MADISON WISN IND(F) • BURLINGTON WCAX CBS

WINGSTOWN WYTV ABC • FT. MYERS WFTV ABC • WACO KWKT IND(F) • LINCOLN KHLI 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 WYCT CBS

MONTGOMERY WAKA CBS • LANSING WLAS CBS • CHARLESTON, SC WCSC CBS • SPRINGFIELD, MA WWLP NBC • FARGO KNJB CBS • AUGUSTA WFXG FOX

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

SMITH KPSM CBS • RENO KRNV NBC • COLUMBUS, GA WRBL CBS • EUGENE KLSR IND(F) • ROCHESTER WHTF FOX • ALPINA WOKB CBS • TYLER KETK NBC • TYLER KLSB

CON WAGT NBC • MONROE KNOE CBS • AMARILLO KFDA CBS • CORPUS CHRISTI KIH ABC • OULUTH KDLH CBS • TRAVERSE CITY WPBN NBC

TRAVERSE CITY WTM • WHEELING WTRF CBS/ABC • WAUSAU WAOW ABC • BAKERSFIELD KUUZ IND • VANIMA KAPP ABC

UMA KVEW • LA CROSSE WKBT CBS • TERRE HAUTE WTHI CBS • BEAUMONT KBMT ABC • CHICO KRCR ABC • ROCKFORD WTOV 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

SSA KPEI IND(F) • MINOT KBNV ABC • MINOT KABC • LUBBOCK KLBK CBS • BINGHAMTON WBNG CBS • COLUMB.-JEFF. CITY KMYZ ABC • ALBANY, GA WFXL IND(F)

ANGV WGBM NBC • BANGOR WMLI ABC • ABILENE KRBC NBC • BILOXI WLOX ABC • ANCHORAGE KTBY IND(F) • CLARKSBURG WBOY NBC

IN SPRINGS KMBR NBC • DOTHAN WDFX ABC • IDAHO FALLS KFTI NBC • UTICA WUTR ABC • SALISBURY WADT ABC • ELMIRA WEMM ABC • HATTIESBURG WDAW NBC

ESVILLE WCLB ABC • ALEXANDRIA KLAJ ABC • RAPID CITY KEVN NBC • RAPID CITY KIVA • BILLINGS KOUS ABC • BILLINGS KUTS • PANAMA CITY WMBB ABC

ENIW.-GREENVILLE WABG ABC • LAKE CHARLES KPLC NBC • MISSOULA KTVH ABC • ADA KTEX ABC • JONESBORO KAIT ABC • WATERTOWN WWTI ABC

LA KSWT ABC • MERIDIAN WCBC NBC • GREAT FALLS KRVN CBS • JACKSON, TN WBRI ABC • MARQUETTE WLLC ABC • EUREKA KAEF ABC • BOWLING GREEN WSKO ABC

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

BANKS KTVF CBS • VICTORIA KAVE NBC/ABC • HELENA KTVH NBC • NORTH PLATTE KXNB ABC • ATLANTIC CITY WAGM NBC

The
Leading
Lady



COLUMBIA PICTURES TELEVISION
 A NEW PICTURES CORPORATION

Monday Memo

Imagine you are a marketer facing the most formidable challenges your industry has ever lived through. Only a decade ago your brand was "the only game in town," but now your world is one of exploding competition, eroding consumer loyalty and declining revenue.

What do you do? If you're smart, you try to differentiate your brand from the competition and re-establish its value to the consumer.

But broadcast television, especially network TV, carries some extra baggage most industries don't have—being criticized (often bashed) by the print media. And you must add to this depressed ad budgets and the shift in

ple premiere airings.

The next area of activity, unusual alliances, involves the blurring of boundaries, formation of joint ventures and development of new ways of financing program production that would have been unheard of a few years ago. Witness the numerous broadcast-cable alliances being forged. In addition, international co-ventures continue to provide opportunities for programs that might not otherwise get on the air.

Realistic selling, or selling the medium in a way that reflects the realities of the marketplace, is our final category. Historically, cross-media deals have been primarily magazine-driven. But last November, Meredith Corp.



"Broadcasters are now adopting strategies invented by the upstarts."

A commentary by Betsy Frank, senior VP, Saatchi & Saatchi Advertising, New York

TV dollar shares to Fox, advertiser-supported cable and syndication.

So how are broadcasters attempting to differentiate their brand from the competition and re-establish its value to their two most important target audiences: viewers and advertisers? Here are a few tactics:

Better programing and creative scheduling. This year network ratings were stable and overall prime time viewing was up. The reason (in large measure): better programing. Established programs such as *Murphy Brown*, *Northern Exposure* and *Law and Order* were nurtured through marginal ratings until they found their audiences.

However, the ability to promote good programs effectively is a real challenge. A season or so back, Fox premiered a number of its programs during the summer, when the competition was more likely to be repeats; and the Big Three have recently begun to experiment with aggressive summer schedules, early premieres and multi-

and the CBS Television Stations formed a cross-media ad sales alliance. CBS Television and the New York Times Magazine Group recently developed a similar effort.

CBS's sales department consists of teams, and the team assigned to Saatchi, for example, is able to negotiate all dayparts and is intimately familiar with each of our client's needs and uniquenesses.

In conclusion, there is no denying that broadcasters were late in learning the new rules of the game. But the recessionary economy has sharpened everyone's survival instincts. Broadcasters are now adopting strategies invented by the upstarts.

One may be tempted to point out that in today's world, just staying in business is enough to qualify as victory. However, one would prefer to believe that broadcasters are doing more than stalling for time. Now that they have learned the new rules—and met with some success—we encourage them not to give up the battle. ■

Founder and Editor
Sol Taishoff (1904-1982)

Broadcasting

1705 DeSales Street, N.W.
Washington, D.C. 20036
Phone: 202-659-2340
Circulation: 800-323-4345
Editorial Fax: 202-429-0651 □ Administrative Fax:
202-331-1732 □ Advertising Fax: 202-293-3278

Lawrence B. Taishoff, chairman
David Persson, publisher.

Editorial

Donald V. West, senior vice president and editor.

Mark K. Miller, managing editor

Harry A. Jessell, senior editor

Kira Greene, John S. Eggerton,
assistant managing editors.

Washington

Randall M. Sukow, Peter D. Lambert
(technology), Joe Flint,

Patrick Watson, assistant editors

John Gallagher, staff writer.

Marsha L. Bell, editorial assistant

David R. Borucki, art director

Denise P. Smith, Kenneth Ray, production

New York

475 Park Ave. South 10016; 212-340-9860.

Editorial Fax: 212-340-9874.

Advertising Fax: 212-340-9869

Geoffrey Foisie, bureau chief.

Stephen McClellan, chief correspondent

Rich Brown, Sharon D. Moshavi,

assistant editors

Peter Viles, staff writer

Hollywood

1680 N. Vine St., 90028; 213-463-3148.

Fax: 213-463-3159

Steve Coe, assistant editor (networks)

Mike Freeman, assistant editor (syndication)

Advertising

New York

212-340-9860

Lawrence W. Oliver, advertising director

Lestlie Lillian Levy, marketing services director.

Joseph E. Ondrick, East Coast regional

sales manager

Randi T. Schatz, sales manager.

William C. Schenck, account executive

Joan Miller, executive secretary

Barbara Sonnenfeld, sales assistant

Hollywood

213-463-3148

Nancy J. Logan, West Coast sales manager

Sandra Klausner, editorial-advertising assistant

Washington

202-659-2340

Doris Kelly, sales service manager

Mitzl Miller, classified advertising manager

Advertising Representatives

Lewis Edge & Associates (Southwest regional
and all North American equipment advertising)

609-683-7900; Fax: 609-497-0412

Yukari Media Inc. (Japan) (06) 925-4452.

Fax: (06) 925-5005

Distribution

William Cunningham, distribution manager
212-545-5435

Circulation

Michael Borchetta, subscription promotion director
P.O. Box 715, Brewster, N.Y. 10509-9873
□ 212-545-5432 □ Fax: 914-878-7317

Production

Harry Stevens, production manager

Rick Higgs, assistant production manager

Corporate Relations

Patricia A. Vance, director

Broadcasting & Cable Market Place

Editorial 908-464-6800 □ Circulation 800-521-8110
□ Advertising 212-340-9860

Cahners Consumer/Entertainment
Publishing Division

John J. Beni, senior VP-general manager

Neil Perlman, senior VP-group publisher

Lawrence B. Taishoff, adviser

Cahners Publishing Company

Terrence M. McDermott, president-COO

Reed Publishing (U.S.A.) Inc.

Robert L. Krakoff, chairman-CEO

Television

WARNER BROS. LOOKS HEAVENWARD FOR HITS

Joining 'Star Trek: TNG' and 'Deep Space Nine' in the sci-fi genre are two new first-run hopefuls for next year: 'Time Trax' and 'Babylon 5'

By Mike Freeman

Perhaps for the first time since the 1960's—when TV series such as *The Twilight Zone*, *Alfred Hitchcock Presents*, *Outer Limits*, *Lost in Space* and *Star Trek* flourished—science fiction/action-adventure programming may be poised for a renaissance on the airwaves next season. Except this time it will be in first-run syndication.

Paramount Domestic Television's *Star Trek: The Next Generation* blazed the trail five years ago for the first-run syndication of its January 1993 first-run companion piece, *Star Trek: Deep Space Nine* (BROADCASTING, July 6). Now it appears that Warner Bros. Domestic Television Distribution eyes a similar pot of gold for two of its potential sci-fi series franchises, *Time Trax* and *Babylon 5*.

The completion of an output deal with The Television Consortium, a group of 30-plus independent stations led by Chris-Craft/United TV (BROADCASTING, Nov. 25, 1991), provided Warner Bros. with a jumpstart in syndicating its two-hour prime time block (which includes *Kung Fu: The Legend Continues*) in nearly 80 markets (roughly 80% U.S. coverage). If the Consortium station members like what they see of the series—and, of course, if they perform in the ratings—the ad hoc group has the option to renew the series, which would then obligate them to an additional two-year, 44-episode pickup on each series.

Even with that kind of safety net, Harve Bennett, creator/co-executive producer of *Time Trax*, and J. Michael Straczynski, creator/co-executive producer of the two-hour telefilm pilot



Babylon 5's computer-generated space station.

Babylon 5, are focusing on producing quality science fiction dramas while trying to maintain a handle on production costs. In exclusive interviews with BROADCASTING, Straczynski and Bennett discussed each of the drama's storylines, characters, casting and production costs at length.

Australia is home to 'Time Trax'

Bennett, who was executive producer/writer of four "Star Trek" theatricals, said *Time Trax*, which just began production in Australia, will open with a two-hour premiere in January. Production on the remaining 21 episodes is expected to continue through February.

Time Trax—an acronym for Trans-Time Research and Experimentation—is set in the year 2192 on Earth, where research scientist Dr. Mordecai Sahmbi (Peter Donat, son of actor Robert Donat ["Goodbye Mr.

Chips"]) has developed an ultra-secret time machine. After 10 years of development, and some initial success, it is soon discovered that Sahmbi's time machine will transport people for only "one round trip," the most the human body can withstand the necessary "molecular bombardment."

With little hope of utilizing the time machine for regular military or commercial applications, the government decides to stop funding Sahmbi's project. Determined to continue, Sahmbi seeks private funding by offering criminal fugitives the opportunity to transport back 200 years to establish new identities and lives or continue on a life of crime.

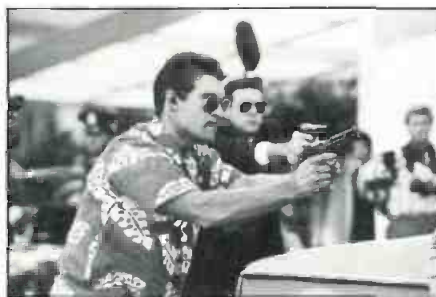
Enter Darien Lambert (Dale Midkiff, star of *Elvis & Me* and "Pet Sematary"), who is a "fugitive retrieval specialist" sent by the U.S. Marshall's Office to round up Sahmbi and the several hundred fugitives un-

leashed on unsuspecting present-day Earth. Lambert's assignment; catch the fugitives and inject them with a chemical that enables him to transport them to the future for prosecution by the authorities.

Lambert will have an unusual non-human sidekick named SELMA, which is an acronym for Specified Encapsulated Limited Memory Archive, a female hologram that is projected from a computer the size of a credit card. According to Bennett, Selma, who is being played by Australian-born actress Liz Alexander, has the "looks and manners of Julie Andrews in 'Mary Poppins.'"

When asked if the series will be characterized as a combination of *Quantum Leap* and "Terminator 2," Bennett says *Leap* moves around in time, while *Time Trax* is set on present-day Earth. "In 'Terminator 2' fugitives were regularly terminated, but we're going to allow Lambert to make judgment calls on leaving some fugitives on present-day Earth, if they have become model citizens," says Bennett.

By choosing Warner Bros.' Road-



Dale Midkiff, star of 'Time Trax'

show Studios in Australia for the first-time production of a U.S.-bound series, Bennett says Lorimar Television, Warners' network production arm, is taking advantage of a favorable exchange rate on the American dollar versus the Australian dollar (74 cents on the dollar). Although there are unions in Australia, Bennett says the hourly scale is slightly lower than in the U.S. Thus, he estimates production costs can be contained below \$1 million per episode, or slightly under \$25 million for the full complement of 22 episodes.

'Babylon 5' relies on computers

Straczynski, who is producing the

two-hour *Babylon 5* pilot with Rattlesnake Productions, screened early special effects clips that were entirely computer-generated. Instead of using models for the space station and other ships, Straczynski says that computer animation uses far less footage and can be replicated in "single takes" that offer enhanced "motion" and "luminance" characteristics.

As opposed to *Time Trax*, Straczynski—who has worked as story editor on *The New Twilight Zone*, among other series—has slated all of the studio production on *Babylon 5* for studios in Santa Clarita, Calif., about 30 miles north of Los Angeles. With the reliance on computer animation and slightly lower off-the-lot production costs, Straczynski says he is confident the two-hour pilot can be produced in the \$3 million range. If the Consortium and Warner Bros. should pick up the series for 22 episodes for fall 1993, the sets can be pulled from storage, and per-episode costs would be reduced to around \$1 million.

Babylon 5 is the namesake for a United Nations-like space station set in the year 2257. At a length of nearly

IDB - THE UNCOMMON CARRIER

IDB, the world's largest and most experienced transmission service provider to the audio industry proudly offers domestic and international services including;

- Satellite space, program origination and uplinking/downlinking.
- Complete distribution services for program networks.
- New CD-quality SEDAT™ transmission technology.
- Turn-key remote transmission services available worldwide.
- Pan-European radio distribution services on ASTRA satellite.

For more information, please call:



IDB COMMUNICATIONS
GROUP, INC.

Los Angeles, Julie Spira (213) 240-3710

New York, Jill Jameson (212) 684-7900

five miles, the space station, which is run by the Earth Alliance, is literally an artificial host city to a divergent array of aliens and humanoids. Jeffrey Sinclair, a former fighter pilot who earlier in his career led an Earth Alliance squadron in a seemingly victorious war against aliens known as the Minbari, is the commander of the space station.

As a UN-style outpost, *Babylon 5* is the home to three alien ambassadors, with the fourth permanent ambassador, a Vorlon, scheduled to arrive at the station at the beginning of the telefilm.

Upon his arrival, Vorlon Ambassador Kosh is injected with a near-fatal poison in an unidentified assassination attempt. However, when a telepath

named Lyta Alexander reads Kosh's mind, there appears the image of Commander Sinclair injecting him with the poisonous patch when they shake hands. Facing a 12-hour extradition deadline and a stacked trial on Vorlon, Sinclair joins security chief Michael Garibaldi and Lieutenant-Commander Laurel Takashima in a frantic investigation to find the real assassin.

(Casting for the main characters is not completed and production isn't slated to begin until late August, according to Straczynski. The two-hour presentation, he says, has now been pushed back to February 1993, for the February sweeps.)

Quick comparisons will likely be drawn between *Babylon 5* and a simi-

lar storyline for Paramount's *Deep Space Nine*, something that Straczynski refutes, saying that he developed his series concept more than five years ago.

"Whereas *Deep Space Nine* is a small outpost dominated by the Federation, we have built a universe within *Babylon 5* where more than 250,000 aliens live within separate atmospherically controlled cities, which the Earth Alliance sometimes has trouble exerting its control over," Straczynski says.

"*Babylon 5* will really mirror what most ethnically diverse, advanced societies confront on a daily basis, but we'll also have to seek to make humor of some of the outdated taboos present in certain societies today." ■

SATURDAY MORNING: STATIONS DISCOVER NEWS NICHE

CBS affiliates follow many NBC stations that have launched Saturday local newscasts and found untapped source of advertising; networks are not pleased with trend because that daypart is profitable for them

By Steve McClellan

NBC affiliates aren't the only stations discovering the positive fiscal and community service benefits of blowing out Saturday morning cartoons for local news programming (BROADCASTING, June 29). A growing number of CBS affiliates are discovering that truth as well, despite the fact that CBS is number one in the daypart.

In the last two months, a handful of CBS affiliates have launched or announced plans to launch Saturday local news blocks to build revenue and to program to the underserved Saturday morning news audience. The stations include KDFW-TV Dallas, KSL-TV Salt Lake City, WBAL-TV Baltimore and WITI-TV Milwaukee.

KIRO-TV, the CBS affiliate in Seattle, launched a three-hour Saturday news block last year and has developed companion magazines for the daypart as well, on subjects including automobile care and repair, golf, home and gardening, cooking and travel. Some of those shows are being syndicated regionally and packaged for home video.

Station executives looking at the possibilities are acutely aware that CNN's highest rated daypart (barring extraordinary events) is Saturday

morning. In some cases, stations say they want to get a jump on competitors, especially NBC affiliates that may be planning local news blocks to complement *Saturday Today*, which debuts next month.

According to station executives, the opportunity takes on even greater im-

portance at a time when CBS is about to make another sharp reduction in the compensation pool, forcing stations to scramble to look for ways to offset those losses.

"A lot of the CBS affiliates I've talked with are considering such a move as a way of recovering at least

MOYER MOVES TO KNBC FOR \$7.5 MILLION

Ending weeks of rumor, KNBC-TV Los Angeles has signed KABC-TV news anchor Paul Moyer to an estimated six-year, \$7.5 million contract. The loss of Moyer is a major one for KABC-TV, whose early fringe newscasts are perennially top-rated in the market and which is in a seesaw 11 p.m. battle with KNBC-TV, but Capcities/ABC apparently declined to sweeten its rumored \$5 million, five-year offer.

The hiring, which KNBC-TV says is effective immediately, marks Moyer's return to the NBC O&O after 13 years at KABC-TV. Moyer was anchor at KNBC-TV from 1972 to '79. It is expected, as part of his contract, that Moyer will get to substitute anchor news inserts for NBC's *Today* show and fill in for Tom Brokaw on the *NBC Nightly News*.

Although KNBC-TV declined comment on contract terms, Moyer, given the recent budget naysaying on million-dollar annual salaries, is said to be the highest-paid L.A. anchor, slightly ahead of KCAL(TV)'s Jerry Dunphy, also a former KABC-TV anchor, who is believed to have a \$1 million-plus-per-year contract with the Disney-owned independent.

A KNBC-TV spokeswoman would not comment on whether lead 11 p.m. anchors John Beard or Kelly Lange would be reassigned to earlier newscasts to make room for Moyer, something the station says it will decide shortly. As for KABC-TV, a spokesman says the station is "studying its options," although the ABC O&O has already been rotating anchors since Moyer began the failed renewal negotiations last month. ■

part of the lost revenue from reduced compensation," says Jeff Rosser, general manager, KDFW-TV Dallas. The station launched a two-hour local news block in early May (8-10 a.m.). To make room, the station canceled an hour of the CBS cartoon block, and shifted another to 6 a.m.

Rosser says the station analyzed the efforts of other affiliates around the country and found "nearly all of them are enjoying real success." So far, the KDFW-TV Saturday news block leads its time period with, on average, about a 6 rating. "We've found an untapped resource of advertising revenue," he says.

Last month the CBS affiliate in Utah, KSL-TV, launched a three-and-a-half-hour Saturday newscast (7-10:30 a.m.). The station's news director, Lee Roderick, says a station survey concluded there was an underserved Saturday news audience. "That survey, coupled with the success other stations were having, and all the inventory we recaptured—we just felt the reasons were too compelling not to go forward," says Roderick.

Not unexpectedly, network officials are not terribly pleased with the emerging trend, station officials say,

although there doesn't appear to be much they can do about it. CBS officials declined comment for this story. But one network source said the trend is one more headache for all three networks: "Saturday morning is a profitable daypart for the networks. It's going to be a problem for us."

But affiliates have their own problems. "We value the relationship with the network," says Roderick. "But we have other things we have to consider as well."

Rosser and Roderick both say they were expecting an avalanche of angry calls and letters from outraged parents upset that the stations would cancel their children's favorite cartoons. "To our delight, there was just a small handful of complaints," says Roderick. "We're still getting a lot of calls thanking us for putting the news on."

"It's been received well," says Rosser, "with the exception of some parents unhappy that we took off their kid's favorite cartoon."

In Seattle, KIRO-TV and NBC affiliate KING-TV launched Saturday morning news blocks in September 1991 and now split about 9 rating points between them. "There's a big appetite for local news and targeted informa-

tion programs," says Glenn Wright, general manager, KIRO-TV. A locally produced garden magazine, says Wright, will be sold to six other stations in the region this year. "We want to do a video library with the show, and possibly the travel and cooking shows as well," he says.

At KIRO-TV, it's not just network fare that is being pre-empted. Wright says the station did not renew *Dona-hue* or *Sally Jessy Raphael* for fall 1993 and plans to fill one of those hours with a locally produced show. "That's the direction we'll continue to head in," he says.

WBAL-TV will launch a four-hour Saturday newscast on July 18. "We feel there's a terrific underserved audience," says station general manager Phil Stolz. "Many people in the market have no cable and no local news at all on Saturday."

Stolz, for one, insists the current battle between CBS and its affiliates over compensation has nothing to do with the station's decision. "We were planning this months before that issue came up," he says. "It's just a good opportunity, and I think more and more stations will find an appetite for news on the weekends." ■

GRANITE TELEVISION STATIONS PLAN TELCO ENTRY

Will television viewers pay extra to have instant access, by telephone, to a station's latest sports update or community calendar of events? Are there opportunities for advertisers to tie in to such a phone-based service, known as "audiotext"? The answers are unknown, but Granite Broadcasting Corp., New York, and Audio Communications Inc., Las Vegas, have formed a joint venture to test and market the feasibility of such services.

Newspapers have dabbled in such services for years, offering readers the opportunity, for example, to call a 900-number for sports scores, stock quotes or a couple of clues to the daily crossword puzzle.

From Granite's point of view, the potential of audiotext is a marketing and promotion opportunity that could lead to additional revenues, from both viewers calling in and advertisers.

The potential for ACI, an 800-number and 900-number software packager, is a pilot program that it could market to broadcasters around the country, according to Alan Zaretsky, ACI director of sales and marketing.

According to both Zaretsky and Granite Chairman Don Cornwell, their venture represents the first major effort by a broadcaster to test the potential of audiotext.

"It's really a marketing and promotion-oriented

project for us," says Cornwell. "Increasingly, all the electronic boxes we use in our homes are becoming melded together. And as broadcasters, we have the ability to motivate people to do things. We have large audiences and can drive people to use a service. If they don't like it, they won't use it again."

In the past, some 900-number services, particularly those advertised on television, have been linked to goofy or sordid schemes designed simply to run up phone bills. "We won't be doing any of that," says Cornwell. "Our managers have to live in their communities."

Each of Granite's four network affiliates (WEEK-TV Peoria, Ill.; KBJR-TV Duluth, Minn.; WPTA-TV Fort Wayne, Ind., and KNTV[TV] San Jose, Calif.) will have a customized audiotext software package tailored to community needs, says Cornwell. The stations will go on-line one at a time starting in the fall.

Cornwell provided an example of how the service could tie in advertisers. "You might do an Easter Seal campaign where viewers call a 900-number to make a donation and in return receive a coupon book sponsored by local businessmen." The service could also do opinion polls and surveys, he says. "We're testing the power of TV. We believe broadcasters ought to reach out and be in more channels of distribution." —SM

Broadcasting's Ratings Week Jun 29-Jul 5

	ABC	CBS	NBC	FOX
MONDAY	9.4/17	10.1/18	13.2/24	4.9/9
8:00	38. FBI: Untold Str 8.8/17	36. Evening Shade 9.0/18	17. Fresh Prince 10.7/21	
8:30	28. Amer Detective 9.6/18	21. Major Dad 9.9/18		
9:00	45. MacGyver 8.0/14	8. Murphy Brown 12.2/21	2. NBC Monday Night Movie—Return of the Jedi 14.5/25	
9:30		21. Grapevine 9.9/17		
10:00	13. Peter Jennings Reporting 11.1/19	26. Northern Exposure 9.7/17		
10:30				
TUESDAY	13.2/24	8.8/16	6.0/11	NO PROGRAMING
8:00	9. Full House 12.0/24	21. Rescue: 911 9.9/19	74. Mann & Machine 5.3/10	
8:30	5. Home Improvmt 13.8/26			
9:00	1. Roseanne 16.1/29	44. CBS Tuesday Movie—Crossing to Freedom 8.2/15	66. Quantum Leap 5.8/10	
9:30	3. Coach 14.4/25		57. Dateline NBC 6.9/12	
10:00	11. Jack's Place 11.3/20			
10:30				
WEDNESDAY	7.9/15	10.1/19	9.3/18	NO PROGRAMING
8:00	43. Wonder Years 8.3/17	56. Howie* 7.2/15	11. Unsolved Mysteries 11.3/23	
8:30	47. Growing Pains 7.8/15	61. Davis Rules 6.5/13		
9:00	41. Doogie Howser 8.4/16	19. Raven 10.4/19	24. Seinfeld 9.8/18	
9:30	31. Who's the Boss? 9.3/17		47. Night Court 7.8/14	
10:00	59. Civil Wars 6.7/13	6. 48 Hours 13.0/24	47. Quantum Leap 7.8/15	
10:30				
THURSDAY	8.2/16	9.7/19	9.2/18	7.2/14
8:00		36. Top Cops 9.0/19	52. A Diffrent World 7.7/17	41. Simpsons 8.4/18
8:30	63. ABC Movie Special—The Sting II 6.1/12	33. Moment of Truth 9.2/19	30. Cosby 9.4/20	59. Michael Jackson 6.7/14
9:00		20. Street Stories 10.3/20	10. Cheers 11.4/22	58. Beverly Hills 90210 6.8/13
9:30		24. Bodies of Evidence 9.8/18	14. Wings 11.0/21	
10:00	7. Primetime Live 12.4/23		52. L.A. Law 7.7/15	
10:30				
FRIDAY	9.1/21	6.4/15	5.1/12	5.1/11
8:00	33. Family Matters 9.2/22	84. H'wood Game 4.4/10	83. Yesterday/Today 4.5/11	63. America's Most Wanted 6.1/14
8:30	40. Baby Talk 8.5/20	91. Say What? 3.8/9	86. Witches/Eastwick 4.2/10	
9:00	47. Dinosaurs 7.8/18		71. Reasonable Doubts 5.4/12	79. Sightings 4.8/11
9:30	55. Up to No Good 7.3/16	54. CBS Friday Movie—Love and Betrayal 7.6/17	69. Law and Order 5.6/12	92. Hidden Video 2 3.2/7
10:00	14. 20/20 11.0/24			
10:30				
SATURDAY	3.7/11	4.9/14	5.0/14	1.8/11
8:00	93. Billy 2.9/9	80. Celebrate the Spirit! 4.7/14	70. Golden Girls 5.5/17	88. Cops 4.0/12
8:30	94. Julie 2.7/8		80. Home Fires 4.7/14	78. Cops 2 4.9/14
9:00	94. Perfect Strang. 2.7/8		71. Empty Nest 5.4/15	90. Code 3 3.9/11
9:30	97. On the Air 2.3/7		71. Nurses 5.4/15	96. Vinnie & Bobby 2.5/7
10:00	66. The Commish 5.8/16	74. Visitors from the Unknown 5.3/15	82. Sisters 4.6/13	
10:30				
SUNDAY	8.5/17	11.7/23	8.8/13	8.1/21
7:00	76. Life Goes On 5.2/12	4. 60 Minutes 14.2/32	87. Voyage of Mystery 4.1/9	88. Bill & Ted 4.0/9
7:30				84. True Colors 4.4/10
8:00	29. Am Fun Hme Vid 9.5/19	14. Murder, She Wrote 11.0/22	66. In the Heat of the Night 5.8/11	47. In Living Color 7.8/16
8:30	31. Am Fun People 9.3/18			62. Rachel Gunn, R.N. 6.2/12
9:00		17. CBS Sunday Movie—Night Walk 10.7/20	39. NBC Sunday Night Movie—Follow Your Heart 8.7/16	33. Married w/Childn 9.2/17
9:30	26. ABC Sunday Night Movie—Lady Killer 9.7/18			46. Herman's Head 7.9/15
10:00				65. Down the Shore 6.0/11
10:30				77. Stand by Your Man 5.0/9
WEEK'S AVGS	8.6/17	8.9/18	7.9/16	5.7/12
SSN. TO DATE	11.6/20	12.8/22	11.8/20	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

Broadcasting Cable

NICK'S BIG DEAL IS THE CAT'S MEOW

Channel acquires five-year MTM programing rights; cable networks unveil fall shows

By Steve Coe

In the largest acquisition ever for the MTV Networks, Nick at Nite in one fell swoop has acquired the exclusive rights to more than 650 hours of MTM series programing, including *The Mary Tyler Moore Show*, *Rhoda*, *Phyllis*, *The Bob Newhart Show*, *WKRP in Cincinnati*, *Hill Street Blues*, *St. Elsewhere*, *Newhart* and *The Betty White Show*. The purchase, reportedly in the \$35 million-\$40 million range, was announced last week in Los Angeles during the Television Critics Association (TCA) press tour.

The deal is actually a rights renewal for two of the highest-rated sitcoms in the package, *The Mary Tyler Moore Show* and *The Bob Newhart Show*, which were purchased by MTV Networks in 1989 for its HA! basic comedy network (which later became part of Comedy Central). MTV at the time reportedly spent between \$5 million and \$10 million on the MTM deal with the understanding that the shows would be locked into syndication until 1992 or 1993.

Geraldine Laybourne, president, Nickelodeon, said each series will be included in the deal for five years, and the shows will premiere at different times as their syndicated contracts, which are currently in effect, expire. The first of the shows to air is *The Mary Tyler Moore Show*, which debuts on Sept. 12 with an all-day Mary-thon.

Laybourne also announced the schedule for Saturday Night Nickelodeon, or Snick, saying that she expects the new lineup to double the ratings currently garnered by the Saturday 8-10 block.

The night will kick off with *Clarissa Explains It All* at 8 p.m., followed



Nick at Nite's 'Mary Tyler Moore Show' airings debut with all-day Mary-thon Sept. 12.

by *Roundhouse*, a new variety show featuring a cast of 12 actors. At 9 p.m. cult favorite *The Ren & Stimpy Show* airs, followed by *Are You Afraid of the Dark?* at 9:30.

USA Networks

Also at the press tour last week, David Kenin, executive vice president of USA Networks—renamed to accommodate the imminent addition of the Sci-Fi Channel—announced that Joan Rivers will host *Joan Rivers' Gossip Show* beginning this fall. The show, produced by USA with Tribune Entertainment, will air on Saturdays at 4-4:30 p.m. and be repeated on Sundays at 6:30-7 p.m. Tribune also produces Rivers's syndicated talk show, which will continue to air in conjunction with the new cable project.

Turner Broadcasting

Saying that neither motion pictures nor television have treated the story of the American Indian "properly," Ted

Turner, president and chairman of the board, Turner Broadcasting System Inc., detailed plans last Tuesday for various divisions of TBS to see the company's six-hour documentary *The First Americans*. Produced by TBS Productions in association with Ohl-meyer Communications, the series is written by Pulitzer Prize-winning Native American author Scott Momaday. The project is set to debut on superstation WTBS(TV) Atlanta in the fall of 1993.

TNT, meanwhile, will produce seven historical dramas comprising 14 hours of anthology programing. The seven projects, overseen in part by Native American consultants, will feature many compelling figures in American Indian history. Turner said two of the movies will be produced each year.

In the news division, *CNN Special Reports* is producing a 20-part series that examines contemporary issues for Native Americans. The CNN portion

is also slated to air in the fall of 1993.

Discovery Networks

Frontiers of Flight, a sweeping 13-part series that examines the history of aviation firsts, anchors The Discovery Channel's fall programing. Produced in association with the Smithsonian Institution's National Air and Space Museum, the project will cover aviation history from the first flight of the Wright brothers to the Voyager's around-the-world flight. Part one of the series kicks off Saturday, Oct. 3, at 9-10 p.m. The remaining 12 episodes will air on consecutive Saturday nights in the same time period.

The Learning Channel will also open its fall programing lineup with an equally ambitious project, *Archeology*. The 13-episode series, hosted by actor John Rhys-Davies, will investigate mysteries of the past through archeology. The series debuts Monday, Sept. 28, at 9-9:30 and will air on consecutive Monday nights in the 9 p.m. slot. Topics range from early Roman expeditions to Custer's Last Stand.

American Movie Classics

In one of the more ambitious efforts at

this year's press tour, American Movie Classics transformed a ballroom at the Century Plaza Hotel into a mini-baseball field complete with sod, infield and bleachers to highlight its upcoming special *Diamonds on the Silver Screen*. The hour project debuts Oct. 15 at 8-9 p.m. and looks at baseball as seen through Hollywood's lens. AMC is also debuting *Roy Rogers: King of the Cowboys*, an hour special looking at the life of the famous cowboy movie star. The project is being produced by AMC with Republic Pictures, where Rogers was its number-one box-office star. The show debuts Dec. 3 at 9-10 p.m.

Lifetime

Lifetime Television is launching an extensive public awareness campaign, *Women and Politics: A Lifetime Challenge*, consisting of programing as well as collaborations with cable affiliates, women's groups and national magazines. The effort is Lifetime's most aggressive public awareness campaign to date. As part of the effort, the channel will present *Seize the Power: A Lifetime Challenge to the Women of America*, a live, two-hour election special produced by ABC

News. The project, which focuses on issues especially important to women in this election year, will be hosted and moderated by ABC News correspondent Lynn Sherr. The project will air Wednesday, Sept. 9, at 9-11 p.m.

Comedy Central

Comedy Central will offer its own particular take on the upcoming political conventions with *Indecision '92: The Democratic National Convention* on July 13-16 and *Indecision '92: The Republican National Convention* on Aug. 17-20. The channel will provide two hours of live coverage at 9-11 p.m. each of the four nights of the conventions, with comedian-writer Al Franken hosting a team of comedians, journalists and pundits.

A&E

On the Arts & Entertainment Network this fall, the creators of the British series *Upstairs, Downstairs* will debut their new project *The House of Elliot*. The new 10-episode, 12-hour series from Jean Marsh and Eileen Atkins premieres with a two-hour episode on July 12 at 8-10 p.m. Also on A&E this fall is the four-hour special *Charlton Heston Presents the Bible*, a perfor-

Seeing (or hearing) is believing!

The deadly force of a tornado can only be experienced. But through TV and radio, people can get a feeling for what a tornado is like and an understanding of how to survive.

That's why we're offering:

- Two 30-second TV public service announcements depicting life-or-death decisions during a tornado.
- Two 30-second radio spots with a similar survival message.

Also available for TV: a 10-minute program, "Funnel Facts and Fables," produced for the National Coordinating Council on Emergency Management. This light but meaningful program dispels tornado myths while getting across a survival message.

State Farm Fire and Casualty Company, in cooperation with NCEM, developed these noncommercial announcements and offers them free as a public service. To order, simply write and specify if you want the radio PSAs, the TV PSAs or both the TV PSAs and the 10-minute video. (Specify 1/2 inch or 3/4 inch videos.)



Funnel Facts
Public Relations Department
State Farm Insurance
One State Farm Plaza
Bloomington, IL 61710

TORNADO TACTICS

mance reading of some of the Bible's most popular stories.

Disney Channel

The Disney Channel will debut *Disney's Young Musicians Symphony Orchestra* concert on Tuesday, Sept. 15, at 8-9 p.m. The program, featuring 65 pre-eminent young musicians, will feature composers John Williams and Henry Mancini. The channel will also premiere *The Ernest Green Story*, about a black high school student's experiences when he and a small group of other black youths entered Little Rock, Arkansas's Central High School in 1957. The Disney Channel also announced renewals for the *Mickey Mouse Club*, for its fifth year, *Avonlea*, for its fourth, and *Adventures in Wonderland*, which won a 1992 Emmy Award.

Nostalgia Television

Dr. Ruth Westheimer's *Dr. Ruth's*

Never Too Late, an original half-hour talk show, will debut on Nostalgia Television Saturday, Aug. 15.

Nashville Network

Taped at the Grand Ole Opry, *Hats Off to Minnie: America Honors Minnie Pearl* airs on the Nashville Network Oct. 26 at 8-10:30. The music and comedy special features more than 100 performers. The show is hosted by Barbara Mandrell and features country music performers as well as actors like Burt Reynolds and Roseanne Barr, and greetings from President Bush and former president Ronald Reagan.

Showtime

On August 15 at 10 p.m., Showtime presents the *10th Annual Montreal Comedy Festival*, hosted by Lily Tomlin. The 11-day festival will be condensed into a two-hour special featuring highlights from the gathering,

which attracts more than 250 comedy acts from around the world.

CNBC

CNBC announced that Phil Donahue and Russian political commentator Vladimir Pozner will team up this fall to co-host a live talk show slated for the channel's prime time lineup. The show, to focus on hot topics of the day, will rely heavily on phone-in participation from viewers. CNBC has not yet set a date.

Family Channel

The Family Channel, beginning in September, will strip the first three seasons (66 episodes) of the hour-long Warner Bros. series *Life Goes On*, which will continue to air on ABC with all-new episodes this fall. Family renewals include Alliance Communications' *The Adventures of the Black Stallion*, which has just begun production on its third season. ■

SECOND-QUARTER CABLE NETWORK RATINGS: 1992 VS. 1991

USA Network led the cable network ratings race for the second quarter of 1992, showing a 17% prime time ratings boost in a year-to-year comparison with the second quarter of last year. Among the strongest performing shows for the network continued to be its hour-long dramas, including the off-network run of *Murder, She Wrote*, which showed a 25% climb over last year in the Monday-Friday 8 p.m. time period. USA's Sunday night run of *Silk Stalkings* showed a 62% improvement in the time period over last year, when the network ran *Counterstrike* in the slot. The network also benefited from improved ratings for USA's *Tuesday Night Fights*, which were up 26%, and

one less telecast per week of the struggling World League Football.

Among the other basic cable networks, Turner Broadcasting showed gains as high as 17% in households tuning in to CNN during prime time. The 24-hour news channel saw its prime time ratings climb from 0.8 to 1.0 and its household numbers grow from 498,000 to 584,000. Turner officials attributed the increase in part to coverage of the Los Angeles earthquake and growing interest in the 1992 presidential campaign.

Most other cable ratings showed slight growth for the second quarter (April-June) of 1992, although there were some declines in prime time.

	Prime Time				Full Day			
	2Q 1992		2Q 1991		2Q 1992		2Q 1991	
	Rating	Households	Rating	Households	Rating	Households	Rating	Households
USA	2.1	1,236,000	1.8	1,035,000	1.1	670,000	1.1	637,000
WTBS	2.0	1,165,000	1.8	1,047,000	1.2	715,000	1.2	708,000
TNT	2.0	1,127,000	1.9	1,042,000	1.0	544,000	0.9	496,000
ESPN	1.6	940,000	1.7	990,000	0.8	480,000	0.8	450,000
Lifetime	1.1	627,000	1.2	658,000	0.6	308,000	0.6	321,000
Nashville	1.1	595,000	1.2	630,000	0.5	294,000	0.5	287,000
Nickelodeon	—	—	—	—	1.0	591,000	1.0	573,000
CNN	1.0	584,000	0.8	498,000	0.6	345,000	0.5	322,000
Nick at Nite	1.0	574,000	1.0	551,000	0.7	402,000	0.6	347,000
Discovery	0.9	516,000	0.9	502,000	0.5	289,000	0.5	268,000
Family	0.9	483,000	0.7	404,000	0.6	336,000	0.6	319,000
A&E	0.7	392,000	0.7	359,000	0.4	228,000	0.4	215,000
MTV	0.6	341,000	0.6	332,000	0.5	264,000	0.5	277,000
Headline News	0.3	164,000	0.3	142,000	0.3	171,000	0.3	132,000
VH-1	0.3	153,000	0.3	128,000	0.2	97,000	0.2	85,000

Notes: Figures are network estimates. All data are supplied by an outside source based on Nielsen Media Research. Ratings are based on coverage area of each network, not entire television universe. USA's prime time is 7-11 p.m.; Family's is 7-10 p.m.; Discovery and TNN's full day is 9 a.m.-3 a.m.; Lifetime's and Family's is 7 a.m.-1 a.m.; A&E's is 8 a.m.-4 a.m.; Nickelodeon's is 6 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-6 a.m.

Broadcasting Radio

NAB PLANS SUMMIT TO STUDY ARBITRON PROBLEM

Fall meeting in New York will attempt to find answers to complaints about diaries

By Randy Sukow

The National Association of Broadcasters is making preliminary plans to hold an "all-industry summit" in New York sometime in November to find possible solutions for the radio audience measurement dilemma. Radio stations and other users say audience research is currently inaccurate, but the cure, according to the only company now providing data, Arbitron, will be very expensive.

NAB executive committee and staff are organizing the summit at the direction of the NAB Radio Board, which met late last month (BROADCASTING, June 29). A report on the summit's accomplishments is expected by NAB's January 1993 board meeting in Naples, Fla.

"There are a lot of different people in a lot of different organizations who are involving themselves in some type of [Arbitron] monitoring mechanism," said NAB President Eddie Fritts in a press briefing following the meeting. "Our thinking was to bring all the various people of the different parts of the industry together to actually establish an agenda and look for a broad range of options for the future."

"Our intent is to invite people from ad agencies, rep firms, stations and really everybody who uses ratings," Richard Ducey, NAB senior vice president, research and planning, said last week.

The chief broadcaster complaint about Arbitron's diary system is that audience samples are too small. A low response rate by consumers to Arbitron appears to be a major cause. "Interestingly, in Canada they are actually increasing response to their radio service, so it is possible to do," Ducey said. "One of our committees has

been working with Arbitron in diary redesign."

But even with greater response rates, broadcasters worry that Arbitron's samples will not be large enough to cure often erratic fluctuations in station audiences on a month-to-month basis that appear to be obvious anomalies, but which still significantly affect stations' abilities to market themselves to advertisers.

The obvious solution—simply raising the sample size to cure the anomalies—has been rejected by Arbitron as too expensive (BROADCASTING, May 11). Arbitron's proposed solution is longer, six-month measuring periods to provide more reliable data based on current sample size compared with the data from current three-month periods.

Arbitron's customer advisory council will meet in late July to discuss the plan further, said Jay Guyther, Arbitron vice president, radio sales and marketing.

But many of the summit attendees will likely be dissatisfied with the Arbitron proposal. "If the problem is sample size, then you have to address sample size, period," said Jerry Boehme, senior vice president and director of research, Katz Radio Group. Leaving the sample size the same and increasing the measurement period would introduce several new variables that could further skew the data, he said.

Some hold out hope that new technology could eventually be the solution. Guyther said Arbitron is working

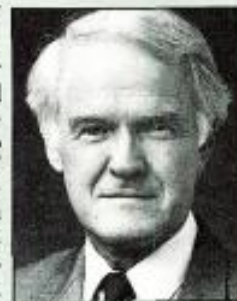
NAB RADIO POST CHANGES HANDS

John David, formerly National Association of Broadcasters vice president, broadcaster/congressional relations, marked his first week as the association's senior vice president, radio, last week.



John David

As he defines his job, David says, his greatest responsibility will be to promote participation in legislative and policy issues. Radio currently faces pivotal issues—FCC ownership regulations, digital audio broadcasting, spectrum fees, music licensing and political advertising—that may one day require NAB to ask



Lynn Christian

broadcasters to come to Washington for a lobbying blitz. "People that just pay dues and let other people do all the work need to get involved more," he says.

David credits his predecessor, Lynn Christian, for completing most of the work on his first big project, planning for the Radio '92 convention in Las Vegas this fall. Christian will continue with NAB through the convention before moving to Los Angeles to become senior vice president, West Coast region, for the Radio Advertising Bureau.

—RMS

with a number of small electronics companies to explore new systems to solve some sample-size and response-rate problems, with rollout perhaps as early as 1994. "We're not that far away," he said.

Another commonly proposed but

perhaps unlikely solution is the entrance of new audience measurement companies to compete with Arbitron. A number of small entrepreneurs around the country have expressed interest, but there is still doubt among broadcasters that they could succeed

where many other companies have failed over the past 20 years.

"It's a huge investment, and taking on a giant is a tremendous job," said NAB's new Radio Board chairman, Wayne R. Vriesman, vice president of Tribune Broadcasting's radio group. ■

RADIO INVESTOR

GE Investment Management Corp. (GEIM) will invest more than \$50 million equity in radio acquisitions through Radio Equity Partners LP. Investing for General Electric pension funds, as well as outside pension funds, GEIM will have two seats on the three-person board of Radio Equity's managing general partner. The third seat will be held by George L. Sosson, who will also manage the stations.

Sosson, formerly head of CBS's FM radio group, will also continue to manage the four AM and six FM stations of RP Companies. He told BROADCASTING that Equity Partners will be looking primarily for FM stations in the top 50 markets and that it has already begun to examine specific properties. "Although I never rule out anything," he said, "we are only interested in cash flow-generating stations...no turnarounds, no sticks." Sosson added it is unlikely that Radio Equity would seek to create a synthetic duopoly in markets where RP Companies already has stations by combining operations of the two companies' stations.



George Sosson

VERONIS SEES NO GREAT DEMAND FOR DAB

Over-the-air FM or AM radio listenership will suffer no significant impact from development of either satellite-delivered digital audio broadcasting (DAB) or digital cable radio, predicts investment banker Veronis, Suhler & Associates (VSA) in its six annual "Communications Industry Forecast."

At bottom, the report doubts there is any underlying demand for DAB. "Consumers currently have digital audio music available in the home and automobile via compact disc technology [and] there does not appear to be an unsatisfied demand for digital music."

Additionally, Veronis, Suhler concludes that, with the target market already owning compact disc players (and buying 300 million CD's in 1991), "we think it unlikely that a significant number of these households will be willing to purchase additional expensive equipment to duplicate what they already have...and in the case of satellite DAB, a special antenna as well."

VSA also concludes satellite DAB market development would be hampered by lack of local programming, saying, "Even music-oriented stations generally provide weather and traffic reports as well as the local news and other information that listeners value."

Conceding that digital cable audio services represent "a potential competitive threat to radio," VSA concludes the "fully established" CD industry meets the demand for digital music in the home. "Consequently, we believe digital cable will face difficulties in becoming established," says the report, adding the caveat that, at best, cable digital will represent "only a modest increment to the fierce competition for in-home listening."

RIDING GAIN

BRN SOLD, EYES SPORTS

A Los Angeles-based investment group purchased a controlling share of Business Radio Network last week. Richard Grisar, the head of the group, will take over as president and chief executive officer of the 275-affiliate network based in Colorado Springs, Colo. Terms of the transaction were not disclosed, other than that Grisar's group bought stock in BRN from Lester B. Loo, Gary O. Loo and Richard Faulkner.

Grisar, former general manager of KVEG(AM) North Las Vegas, Nev., and a founder of Sports Entertainment Network, says he plans to expand BRN to include more sports programming.

"Business and sports are naturally complementary and represent the fastest-growing and highest-demand segments of information radio," he said. Grisar replaces Steven Winter as BRN president.

E! NEWS/MJI PARTNERSHIP

MJI Broadcasting and E! Entertainment Television last week announced an agreement to develop new entertainment-based news programming. The new programming, aimed primarily at morning shows, will include an actuality service providing sound-bites from celebrity interviews; Hollywood reports culled from E!'s own reporting; a one-hour, weekly entertainment wrap-up; and a daily fax service tied into the daily actualities. Much of the material will come from E! News Daily, the network's nightly 30-minute newscast. Josh Feigenbaum, president and founder of MJI, says the new service will give stations "up-to-the-minute, exclusive access to the best and the brightest stars in entertainment." MJI's E! Entertainment Network will debut in September 1992.

NETWORK RADIO

LEARNING HOW THE OTHER HALF LIVES

Unscathed among their ad-driven cohorts in 1991, networks down 13%; executives predict fourth-quarter turnaround; Westwood's Batusic says cost-cutting round is due

By Peter Viles

After emerging from 1991 relatively untouched by the advertising slump that hit most other ad-driven businesses, radio networks have spent the first half of 1992 learning how the other half lived.

And while network executives are outwardly confident that their industry will recover in the fourth quarter of this year, they are somewhat at a loss to explain the steep revenue drop-off they've suffered.

The network revenue declines this year—nearly 20% behind 1991's pace in April and May and nearly 13% percent behind 1991's pace for the first five months—come after network radio posted a 1.6% gain in 1991, easily outperforming the rest of the radio industry.

"It's unusual that we had such a good year last year," says Dick Siliigni, vice president, sales, CBS Radio Networks. "We were a bright spot in the broadcasting and advertising industry. And this year has been so difficult, it's hard to explain."

CBS, which alone among radio networks has high costs for professional sports rights, surprised the industry in June when it announced layoffs of nearly 15% of its staff. CBS, which spends \$20 million per year for the rights to NFL and Major League Baseball games, said it was suffering from a glut of sports inventory and from a generally soft advertising market.

While no other network has hinted at widespread layoffs, it is clear that the revenue slump is industrywide.

"I think it's the economy—period," says Bud Heck, president of the Radio Network Association. "I don't think it has much to do with the Olympics or this being an election year.

THE FALLING DOLLARS...

Figures are % change from same month, previous year



NETWORK REVENUES 1992 vs. 1991 (In millions)

Month	1991	1992
January	\$29.7	\$27.7
February	\$28.5	\$27.3
March	\$33.6	\$30.5
April	\$36.7	\$29.6
May	\$42.6	\$34.2
June	\$36.9	
July	\$34.3	
August	\$37.9	
September	\$37.4	
October	\$46.8	
November	\$37.9	
December	\$32.4	
TOTAL	\$434.9	

Source: Radio Network Association.

When you see what companies like General Motors have done recently—those kinds of companies are just holding their budgets tighter than normal."

Greg Batusic, president of Westwood One Networks' radio division, says he expects the network industry to rebound in the fourth quarter

but still finish 1992 some 5% to 6% behind 1991 levels. As painful as that may be for the industry, Batusic says the networks are due for a round of cost-cutting because they had dodged much of the recession of the late 1980's and early 1990's.

"This would be the first down year since 1982," Batusic says. "Quite honestly, we've never had a recession. We're finally learning to deal with tough economic times, whereas the rest of the country's been doing it for years."

Several network executives stressed that, despite the advertising slump, the networks are well positioned for the future. Unlike television networks, they have not lost listeners to other media, and within the rapidly changing radio business there appears to be a steady demand for network programming, especially the 24-hour formats supplied by Unistar and ABC's Satellite Music Network.

"Clearly we're still a very large and viable medium, and we're just going through a transitional period," says David Kantor, executive vice president, ABC Radio Networks, and president, SMN. "I see the future for network radio brighter than a lot of other mediums."

Says Westwood One's Batusic: "I don't feel good about the year, but I feel good about the near future of network radio.... Network radio's been here for 50 years. I don't think it's going to go away."

David Landau, Unistar Radio Network's president, sales, says he sees signs of a turnaround in the third and fourth quarters. Already, Landau says, there are bright spots in certain categories, including lodging, pharmaceuticals and some packaged goods.

There are many theories to explain

SO WHAT, EXACTLY, IS A RADIO NETWORK?

For the purposes of this special report, BROADCASTING focuses on the five radio networks that are measured in network radio's only audience survey, the biannual RADAR survey conducted by Statistical Research Inc.: ABC, CBS, Unistar, Westwood One and American Urban Radio Networks.

Statistical Research, in turn, relies on a four-part definition of a network: a programmer that has continuity of programming; written, contractual agreements with its affiliates; the capability of an instant feed to all affiliates, and a clearance system so it can determine which affiliates carry which programming.

The RADAR-rated networks actually consist of several smaller networks, however. And there are countless other radio networks across the nation, ranging from state news networks to large program syndicators such as CD Media, EFM Media, MediaAmerica, MJJ Broadcasting, Premiere Radio Networks and SJS Entertainment Corp., that are not rated in the RADAR report.

So what is a network and what isn't?

"Unfortunately, it's semantics," says Bud Heck, president of the Radio Network Association. "If you hook two or three stations together, that's a network."

The RNA's own definition of a network, intended to recognize only national networks and sell them to national advertisers, limits membership to programmers that distribute to all 48 contiguous states, Heck says. That means ABC, CBS, Unistar and Westwood One.

That also means that one of the most successful programs on national radio—EFM Media's *Rush Limbaugh* show, heard on nearly 500 stations every day—isn't on network radio.

"My definition of a network is a company that has the capability of in-house production, sales and marketing to an extensive group of radio stations," says Steve Lehman, president of Premiere Radio Networks. "By all other standards, excluding RADAR, Premiere is considered by advertisers as one of the top five networks in America."

—PV

the current revenue drop-off. Network executives interviewed by BROADCASTING were divided as to whether

the Olympics have drained advertising dollars away from other media. Although Westwood One has exclusive

radio rights for live Olympics broadcasts, and reports that it has sold out its entire Olympics inventory, the vast majority of Olympics ad spending goes to television.

"What we experienced this year is that there were no exclusive dollars set aside for the Olympics," says one network sales executive. "So those dollars came out of regular budgets, and that has impacted all media."

The near-dormant auto industry has been another trouble spot for network radio, according to network executives.

Part of the problem radio networks face is the volatile nature of some national accounts. While network radio is a \$430 million-per-year business, it represents one of the smallest slices of the \$77 billion national advertising market, and the whims of two or three large advertisers can impact the entire industry.

For example, Gateway Educational Products, which sells "Hooked on Phonics," was a surprisingly large player in national radio advertising last year, spending an estimated \$20 million. A company spokesman says Gateway will spend much less on radio this year, partly because of increased use of televised infomercials.

"That was a significant amount of money for radio last year," says CBS's Silipigni. "They're back this year, but at about half that level." ■

FULLER-JEFFREY
BROADCASTING COMPANIES, INC.

\$18,500,000

Secured Senior Notes

Due 1997

Financing has been
provided by

GFC

Greyhound Financial Corporation

Communications Finance Group

Jeff Kilrea • (312) 855-1638 • Chicago, Illinois

**EFFICIENT. IMMEDIATE. RESPECTABLE.
AROUND THE CLOCK.**



Announcing ABC NewsWire, a 24-hour On-line News and Information Service.

ABC NewsWire is...

- **Menu driven** allowing you to *efficiently* use only the information you need.
- **Satellite delivered** providing the *immediacy* of breaking news and weather bulletins.
- **Reuters and Gannett New Media** utilizing their highly *respected* resources to provide hourly national and international summaries, regional and state news for morning drive, running sports scores, local weather reports and advisories, business reports and stock updates.

Just what you want, just when you need it!

Combining the Resources of



For More Information Call Derek Berghuis at 212-456-5285

A Quality Programming Service of

abc ABC RADIO NETWORKS

WHENCE NETWORK'S NEXT GENERATION?

Advertiser, affiliate pressure can determine whether next star comes from Topeka or TV

By Peter Viles

Network radio executives searching for a new generation of talent are being pulled in two directions, feeling pressure from affiliates and advertisers to deliver nationally known stars, but also a desire to tap promising personalities who are paying their dues in local markets.

Network radio's current crop of personalities reflects that split. Larry King, Bruce Williams and Rush Limbaugh all went from local markets straight to national distribution before they gained fame. Tom Snyder, Deborah Norville and Downton Julie Brown have all used their television fame to garner network shows.

Maurice Tunick, vice president, director of talk programming at ABC Radio Networks, says stations are increasingly interested in network

personalities with some star power.

"Stations today are looking for some name recognition," Tunick says. "They're looking for a recognizable talent—talent that might not be available in small markets."

"There aren't a lot of people who are nationally known in radio—that's why we went looking for Julie Brown," says Thom Ferro, executive vice president and general manager for Westwood One Radio Networks and The Source.

Such high-profile names are also important to advertisers, Tunick says. "With any personality and any program concept, part of the evaluation process isn't just whether you can clear it, it's whether you can sell it to advertisers," he says.

Tunick and other network executives say they are constantly searching local radio markets for talent, looking for the next Larry King—a purely local personality poised to be a national success. "Look at Bruce [Williams], Sally [Jessy Raphael] and Larry [King]," he says. "None of those people were known nationally prior to being on national radio."

But Ferro says he fears the networks, with the focus on established

names, may be missing a chance to develop stars of their own. "There's a good chance that the next Rush Limbaugh is out there in a medium-sized market, say Phoenix, where there's a little more leeway for a personality to stretch out and grow," Ferro says. "One of the things I question is whether there's enough effort being put into looking to the small and medium markets."

CBS, meanwhile, took a somewhat middle ground in selecting Gil Gross as host of its new national call-in talk show. While not a national celebrity, Gross is a network veteran and is well known in national radio circles.

Frank Murphy, vice president, programs, CBS Radio Networks, says, "We really didn't give a whole lot of thought to the celebrity angle. That only goes so far."

Despite questions about where the next stars are coming from, network officials say they're convinced that the networks will get their share of radio talent—within limits. For example, network officials say that Howard Stern, who is becoming a major force in syndicated radio, may be unfit for a network because his comedy is too risqué to play in small markets. ■

A Healthy Relationship . . .

Your station and Health NewsFeed!

Rely on Health NewsFeed to provide your listeners with the latest health and medical information. Our free one-minute reports are available via Satcom C5, Associated Press audio and telephone. More than 250 stations have made a healthy choice . . . you can, too! For details, call Carol Anne Strippel, 410-955-2849.

**HEALTH
NewsFeed**
RADIO REPORTS VIA SATELLITE
FROM THE JOHNS HOPKINS MEDICAL INSTITUTIONS

CBS CASTS GROSS AS BABY-BOOMERS' TALKER

CBS Radio Networks will be targeting baby-boomers when the network launches its first talk program, *The Gil Gross Show*, scheduled to begin in late August.

The show, to air weeknights from 8 to 11 p.m., will originate from New York and will focus on issues of concern to people ages 25-54—the key broad demographic for advertisers, but a somewhat younger skew than talk radio usually attracts.

"It's basically for baby-boomers," Gross says. "There's a whole new audience coming into talk."

Gross says show topics will range from parenting to celebrities of interest to baby-boomers. For example, Gross says he'd rather have singer Aaron Neville as a guest on the show than Bob Hope. Friday nights, he says, "will probably be, on average, a little stupider than the rest of the week."

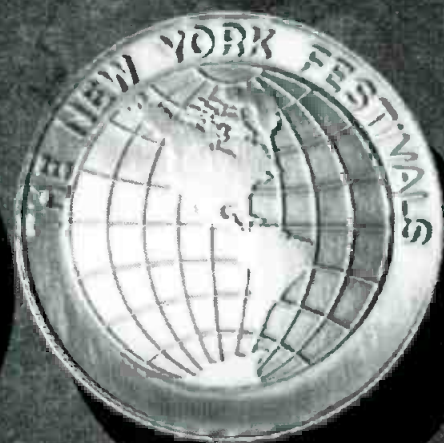
As for affiliates, CBS isn't saying how many stations will air the show when it begins.

Gross, a 25-year radio veteran, built his reputation as a news anchor and interviewer. He has worked for ABC, CBS and NBC, and filled in recently as a substitute anchor on *Paul Harvey News*.



Gil Gross

RADIO'S DREAM TEAM ALWAYS BRINGS HOME THE GOLD



1992
BEST REGULARLY SCHEDULED MUSIC PROGRAM
CASEY'S TOP 40

1991
BEST REGULARLY SCHEDULED MUSIC PROGRAM
ALL REQUEST TOP 30 COUNTDOWN

1990
BEST REGULARLY SCHEDULED MUSIC PROGRAM
OFF THE RECORD WITH MARY TURNER

IT COULD ONLY COME FROM WESTWOOD ONE.

YOU CAN SEE THE FUTURE BY LOOKING AT US NOW.

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

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

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

RS-232C interfaces have been added to



HALF-INCH 4:2:2 DIGITAL VTR

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

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

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

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



THE NETWORKS' TOP STARS



Chick Watkins, Unistar. Program director, midday host, *AM Only*. Veteran of Unistar's adult contemporary format as well as WCUE(AM-FM) Akron, Ohio, and WGAR(AM) Cleveland.



Chris Charles, Unistar. Host, writer, producer of *Weekly Country Music Countdown*. Began in radio at WFUV(FM) New York while attending Fordham University; also WPLJ(FM), WCBS(FM) New York.



Bruce "Cousin Bruce" Morrow, CBS. Host of CBS Radio's *Cruisin' America*. Also hosts two weekly shows on WCBS(FM) New York. Veteran of WINS(AM) New York, WABC(AM) New York. Among original inductees into the Emerson Radio Hall of Fame.



Charles Osgood, CBS. Writer and anchor of *The Osgood File*, four daily news broadcasts. Known as CBS Radio's "poet-in-residence." Previously worked for ABC News and for WCBS(AM) New York.



Bev Smith, American Urban Radio Networks. Host of *Straight Up*, Monday-Friday commentary show on national issues. Also hosts *Our Voices* on Black Entertainment Television. Began in broadcasting as reporter at WIC-TV Pittsburgh.



Bob Ellison, American Urban Radio Networks. Anchor for *White House Report*, weekday morning show discussing White House news and its impact on African Americans; former president of White House Correspondents Association.



Casey Kasem, Westwood One. Host of two weekly countdowns: *Casey's Top 40* and *Casey's Countdown*, and *Casey's Biggest Hits*, a daily feature. Youngest broadcaster ever inducted into NAB's Radio Hall of Fame.



Bruce Williams, Westwood One. Host of nightly talk show on NBC Talknet. Also hosts two daily features: *Money Memo With Bruce Williams* and *Bruce Williams' Travel Corner*. Began in radio in 1975 on WCTC(AM) New Brunswick, N.J.



Larry King, Westwood One. Host since 1978 of *The Larry King Show*, nightly on Mutual Broadcasting System. Since career began in 1957 in Miami, has interviewed an estimated 30,000 people. Worked in Miami radio for 20 years.



Paul Harvey, ABC. Anchor, *Paul Harvey News and Commentary*, consisting of *Morning News*, *Midday News*, and *The Rest of the Story*. His morning show, with 6.4 million listeners, is the most-listened-to program on network radio, according to RADAR 44.



Bob Kingsley, ABC. Executive producer, host, *Bob Kingsley With America's Musicians*, and, since 1978, *American Country Countdown With Bob Kingsley*. Began in radio with Armed Forces Radio in Keflavik, Iceland.



Tom Snyder, ABC. Host, Monday-Friday evening talk show *The Tom Snyder Show*. Former host of *Tomorrow*, late-night show on NBC-TV. Joined ABC Radio Networks in 1987 after guest-hosting for Larry King on Mutual.

MONEY! MONEY! MONEY!THAT IS WHAT 900 NUMBERS CAN MAKE FOR YOUR STATION(S)!

INFOPHONE offers turn-key 900 numbers with the state of art audio text programs designed to appeal to all demographics:

- News
- TV Reviews & Listings
- Comedy
- Sports Scores Schedules
- Business News Reports
- MovieReviews
- Horoscopes (Interactive)
- Weather Forecasts
- Soap Reviews
- Date Line (Interactive)
- Games (Interactive)
- Much More
- Hotlines (Elections, Wars, etc.)
- Updates up to every 15 minutes!

WE MAKE IT EASY!

UP TO 80% REVENUE SHARING

INFOPHONE

Call or fax for information package

Member
of NAIS

216-423-0950

fax 216-423-0951

- NO INITIAL COST!
- NO LONG TERMS!
- EASY TO PROMO!
- TURN UNSOLD TIME INTO CASH!

NETWORKS AND THEIR OFFERINGS, AT A GLANCE

ABC RADIO NETWORKS

- Headquarters: New York (212) 456-5131.
- Air networks include ABC FM Network, ABC Contemporary Network, ABC Information Network, ABC Rock Network, ABC Entertainment Network, ABC Direction Network.
- 24-hour, satellite-delivered formats distributed by ABC's Satellite Music Network include Real Country, The Touch-Urban AC, Starstation, Stardust-MOR, Pure Gold-Oldies, Kool Gold, Country Coast-to-Coast, The Heat-CHR, Classic Rock, Z Rock, Traditional Country.
- ABC News Radio programming includes six 24-hour networks, with newscasts ranging from one-minute news briefs to five-minute news programs, *Paul Harvey News*, *ABCDATA*, various special reports and services.
- ABC Radio Networks programming includes *ABC Wake Up Call*, *USA Today Morning Script Service*, *ABC's Morning Show Prep*, *The Bill Diehl Entertainment Report*, *Young Adult Newscast*, *Gordon Williams Business Report*, *Bob Rivers Twisted Tunes*, *Audio Datebook*, *Paul Harvey News and Commentary*, *American Top 40 with Shadée Stevens*, *American Country Countdown* with Bob Kingsley, *Bob Kingsley with America's Music Makers*, *American Gold with Dick Bartley*, *Rock & Roll's Greatest Hits—The Dick Bartley Show*, *Hot Mix*, *Money Talk*, *The Garden Hotline*, *Home Sense*, *The Deborah Norville Show*, *The Tom Snyder Show*, *FBI This Week*, *ESPN Radio Network*, *American Agenda*, *Peter Jennings Journal*, *This Week with David Brinkley*, *Perspective*, *Hal Bruno's Washington*.



- Headquarters: New York (212) 714-1000.
- Consists of STRZ Entertainment Network (215 affiliates), SBN Sports Network (215), Urban Public Affairs Network (215), SPM Urban Network (promotion and marketing company), AURN Media and Marketing Research Division.
- STRZ Entertainment Network programming includes *Top 30 USA*, *Cameos of Black Women*, *Inside Scoop!!*, *Coming Soon*, *Black Travel USA*, *STRZ Funline*, *Jazzmasters*, *To Your Health*, *It's the Gospel*.
- SBN Sports Network programming includes *Inside the NBA*, *Legends of the NFL*, *Major League Baseball Notebook*, *Major League Baseball Scorecard*, *The NFL Playbook*, *Black College Football Weekly Review*, *SNB Black College Football Poll*, *100 Years of Black College Football*, *Sports Legends*, *Ringside: The Big Bout*, *The Classic Reports*, *The NBA All-Star Report*, *Black College Football Team of the Week*.
- Urban Public Affairs Network programming includes *The White House Report*, *Straight Up with Bev Smith*, *Night Talk*, *Freedom: 130th Anniversary Emancipation*, *Election '92: Urban America*, *King—A Man and His Dream*, *A Salute to Great Black Americans*, *UNCF Parade of Stars*, *In Celebration of Black Mothers*, *King: Carrying on the Dream*, *Minority Business Review*, *Money Smarts*.

ship Series, World Series, *Latin Legends of Baseball*, *Meet the All-Stars*, *Inside Pitch*, *Pennant Fever*. NFL coverage includes four post-season games, Super Bowl, and *El Camino a Super Bowl*. Features include *Los Juegos de Barcelona '92*, Olympic features, *Perspectivos '92* (election series), series of special holiday broadcasts between Thanksgiving and Christmas.

UNISTAR

- Headquarters: New York (212) 247-1600.
- Air networks include Power (184 affiliates), Ultimate (1108), Super (1240) and CNBC (74).
- Twenty-four-hour, satellite-delivered formats include *CNN Headline News*, *AC II*, *Hot Country*, *Adult Rock & Roll*, *The Oldies Channel*, *Format 41*, *Country*, and *AM Only*.
- Weekly programs include *Country Gold Saturday Night*, *Super Gold*, *Countdown America* with Dick Clark, *Solid Gold Saturday Night*, *Solid Gold Country*, *Dick Clark's Rock, Roll & Remember*, *Weekly Country Music Countdown*, specials.
- News offerings include *Unistar News* (4.5 minutes per hour), *CNN Radio News* (10 minutes per hour, delivered in two packages), *CNN Headline News* (24-hour format), *CNBC Business Radio* (1 minute, twice per hour).



- Headquarters: Los Angeles (310) 204-5000.
- Consists of Westwood One Radio Networks, The Source, NBC Talknet, Mutual Broadcasting System, NBC Radio Network.
- Westwood One Radio Networks' (3,000 affiliates) daily programming includes *MTV News*, *Casey's Biggest Hits*, *BBC Classic Tracks*, *New Gold on CD*. Weekly programming includes *Dr. Demento*, *Encore*, *American Dance Traxx* with *Downtown Julie Brown*, *Casey's Top 40* with Casey Kasem, *Future Hits*, *On the Radio*, *The Beatle Years*, *Your Goodtime Oldies Magazine*, *Country Countdown USA*, *Casey's Countdown*, *The Countdown with Walt Love*, *In the Spotlight*, *In Concert*, *In Concert: High Voltage*, *In Concert: New Rock*, *MTV Unplugged*, *Off the Record with Mary Turner*, *On the Edge*, *Pirate Radio Saturday Night* with Lonn Friend, *Superstar Concert Series*, *The Timothy White Sessions*.
- The Source (125 affiliates) daily programming includes *The Source Report*, *The Rock Report*, *Rock Calendar*, *The World Today*.
- NBC Talknet (365 affiliates) programming includes *Bruce Williams*, *Myma Lamb*, *Lee Mirabal*, *Harvey Ruben MD*.
- Mutual Broadcasting System (750 affiliates) daily programming includes *America in the Morning*, *Face-Off*, *Like Only Yesterday*, *Money Magazine Business Report*, *Money Memo*, *My Side of the Story*, *The Offbeat*, *Sports in Focus*, *Standard & Poors MarketScope*, *You & Your Money*, *The Entertainment Report*, *EarthWire*, *Mature Focus*. Weekly programming includes *America This Week*, *The Week in Review*, *Weekend Headliner*, *On the Garden Line* with Jerry Baker, *Science Update*.
- NBC Radio Network (620 affiliates) daily programming includes *Dr. Joyce Brothers Report*, *Business Reports*, *Comment on the News*, *Don Criqui on Sports*, *First Light*, *Money Memo*, *NBC Extra*, *News You Can Use*, *Consumer Report*, *The Media Inside*, *Bruce Williams' Travel Corner*.

Note: Affiliate information provided by networks; no information available for ABC.

CBS RADIO NETWORKS

- Headquarters: New York (212) 975-3774.
- Consists of CBS Hispanic Radio Network, CBS News Radio, CBS Spectrum Radio Network, CBS Radio Network, CBS Radio Programs.
- CBS News Radio (serving CBS Radio Network and CBS Spectrum Radio Network) programming includes six-minute hourly newscasts, *CBS World News Roundup*, *Down to Earth*, *The Parent Profile*, *Healthtalk*, *Dan Rather Reporting*, *In the Marketplace*, *The World Tonight*, *Capitol Ideas*, *Face the Nation*.
- CBS Radio Network (440 affiliates) programming includes *The Osgood File*; sports play-by-play including *Major League Baseball Game of the Week*, *All-Star game*, *League Championship Series*, *World Series*, *Monday Night NFL football*, *Sunday NFL football*, *NFL playoff games*, *Super Bowl*, *Cotton Bowl*, men's *NCAA basketball* playoff games, *NCAA final four*, *NCAA national championship*, women's *NCAA basketball* semifinals and finals, *Masters Tournament*, *Sports World Roundup*, *Sportstime*, *Sports Central USA*, *Entertainment Update*.
- CBS Spectrum Radio Network (600 affiliates) programming includes *Custom News Cuts* packages, *CBSTime Inc. Advances*, *Newsfeed*, *Morning Resource*, *Laff Trax*, *Cracks of Dawn*, *Classic Cuts Library*, *Celebrity One-on-One Service*.
- CBS Radio Programs include *Cruisin' America*, *On the Move*, *The Gil Gross Show*, *Walter Cronkite's Twentieth Century*.
- CBS Hispanic Radio Network programming includes play-by-play coverage of *Major League Baseball*, *All-Star game*, the *League Champion-*

free advice

Right at Home® is a sellable one-minute radio program of consumer tips on home care, repair, maintenance and remodeling for owners, renters, buyers and sellers.

- It's only on Compact Disc.
- It carries no inventory.
- It's free.

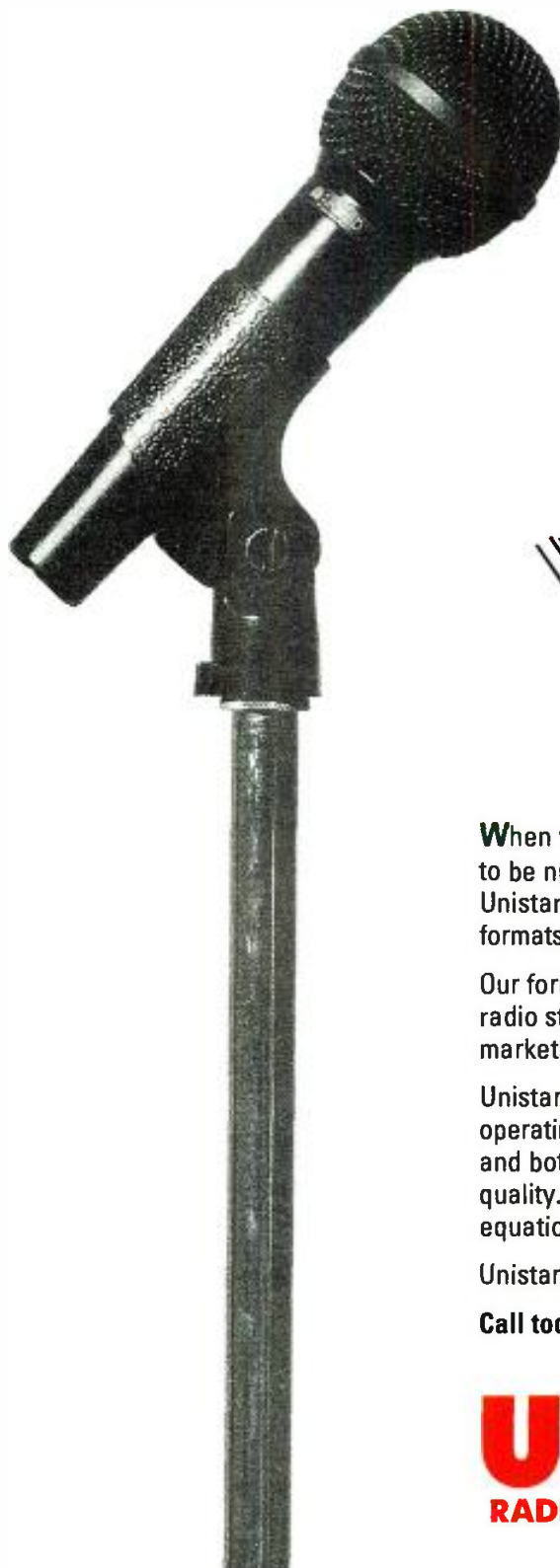
Here's the advice:

Call 800-221-6242 anytime for a sample. The call's free too.



Right at Home® is underwritten by the National Association of Home Builders

**THE BEST. AND WE
KEEP GETTING BETTER.**



**HOT
COUNTRY**

FORMAT 41

COUNTRY

CNN Headline
NEWS

AC II

**ADULT
ROCK & ROLL**

**The
Oldies Channel**

AM Only

When you do something better than anyone else, you get to be number one. And Unistar is second to none. Only Unistar offers eight researched satellite-delivered radio formats—top-rated, all-live programming, 24 hours a day.

Our formats are heard on nearly one thousand successful radio stations all across America, from the largest markets to the smallest.

Unistar delivers a winning combination that saves operating costs while focusing on your priorities—quality and bottom-line profitability. Research proves the quality. You'll soon discover the profit side of the equation yourself.

Unistar. The name says it all. Get the complete story.

Call today, 805-294-9000.

UNISTAR
RADIO NETWORKS

Washington

TO FINE OR NOT TO FINE: FCC CONSIDERS PENALTIES FOR CHILDREN'S TELEVISION AD CASES

Stations cited by commission for violation of its commercial limits make their case

By Joe Flint

Inadvertent oversight, misguided employees and confusion over what is and is not a promotion spot were just some of the responses from operators cited by the FCC for exceeding the commission's statutory limits on children's advertising.

Responses from the seven TV stations and three cable systems cited were due at the commission last Monday. KWHE (TV) Honolulu asked for and was granted a 10-day extension. Earlier this year, the commission conducted an audit of 141 TV stations and 27 cable systems.

After reviewing the responses, the FCC will decide whether the violations merit fines or admonitions. Fines can be levied up to \$25,000 per violation. Under the regulations, commercials in children's programming are limited to 12 minutes per hour on weekdays and 10½ minutes per hour on weekends.

The three cable systems were cited for carrying programming from Turner Broadcasting System's TNT cable network, and Turner's superstation WTBS (TV) was also cited.

WTBS conceded it had exceeded the commercial limit because it had classified a Turner Home Entertainment spot as promotional rather than commercial. "WTBS staff did not appreciate that the FCC's definition of cross-promotional matter might be different than our long-standing internal definition."

Turner also said its programming schedule does not fit the normal definition of a strict "clock hour" basis. WTBS usually programs its shows to



Too many spots and not enough Tom & Jerry for WTBS.

start five minutes past the hour and half-hour, and therefore a different method of calculation is required. "Since WTBS's programs regularly are scheduled to begin at five minutes past the hour or half-hour for the entire programming day, we therefore count the commercials in that programming beginning at the start of our clock hour and at the end of that hour or half-hour."

As for TNT's advertising excesses, Turner again cited the classification of Turner company spots that included products as promotional. Once the company recognized that the commission viewed those spots as commercial matter, Turner said, it issued a directive to all staff to treat the spots as such.

TNT sent copies of its letter to the

commission to the three cable systems also named by the FCC. The commission has stated that systems may rely on certificates of compliance from TNT.

Two of the stations to which the commission wrote letters were cited for airing what the FCC describes as program-length commercials—"a program associated with a product, in which commercials for that product are aired."

According to the commission, Scripps Howard-owned WFTS(TV) aired *GI Joe* with two commercials for GI Joe toys, while KWHE(TV) Honolulu aired *Quigley's Village* with direct-response spots for membership in the Quigley Village club and tapes of the show.

In its response, WFTS acknowledged

that the spots aired and that the airing was "contrary" to station policy. The oversight, WFTS said, "was not intended either by the advertiser or by this station."

Tribune-owned KWGN-TV, cited for exceeding the 12-minute limit by 1:40, said the station surpassed the limit by only 30 seconds. The other minute and 10 seconds were public service announcements, Tribune said. The spot in question, also unpaid for, was part of a larger promotion with Pizza Hut and, Tribune said, fitted the definition of commercial matter. Said Tribune: "The 30-second overage reflected a misunderstanding of the definition of commercial matter [since the announcement was not paid-for airtime] two weeks after the rules took effect."

Although Tribune said two of the three spots in question were promotional, that does not mean the FCC will see it that way. The same is true

for Turner and other stations that have classified some spots as promotions. Some at the commission's Enforcement Bureau have already questioned whether the promotional spots in question are really promotions.

Tak Communications-owned KITV (TV) Honolulu said program scheduling was the culprit. KITV (TV) aired *Bugs Bunny/Tweety* on the half-hour instead of the hour, which is when most ABC affiliates carry the show. According to Tak, the network's commercial minutes were inserted unevenly into the hour-long show with only three network commercial breaks in the first half-hour and 13 in the second, which resulted in the excess when the show started on the half-hour.

Tak Communications also advised the FCC that because of time differences, stations in Hawaii must air shows on delayed-feed arrangements with network approval. Since the

commercial excess, the station has shifted the show to start on the hour.

While some blamed scheduling, promotional spots and time zones, one station—WTTA (TV) St. Petersburg, Fla.—blamed the traffic manager, who has since been dismissed. The traffic manager, according to the station, did not understand the rules and thought the commercial time limits applied only to local spots and not to all spots, including those with barter programming. When the station realized what was happening, the traffic manager was fired.

Whether the commission will fine stations, warn them or do both is unclear. Although the audit took place just two weeks after the rules' Jan. 1 start date, commission staffers argue that their content had been known for almost a year prior to their taking effect (and they had originally been slated to begin last October) and should have been common knowledge. ■

CABLE BILL ON HOUSE'S POST-CONVENTION DOCKET

Amendments on program access, retransmission consent or compulsory license possible

By Randy Sukow

The full House of Representatives is expected to begin debate on the cable reregulation bill (H.R. 4850) soon after it returns from the Democratic National Convention next week. The bill could reach the floor as early as Thursday, July 23, following a House Rules Committee hearing scheduled July 22 to decide which amendments will be permitted for floor debate. House members have until July 21 to submit amendments to the committee.

Retransmission consent and program access, provisions dropped from the cable bill during Energy and Commerce Committee markup, are expected to be among the amendments considered by the Rules Committee. Both provisions are included in the Senate cable bill (S. 12) passed earlier this year and could be reinserted in the final legislation during House-Senate conference. In addition, members of the House Judiciary Committee may try to amend H.R. 4850 with language from H.R. 4511, a proposal to repeal the cable compulsory license, as an alternative to retransmission consent.

However, H.R. 4511's chief spon-

sors, including Copyright Subcommittee Chairman William Hughes (D-N.J.) and Judiciary Chairman Jack Brooks (D-Tex.), are said to be having difficulties finding a majority to pass H.R. 4511 through committee. As of last week, no full committee markup had been scheduled. Passage of H.R. 4511 by the full Judiciary Committee would not be necessary under House rules to have the bill amended to H.R. 4850, but would give the bill needed stature before the Rules Committee.

Assuming H.R. 4850 passes the House on or about July 23, the bill's backers will be forced to work quickly to have a bill for the President's desk before the planned congressional adjournment in early October. Two weeks after the bill's expected passage, there will be only two weeks before Congress recesses for the Republican National Convention and the annual summer break, ending Sept. 8. The bill also faces the high probability of a presidential veto. ■

PTAR FROM THE REPS' POINT OF VIEW

Networks, TV operators and program suppliers are not the only groups interested in the fate of the prime time access rule. Last week, Jerome Feniger, managing director of the Station Representatives Association, visited the FCC to lobby Chairman Alfred Sikes and Commissioner James Quello for retention of the current PTAR rules.

Station reps, who sell national advertising time for local broadcasters, fear that any change in the rules would mean less time or less desirable programming for broadcasters to sell, which in turn would hurt their business.

The major concern would appear to be in markets where network-owned stations that (with the exception of NBC) rep themselves would then have access to programming that previously went to independent stations.

—J

Business

EISNER, MAGNESS AND ROSS HIGHEST COMPENSATED

Annual survey shows salary, bonuses for many executives up despite lower profits

By Geoffrey Foisie
and Sharon D. Moshavi

Michael Eisner is the lead earner in BROADCASTING's annual compilation of Fifth Estate cash compensation, receiving \$5,441,543 in 1991. Disney's profit decline, however, pulled down his earnings from over \$11.2 million the prior year. Lower profits resulted in more than a few pay cuts in fiscal 1991, although most media executives reported higher cash compensation.

Capital Cities/ABC, which reported a profit decline last year, paid its top executives less, whereas CBS, which recorded a large loss, gave increases.

Larry Tisch brought in upwards of \$1.4 million, compared with Dan Burke's \$907,100; CBS/Broadcast Group President Howard Stringer earned \$896,627, compared with ABC-TV Network President John Sias's compensation of \$771,900.

Westwood One said its chairman, Norman Pattiz, continued to decline receiving a contractual 8% salary increase, and Granite Broadcasting Chairman Don Cornwell slashed his \$210,000 base salary to \$20,370 so the group owner could "remain in compliance" with a loan agreement.

TCI Chairman Bob Magness was second on BROADCASTING's list, bringing in \$4,773,514. The bulk of

that—\$4.32 million—was earned as payment to forgo exercising the balance of a stock option to buy 300,000 shares of Class B Common Stock.

Time Warner's Steven J. Ross was the number-three earner, bringing in \$4,064,000 in cash compensation, up almost 25% versus last year. Ross exercised none of his stock options this year. In 1990, his options totaled nearly \$75 million, attracting scrutiny of himself and Time Warner.

In the chart below, "cash compensation" includes salaries and bonuses, but not the exercise of stock options, which typically allow an executive to purchase stock at a set price during a period of years. ■

Executive	1991 Title	Cash Compensation
Ackerley Communications		
Barry A. Ackerley	Chair/Pres/CEO	\$475,000
Adelphia Communications		
John J. Rigas	Chair/CEO/Pres	\$530,544
Daniel R. Millard	VP/Sec/Gen Counsel	\$159,536
Michael J. Rigas	VP Operations	\$94,077
Timothy J. Rigas	Sen VP/CFO/Treas	\$94,077
James R. Rigas	VP Operations	\$94,077
A.H. Belo		
Robert W. Dechard	Chair/CEO	\$524,000
Ward L. Huey Jr.	Vice Chair/Pres Broadcast	\$371,200
David T. Lane	Sen VP Broadcast	\$265,000
All American Communications		
Anthony J. Scotti	CEO	\$514,402
Myron Roth	Pres/COO	\$439,310
Sydney O. Vinnedge	Sen VP/Pres TV	\$322,603
Entertainment Group		
Ampex		
Thomas J. Wheeler	Pres Ampex Media	\$310,000
George A. Merrick	Exec VP Ampex Systems	\$290,000
Leslie E. Schenk	VP/CFO Ampex Systems	\$241,000
Robert J. Atchison	Pres ARSC	\$231,000
BET Holdings		
Robert L. Johnson	Chair/Pres/CEO	\$535,427
James A. Ebron	VP Network Sales	\$173,114
Jeffery K. Lee	VP Network Operations	\$155,317
Burnup & Sims		
Nich A. Caporella	Chair/CEO/Pres	\$900,000
Gerald W. Hartman	Sen VP	\$270,288
Cablevision Systems		
Charles F. Dolan	Chair/CEO	\$1,100,000

Executive	1991 Title	Cash Compensation
John Tatta		
James A. Kofalt	Pres	\$950,000
William J. Bell	Exec VP/COO	\$790,000
Marc A. Lustgarten	Vice Chair	\$750,000
Capital Cities/ABC		
Daniel B. Burke	Pres CEO/COO	\$842,000
Thomas S. Murphy	Chair	\$735,000
John B. Sias	Exec VP/Pres ABC TV Net	\$729,200
Michael P. Mallardi	Sen VP/Pres Broadcast	\$720,500
Ronald J. Doerfler	Sen VP/CFO	\$714,000
CBS		
Laurence A. Tisch	Chair/Pres/CEO	\$1,505,422
Howard Stringer	VP/Pres CBS Broadcast	\$1,173,278
Peter A. Lund	Exec VP CBS Broadcast	\$902,701
Pres CBS Marketing		
Jeffrey F. Sogansky	Pres CBS Entertainment	\$751,134
Eric W. Ober	Pres CBS News	\$625,004
Century Communications		
Leonard Tow	Chair/CEO/CFO	\$3,488,542
Michael G. Harris	Sen VP Engineering	\$437,916
Bernard P. Gallagher	Pres/COO	\$354,417
Robert E. Morrison	Sen VP Operations	\$295,000
Walter A. Kinosh	VP Operations	\$168,750
Clear Channel Communications		
L. Larry Mays	Pres/CEO	\$623,091
Cohu Inc.		
J.W. Barnes	Pres/CEO	\$251,260
C.A. Schwon	VP Finance	\$190,714
Comcast		
Ralph J. Roberts	Chair	\$702,005
Julian A. Brodsky	Vice Chair	\$461,497
Brian L. Roberts	Pres	\$353,735
Thomas G. Baxter	Sen VP/Pres Cable	\$304,724

Executive	1991 Title	Cash Compensation
Comsat Corp.		
Irving Goldstein	Chair/CEO/Pres	\$816,160
Robert J. Wussler	Pres/CEO Comsat	\$494,613
Video Enterprises		
Bruce L. Crockett	Pres/COO/Pres	\$411,347
World Systems Div		
Control Data Corp.		
Lawrence Perlman	Pres/CEO/CFO	\$756,000
Anthony J. Aurichio	VP/Pres Arbitron	\$343,757
dick clark productions		
Richard W. Clark	Chair/CEO	\$900,000
Francis C. La Moine	Pres/COO	\$450,000
Dun & Bradstreet		
Charles W. Moritz	Chair/CEO	\$1,629,471
Robert E. Weissman	Pres/CEO	\$1,112,596
John C. Holt	Exec VP	\$669,733
Chair/Pres/CEO A.C. Nielsen		
Gannett		
John J. Curley	Chair/Pres/CEO	\$2,136,261
Douglas H. McCorkindale	Vice Chair/CFO	\$1,300,476
Cecil L. Walker	Pres Broadcasting	\$514,160
Gaylord		
Edward L. Gaylord	Chair	\$486,000
James R. Torrell	Exec VP	\$463,330
General Electric		
John F. Welch Jr.	Chair/CEO	\$3,206,982
General Instrument Corp.		
Donald H. Rumsfeld	Chair/Pres/CEO	\$1,250,000
Harold M. Krisbergh	VP/Pres Jerrold Comm.	\$335,939
Roger L. Heffernan	VP Manufacturing	\$322,231

Continues on page 42

Changing Hands

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

WVUD-FM Kettering (Dayton), Ohio
 □ Sold by University of Dayton to Liggett Broadcast Inc. for \$3.5 million. **Seller** has no other broadcast interests. **Buyer** is headed by Robert G. Liggett Jr. and James A. Jensen, and is also licensee of WRMK(FM) East Lansing, WLHT(FM) Grand Rapids, WHNN(FM) Bay City, WBCK(AM)-WBXX(FM) Battle Creek, all Michigan, and KMGQ(FM) Santa Rosa, Calif. KZZF(FM) Hanford, Calif., is being sold. WVUD-FM has AC format on 99.9 mhz with 50 kw and antenna 500 feet above average terrain. **Broker: Blackburn & Company Inc.**

KEYF-AM-FM Spokane-Cheney, Wash. □ Sold by Unicom Broadcasting Inc. to Pourtales Holdings Inc. for \$1.825 million. **Seller** is headed by Andrew Molasky, and is licensee of KEYV(FM) Las Vegas and KEYW(FM) Tri-Cities, Wash. **Buyer** is headed by C.T. Robinson, who has interests in KVOR(AM)-KSPZ(FM) Colorado Springs, and is acquiring KTCR(AM)-KOTY-FM Tri-Cities, Wash. Stations simulcast oldies format. KEYF(AM) is on 1050 khz with 5 kw day and 50 w night. KEYF-FM is on 101.1 mhz with 100 kw and antenna 1,966 feet. **Broker: Media Venture Partners.**

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$866,000 □ 10

FM's □ \$0 □ 0

AM-FM's □ \$2,915,000 □ 3

TV's □ \$505,000 □ 1

Total □ \$4,286,000 □ 14

1992 to Date:

AM's □ \$129,388,015 □ 113

FM's □ \$139,287,548 □ 119

AM-FM's □ \$185,399,805 □ 84

TV's □ \$1,181,171,620 □ 38

Total □ \$1,635,246,988 □ 354

For 1991 total see Jan. 27, 1992 BROADCASTING.

KKAM(AM)-KBOS(FM) Fresno, Calif.
 □ Sold by Richard C. Phalen Jr., receiver for Radio Fresno Inc., to Cen-Cal Broadcasting Inc. for \$1.4 million cash. Phalen is also receiver for KIST(AM)-KMGQ(FM) Santa Barbara, Calif. **Buyer** is headed by Stephen D. Miller and John W. Brocks. Miller is former general manager of stations. KKAM is fulltimer with oldies format on 1340 khz with 1 kw. KBOS has CHR format on 94.9 mhz with 16.4 kw and antenna 847 feet above average terrain. **Broker: Media Services Group.**

KLCL(AM)-KHLA(FM) Lake Charles, La., and WNAU(AM)-WWKZ(FM) Tupelo, Miss. □ Sold by Gary Stevens, receiver for GMX Corp., to Radio South Inc. for \$1.2 million. **Seller** is media broker, who is also receiver for WHNK(AM)-WRLT-FM Nashville (see below). **Buyer** is headed by Houston L. Pearce, former NAB board member; he also has interests in WTSK(AM)-WTUG(FM) Tuscaloosa, Ala. **Broker: Gary Stevens & Co.**

WXGZ-TV Appleton (Green Bay), Wis. □ Sold by Appleton Midwestern Television Ltd. to Ace TV Inc. for \$505,000 plus 85% of accounts receivable. Station is being sold out of bankruptcy. **Seller** is headed by Richard D. Ellenberg, bankruptcy trustee. **Buyer** is headed by Carl J. Martin, and controls licensee of WGBA(TV) Green Bay, WLAX(TV) La Crosse and WEUX(TV) Chippewa Falls, all Wisconsin. WXGZ-TV is Fox affiliate on ch. 32 with 1,070 kw visual, 107 kw aural and antenna 1,220 feet.

WHNK(AM)-WRLT-FM Nashville □ Sold by Gary Stevens, as receiver for GMX Corp., to Ned Horton for \$505,000. **Seller** is media broker, and is also receiver for KLCL(AM)-KHLA(FM) Lake Charles, La. (see above). **Buyer** is former general manager of stations. WHNK, currently dark, is licensed to 1430 khz with 5 kw day and 1 kw night. WRLT-FM has progressive format on 100.1 mhz with 3 kw and antenna 1,134 feet above average terrain. **Broker: Gary Stevens & Co.**

For other proposed and approved sales see "For the Record," page 52.

CLOSED!

WINE-AM/WRKI-FM, Danbury, Connecticut from The Home News Company, owned by the Boyd Family, to Danbury Broadcasters, Inc., Gary Starr, Principal for \$3,350,000.

Randall E. Jeffery
 and
 Charles E. Giddens
 Brokers

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results.

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

RANDALL E. JEFFERY
 407-295-2572

ELLIOT B. EVERS
 415-391-4877

RADIO and TELEVISION BROKERAGE
 FINANCING • APPRAISALS



MEDIA VENTURE PARTNERS

WASHINGTON, DC
 ORLANDO
 SAN FRANCISCO

COMPENSATION

Continued from page 40

Executive 1991 Title Cash Compensation

Frank M. Drondel Chair/Pres/CEO CommScope \$306,904
Richard S. Friedland CFO/VP/Controller \$288,630

Gillett Holdings

George M. Gillett Chair \$1,500,000*
Robert E. Selwyn Pres Broadcasting \$75,000*

Granite Broadcasting

W. Don Corawell Chair/CEO \$20,730

Great American Communications

Gregory C. Thomas Exec VP/CFO \$292,000
William T. Baumann Exec VP \$262,000
Anita L. Wallgren VP \$121,000

Harris Corp.

John T. Hartley Chair/Pres/CEO \$868,817
G.W. Numann Pres Communications Sector \$374,406

Heritage Media

David M. Walhall Pres/CEO \$251,689
James J. Robinette Exec VP/Pres TV Group \$210,798

Home Shopping Network

Roy M. Spear Chair/CEO \$500,000

Infinity Broadcasting

Mel Karmazin Pres/CEO \$750,000**

Itel

Samuel Zoll Chair/CEO \$1,100,000
Rod Dammeyer Pres \$1,100,000

Jones Intercable

Glean R. Jones Chair/CEO \$1,038,460
James B. O'Brien Pres \$250,004

King World Productions

Roger King Chair \$2,036,000
Michael King Pres/CEO \$2,036,000
Stephen W. Pulley Exec VP/COO \$780,000
Steven R. Hirsch Pres Camelot Sales \$525,000
Jeffrey E. Epstein CFO \$438,000

LIN Broadcasting

Gary R. Chapman Pres LIN TV Group \$650,000

Media General

J. Stewart Bryan, III Chair/Pres/CEO \$636,222
James S. Evans Vice Chair \$553,680

Meredith

Philip A. Jones Pres Broadcasting Group \$333,964

Executive 1991 Title Cash Compensation

Multimedia

Walter E. Bartlett Pres/CEO \$636,703
J. William Grimes VP/Corporate Group Exec. \$403,486
Robert L. Turner VP/Pres Entertainment \$316,728

Outlet Communications

James G. Babb Chair/Pres/CEO \$223,553***

Paramount Communications

Martin S. Davis Chair/CEO \$950,000
Stanley R. Jaffe Pres/COO \$478,071

Pinelands

Lawrence P. Fraiberg Chair/CEO \$490,385
Michael B. Alexander Pres/COO \$367,789
Donna H. Zapata Sen VP Sales, marketing \$219,615

Playboy

Christie Hofer Chair/CEO \$422,049
Robert J. Friedmant Sen VP/Pres Entertainment \$592,015

Pulitzer Publishing

Michael E. Pulitzer Pres/CEO \$699,481
Joseph Pulitzer Jr. Chair \$587,517
Ken J. Elkins Sen VP Broadcasting \$388,698

QVC Networks

Joseph M. Segal Chair/CEO \$307,500
Michael C. Boyd Pres/COO \$247,238

Renaissance Communications

Michael Finkelstein Pres/CEO \$582,290
Harvey Coehn Exec VP/Pres-GM WDZL-TV \$249,174
Michael Fisher Pres-GM KTXL-TV \$249,000
Rod Bacon Pres-GM WTXN-TV \$249,000

Republic Pictures

Russell Goldsmith Chair/CEO \$293,269

Scientific-Atlanta

William E. Johnson Chair/CEO \$781,272
Raymond M. Hartnett Sen VP/Treas \$360,601

Scripps Howard

Richard J. Janssen Pres. \$372,000
Arnold Kliener VP-GM WMAR-TV \$252,000
Thomas C. Griesdorn VP-GM WXYZ-TV \$198,700
James H. Knight VP-GM WEWS(TV) \$189,100

TCA Cable

Robert M. Rogers Chair/CEO \$166,558
Fred R. Nichols Pres/COO \$159,728

Tektronix

Jerome J. Meyer Pres/CEO \$791,649
Lawrence R. Kaplan VP TV Systems Group \$367,485

Tele-Communications Inc.

Bob Magness Chair \$4,773,514

Executive 1991 Title Cash Compensation

John Malone Pres \$453,517
Stephen M. Brett Sen VP/Gen Counsel \$571,885
Fried A. Vierra Exec VP \$373,961
Donna F. Fisher Exec VP \$352,949

Time Warner

Steven J. Ross Chair/Co-CEO \$4,064,000
N.J. Nicholas Jr Pres/Co-CEO \$2,900,000
Gerald M. Levin Vice Chair/COO \$2,800,000

Times Mirror

Robert F. Erburu Chair/CEO \$909,414
David Lavanthol Pres \$619,476

Tribune

James C. Dowdle Pres/CEO \$683,003

Turner Broadcasting

R.E. Turner Chair/Pres \$1,003,372
Terence F. McGuirk Exec VP \$818,792
W. Thomas Johnson VP News \$539,936
Scott M. Sassa VP Entertainment Networks \$477,915

United Television

Garth S. Lindsey Exec VP/CFO \$182,000

Unitel Video

Herbert Bass Co-CEO \$251,000
Alex Geisler Co-CEO \$251,000
John Hoffman Pres/COO \$178,000

Viacom

Frank J. Biondi Jr. Pres/CEO \$1,735,151
John W. Goddard Sen VP/Pres Cable \$1,182,228
Henry S. Schleiff Sen VP/Chair Broadcast Entertainment \$1,150,000

The Walt Disney Co.

Michael D. Eisner Chair/CEO \$5,441,543
Frank G. Wells Pres/COO \$2,745,771

The Washington Post Co.

Howard Wall Pres Cable Division \$441,375

Westinghouse

Burton B. Stanior Chair Broadcasting \$354,996

Westwood One

Norman J. Pattiz Chair/CEO \$570,000
Gregory P. Batusic Exec VP Sales \$337,000
Robert K. Moore Exec VP Radio Stations \$276,000

Zenith

Jerry K. Pearlman Chair/CEO \$449,985
Gerald M. McCarthy Sen VP \$204,750

† No longer with company.

* Received additional compensation as part of SCI Television management fee.

** Paid in form of stock warrants. *** Since May 1991.

STOCK MARKET PERFORMANCE AVERAGES FROM JUL 1991 TO JUL 7, 1992

NASDAQ: 557.41 (-4.10%)
S&P Ind.: 479.64 (-0.14%)

ALL % CHANGES FROM PRIOR WEEK



Technology



THE AMERICANIZATION OF WORLD TELECOMMUNICATIONS

As principal telecommunications adviser to U.S. Secretary of State James Baker, Ambassador Bradley Holmes has spent much of the last three years persuading the International Telecommunication Union and its member states to institute a public, evolutionary and divested regulatory process like that practiced in the United States for 60 years.

Now, he says, a number of emerging democracies are doing just that, beginning to dissolve their state-run telecom monopolies in favor of privately owned enterprises, some even allowing foreign interests to charge their infrastructures with minimal state interference. Some are moving away from government-controlled standard-setting. And in December the ITU itself will meet to consider 96 recommendations for streamlining a process Holmes says could catch up with market and technological advances.

Some of those advances, such as in digital mobile satellite services, began to find a "new consensus," at least on spectrum allocations, during last February's World Administrative Radio Conference, suggesting, says the former chief of FCC policy and rules, that "true global deployment" of digital radio, TV and other new technologies is within reach.

BROADCASTING's Peter Lambert met with the U.S. coordinator and director of State's international communications and information policy in his State Department office and asked him to elaborate on his belief that export of the American regulatory model promises a 21st century global communications boom.

You've described proposed low earth orbiting satellites as a good example of a new digital technology that promises global benefits—in great part because of widespread agreement on standards and spectrum and demand. Do you see some possibility that digital TV may reach a similar critical mass?

In my view, the U.S. research and development in advanced television is really driving that global objective. And I would suggest that the rest of the world take a very close look at that technological development. In 1989 we had some 18 formulas for HDTV, all of them essentially analog; it's 1992 and the majority of five systems that remain are digital. I think that speaks to the evolutionary openness of our own model here, particularly in the area of technology research and development in broadcasting.

I am hearing from around the world and particularly in

Europe that there is growing support for the proposition that the next generation of television will be all digital. If you accept that proposition, clearly the United States has work being done under the FCC's advisory committee that is probably indicative of the leading edge. It would be all digital and will probably employ a significant amount of the digital technologies on the drawing boards today.

The point is that I think a few years ago it was the view that the U.S. perhaps had lost the opportunity to be a major player in advanced television. Through a series of gratuitous events and our own hard work on the R&D side, we've turned that situation around 180 degrees and now we are the locomotive for that technological change.

Earlier this year I encouraged the German minister of communication to come to the United States and meet with [FCC] Chairman Sikes, the chairman of the advisory committee, Dick Wiley, and other players in advanced TV to discuss where we were and to see if there was any opportunity for cooperation. I have similarly extended the invitation to the French. And I will also extend it certainly to the other European interests in general because, in our view, we see serious difficulties in the future viability of HDTV proposals there because they are not digital formulas. If the next generation of television is all digital, then neither of those technologies is viable.

So what we are looking at is trying to encourage other countries, including Japan, to come and meet with our people here in the United States who are involved with the research and the oversight process, to look at what possibilities might exist for cooperation. Hopefully they can join with us and add momentum toward a global consensus.

Perhaps an obvious question, but why push for consensus?

If through the ITU process we can set a global standard, then I think we've then created a focal point on which the entire world can concentrate its efforts to get moved from this developmental stage to the actual production stage.

From a U.S. perspective I think it's a win-win situation, because we will have, I assume, a large degree of control over basic technological licensing, and hopefully we'll be in a position where we can even get production of those facilities. And it becomes a lot easier, of course, for programmers as well, if they know that the technical characteristics are uniform in the next generation of television. And we already have the largest programming service in the world, so there's a synergy there that should lead to the U.S. being the major player in both areas—and both terrestrially as well as satellite.

It must make standard-setting simple and also more difficult that many proponents are talking about a "digital bucket" to transmit video, voice or data. Does that eventually make the regulation process smoother down the road, or harder?

There certainly is a convergence of technology expected to take place in the future. It's much more difficult to say that there still exists the clear separation between common carrier and broadcasting and other technologies. What we're seeing now is convergence where a particular piece of hardware would give the option to providers to receive spectrum frequency in a way that would allow them to deliver one or more of those particular technologies, especially when you go to fiber optic networks.

Whether that would make the FCC's regulatory job easier or more difficult, I can't really say. I do think the FCC is going to find itself in a situation where the traditional regulatory mechanisms it applied in the past may have to

become directly applicable to tomorrow's communications environment. Given the fact that a particular piece of equipment will allow users to receive multiple services—given a flexible conduit into the home, the car, wherever, through which users just dial up, so to speak, whatever they want to receive—the regulators' task is to provide the type of regulatory environment that permits that to take place.

Will digitization then take the pressure off spectrum availability, or will it raise the pressure by spawning an explosion of new services?

Well, digital is considerably more efficient. Engineers for the most part say that's the case. If you are providing the raw conduit, and equipment and decoding that tells the user what service it is that he or she is receiving—whether it will relieve pressure on spectrum is hard to say right now. There will be, I think, the opportunity for the FCC to revisit its allocations and decide whether there should be a reallocation of those resources, or perhaps additional uses permitted on existing to insure they are used most effectively and efficiently. That maximizes public interest in one way, by providing the end user with a maximum number of options.

Does all this apply to the ITU as well as the FCC?

Absolutely. This is the challenge that all regulators in each country, as well as organizations like the ITU, are going to have to address in that new environment, which is essentially all digital and which changes the fundamental regulatory structure that exists today. This is not a static area.

And it's interesting as well because you're seeing what I would call rather nontraditional partnerships develop that are essentially an indication of perhaps what's to come. I mean, you have AT&T, a joint venture with IBM, you have Time Warner, a joint venture, and U.S. West. You have the RBOC's joint venture with cable companies in the UK. You have foreign companies—telephone operators as well as broadcasting interests—joint venturing with their equivalents on this side of the Atlantic.

So you see lines blurring not only between technologies and services, but also between companies here and abroad?

Until recently there's really been very little focus on trying to encourage cooperation. At the end of the process, we may find the players left have decided to say: "Let's just pool our resources and come up with one system that takes the best of each of our systems," if that's possible. I think to offset the high costs associated with the newer generation of technological development, players would be forced to look at competitors as potential allies. Do they share enough of a mutual interest that it's worth their while cooperating in a way that is legal? There are antitrust concerns, but that's an area where I think you will also see some additional pressure as these costs continue to escalate. Some will have to go to Congress and set certain rules and restrictions to allow for cooperation.

It is arguably in the public interest?

Absolutely, to the extent that companies decide they can't do it, as a result, and it goes offshore and countries like Japan devote public funds to underwrite all of this. If we can look at our own structure in a way that allows us to undertake this type of flexibility to encourage growth, then presumably our companies would continue to be involved in that R&D—and the public would benefit because it would be American technology and ingenuity that drives changes globally, and hopefully keeps manufacturing and deployment of those technologies here. ■

Date Book

Highlighted listings indicate major meetings

JULY

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—*John A. Reisenbach Foundation for a Safer New York* benefit, featuring Media All Stars. Puck Building Grand Ballroom, New York. Information: (212) 371-0798.

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—*American Women in Radio and Television Industry Awards*. Hyatt on Sunset, Los Angeles. Information: (213) 964-2740.

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 22—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Steven Brill, CEO and editor-in-chief, Courtroom Television Network. Copacabana, New York. Information: (212) 768-7050.

July 23-25—*Idaho State Broadcasters Association* annual convention. Sun Valley Resort, Sun Valley, Idaho.

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 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.

ERRATA

KTTN-AM-FM Trenton, Mo., was sold for \$407,655, not \$47,600, as reported in June 15 issue.

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. 9-11—*Arkansas Broadcasters Association* annual convention. Red Apple Inn, Heber Springs, Ark. Information: (501) 227-7564.

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-televised 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. 15-17—*Great Lakes Cable Expo* regional trade show. Information: Kimberly Maki, (517) 482-9350.

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 Lesley 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-DECEMBER

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

Oct. 6-8—*Mid-America Cable TV Association* 35th annual meeting and show. Hilton Plaza Inn, Kansas City. Information: Patty O'Connor or Rob Marshall, (913) 841-9241.

Oct. 7-10—*National Broadcast Association for Community Affairs* annual convention. Loews L'Enfant Plaza Hotel, Washington. Information: Thursa Thomas, (202) 364-2481.

Oct. 8-10—*Minnesota Broadcasters Association and Society of Broadcast Engineers* conference. Radisson Hotel, Minnetonka, Minn. Information: Tascha Renken, (612) 926-8123.

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. 19—*John Bayliss Broadcast Foundation* annual media roast. Plaza, New York. Information: Kit Hunter Franke, (408) 624-1536.

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

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. Stouffer Harborplace, Baltimore. Information: (317) 653-3333.

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

Open Mike

NOT DEAD YET

EDITOR: I'd like to take a moment to zap Jim Hood, who told your Peter Viles that "the big advantage of [Zapnews] over all the others is that you can still get it by fax machine."

UPI's Broadcast Wire is also available by fax. Our service also offers "NewsWraps," news stories with tape inserts, a service that Hood thinks he and CBS are doing for the first time.

But the most interesting quote in your June 29 story, "Big Guns Escalate Radio Wire War," is the comment by AP's Jim Williams that "people are scrambling, trying to fill the void left by UPI."

I concede that it's surprising to some, but that void has failed to open, UPI having survived its latest crises. The UPI Broadcast Wire and the UPI Radio Network intend to fill the void left by other organizations' failure to serve up a good, creative product.—Howard Dicus, news director, UPI Radio Network, Washington.

TAKING OFF

EDITOR: Just when you wonder what's caused your phone to ring off the hook with prospective donations to a small but growing videotape recycling program, you realize BROADCASTING has done it again. From the start, a few key publications like BROADCASTING have recog-

"The time has come to alert the communications industry to an alternative to dumping unwanted tapes into the trash."

Kris St. Claire

nized that the time has come to alert the communications industry to an alternative to dumping unwanted tapes into the trash—donate them to

Alternative Community Training's Project Charlie (BROADCASTING, May 18).

Your writers at BROADCASTING have channeled significant calls from major donors to our 800 number and, as a direct result, have promoted the growth that Project Charlie now enjoys.

On behalf of Project Charlie, we applaud you for assuming an important stance on recycling in your June 1 editorial. Because of your encouraging plea to broadcasters, we have received donations from 70 new stations, and many people have called to request a re-feed of the PSA, made possible by Cycle-Sat Inc., whose support we gratefully continue to acknowledge.

Today at Project Charlie, we can also report that Comsat has become a donor, along with HBO, Viacom, Arista Records and 87 new companies, thanks in part to supporters such as BROADCASTING. We thank you for helping to make a difference in our environment and also in the lives of the severely disabled we serve.—Kris St. Claire, founder, Project Charlie (donor information line: 800-359-4601).

AFFILIATES' SIDE

EDITOR: Your June 8 editorial "Getting There" was quite disconcerting. It certainly supports the networks' view of the world.

The concept of networks paying to reach a national audience was their idea and was never "suspect" (as you say). It's been an equitable system. The affiliates provide the facility that allows the network to reach the audience, and they pay for that right. It's simple and it worked.

Your analogy with cable is downright stupid. Local cable operators pay for programming because they mark it up and re-sell it, an option not readily available to local, free, over-the-air broadcasters.

Are the networks feeling fiscal pressures? So what! So am I. Much of the pressure on the nets comes from miscalculations on the value of sports

rights or Olympic Triplecasts. CBS has already eliminated compensation for sports programming, so to that

"Are the networks feeling fiscal pressures? So what! So am I."

Rich Herbst

degree, we've contributed.

The answer to your "real question" is "yes," the affiliates want to remain part of a nationwide communications system. Further, the system or partnership needs to be fair, even-handed and respectful of the partners.

I think you wrote a good editorial. It, however, was not fair, or even-handed.—Rich Herbst, vice president/general manager, KGAN-TV Cedar Rapids, Iowa.

OUT OF CONTROL?

EDITOR: Congratulations to Bob Herbert, NBC and the *Today* show for shedding light on various gangs' involvement and *delight* in the Los Angeles riots. Unfortunately, many others of national television prominence were not as thoughtful or responsible in their presentations regarding gangs and the riots. Asking a Los Angeles gang member why a riot erupted is like asking a serial killer what needs to be done to improve our society. When you think that major national talk and news show hosts gave exposure and *credibility* to some of the worst criminal elements in society and asked those people what needs to be done to improve our society, it boggles the mind.

Perhaps it is time that management in our great television industry take a more active role in how our outlets cover topics of major public importance. It may be that more is out of control than the streets of southeast Los Angeles.—Stanley S. Hubbard, president/chief executive officer, Hubbard Broadcasting Inc., Saint Paul.

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

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 sales manager: Established Midwest AM/FM seeks ambitious, self starter to complement our experienced sales staff. We're results oriented and high on community involvement. Excellent pay and benefits package. Send resume to: Joyce McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. 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.

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.

Radio sales position. Immediate opening, broadcasting's oldest media/merchandising-sales/promotion firm (38 years). Radio/sales experience required — full-time travel (Monday/Friday). Draw against generous commission, six figure potential. Resume and recent picture: John Gilmore, President, CCA, Inc., Box 151, Westport, CT 06881.

HELP WANTED TECHNICAL

Chief engineer WALK AM/FM: Flagship AM/FM combo of respected, expanding radio broadcast group, American Media, looking for an experienced, hands-on, computer and people-friendly chief engineer. FCC first class & general class license, SBE certification preferred. Resumes to Station Manager, WALK AM/FM, PO Box 230, Long Island, NY 11772. EOE M/F.

HELP WANTED PERSONALITY/TALENT

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

SITUATIONS WANTED MANAGEMENT

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!

Searching for career position, broadcast sales management. 22 years experience; local sales, GSM, regional and national rep sales and management, radio and television. Resume on request. Reply to Box M-11.

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.

17 year vet, past 10 as small market GM. Does it all. Needs opportunity for advancement. Prefer SE. 704-286-4091.

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.

SITUATIONS WANTED NEWS

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.

Play-by-play/sports anchor: Looking for station which broadcasts Division 1 sports. Award winning, ten year vet., plus sports talk. Reply to Box M-12.

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.

TELEVISION

HELP WANTED MANAGEMENT

National sales manager: KABB-TV, a River City Broadcasting station, has a position available on our sales management team. Candidate must have national sales manager or rep firm experience. Here's an opportunity to join the fastest growing broadcast company in the country. The sell begins immediately! Send letters of introduction, resumes or whatever you feel it takes to close the deal to General Sales Manager, KABB-TV, 520 North Medina, San Antonio, TX 78207. KABB-TV is an equal opportunity employer.

National sales manager: Experience as rep or local account executive wanted. Must be creative, organized, resourceful, and also able to work on local sales development for ABC affiliate in a competitive top 100 market. Send resume to: Charles Cusimano, WYNY-TV, 100 Market Square, Burlington, VT 05401. WYNY-TV is an equal opportunity employer.

Traffic manager for Northeast independent. Colombine experience required. Resume with salary requirements to N. Schoenthal, WTWS-TV, 216 Broad St., New London, CT 06320. 203-444-2626. EOE.

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

If you're looking for growth and development unavailable in your present situation, this opportunity could kick your career in gear. First-class Fox with numbers, tools and management seeks AE for the '90's. We'll build on your tools with no surprises. Respond in confidence to Box M-13. EOE.

HELP WANTED NEWS

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.

Assistant news director: Aggressive news department needs one more strong, hands-on manager. Producer skills and special projects background desirable. Two years management experience required. Send resume, news philosophy and management philosophy to, WSYX-TV, PO Box 718, Columbus, OH 43216. Attn: Assistant News Director. No phone calls please. Company is especially interested in seeking qualified women and minority applicants. EOE M/F.

News writer: Major market East Coast station seeks experienced news writer. Ideal candidate must have extensive experience writing news, cutting reporter packages, VO's and VO-SOT's. Familiarity with NewStar computer system a plus. Resumes and writing samples to David Friend, WABC-TV, 7 Lincoln Square, NY, NY 10023. No telephone calls or faxes, please. We are an equal opportunity employer.

News producer: Must have strong writing, production, and people skills. Minimum three years of producing experience. Chance to be a team player in the 43rd market's number one station. Send resume and tape to Eric Lerner, Executive Producer, WPRI-TV, 25 Catamore Boulevard, East Providence, RI 02914-1203. No phone calls. EOE, M/F.

Producer/writer: Major market East Coast station seeks experienced news producer/writer. Ideal candidate is an excellent writer and self-starter who has produced daily newscasts and worked on special projects. Familiarity with NewStar computer system a plus. Will play major role in our number one news operation. Resumes and tapes to David Friend, WABC-TV, 7 Lincoln Square, NY, NY 10023. No telephone calls or faxes, please. We are an equal opportunity employer.

Reporter: Still looking for an energetic, hard nosed reporter who can produce investigative and general assignment reports to replace one of our award winning staffers. Possible backup anchoring. 3/4" non-returnable tape, resume, references and salary requirements to News Director, WCBD-TV, PO Box 879, Charleston, SC 29402. EOE, M/F. Drug test mandatory. No phone calls.

Anchor/reporter: Top-rated, mid-Atlantic network affiliate looking for morning anchor who can, also, serve as consumer reporter. No beginners. Strong anchoring, reporting and writing skills necessary. Minorities and women strongly encouraged to apply. Please send resume, references, and salary history. M/F/EOE. Reply to Box M-14.

Agent wanted to join the Conrad Shadlen Corporation, nationwide agency for television news talent, at its New York City offices. Experience preferred. Lean, hungry, ambitious, good negotiator with eye for talent and good skills with people would be ideal. Write with resume to Suite 804, 141 East 44th Street, New York, NY 10017 or call Rad Shadlen at 212-370-9757. EOE.

Bureau chief. Minimum 5 years experience in commercial news operation. Assign, track stories, supervise 6 person staff, produce/anchor Noon cut-in. Send resume and non-returnable tape: Steve Caminis, WOOD-TV, PO Box B, Grand Rapids, MI 49501-4902. 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 op 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.

Immediate opening for art director. Designer with news graphic design experience. Ability to create strong graphics with quick turn around. Responsible for design and layout of all station print material, set designs and on-air graphics. Experience required in desktop publishing hardware and software (IBM preferred), and paintbox (Color Graphics DP422). Must have art background both academically and professionally, college degree or equivalent, and minimum two years broadcast experience. Strong design sense and ability to supervise staff artists required. Send resume to: Promotion Manager, KTVX-TV, 1760 Fremont Dr., Salt Lake City, UT 84104. No calls please. EOE.

Graphic designer wanted to join our #1 team at ABC affiliate in San Diego. Will design and produce broadcast and print graphics for news, promotion, and commercial clients. Pre-production for daily entertainment program. Full-time NABET position. Requirements: 3-5 years experience in broadcast design, plus a college degree in art or design. Ability to work on a Macintosh on specific programs: Photoshop, Illustrator, PageMaker/Quark. Dubner CBG experience preferred. We're looking for a high energy, creative person who can work independently and meet daily deadlines. Send resume and samples of work by July 20 to: Alan Muir, KGTV, PO Box 85347, San Diego, CA 92186. (No phone calls please.) EOE.

Leading Nashville production company seeks skilled, energetic post-production operations manager. Must have knowledge of editing, graphics and duplication. Leadership and people skills top priority. Contact Mike Arnold, Scene Three, 1813 8th Avenue South, Nashville, TN 37203, 615-385-2820.

HELP WANTED TECHNICAL

Chief engineer/UHF: Minimum 5-years hands-on RF maintenance, engineering management, planning, design, installation, preparation and administration of capital and operating budgets. Direct supervision of 9-person department. Send resume, appropriate license documentation and salary requirements to: General Manager, WOGX-TV, 1551 S.W. 37th Avenue, Ocala, FL 34474. EOE.

Senior maintenance engineer: KUHT Television, a department of the University of Houston, is seeking a qualified studio maintenance engineer to assist in repairing and maintaining the equipment of a major market public television station. Reports to: KUHT assistant chief engineer. Assigned responsibilities: Install, calibrate, operate and repair analog and digital audio, video, and radio frequency equipment. Diagnose and repair system technical problems and equipment failures. Ascertain that critical equipment when returned to service meets or exceeds the requirements of the Federal Communications Commission, the standards of the Public Broadcasting Service, and the requirements of KUHT-TV. Assist in the development of engineering facility projects as assigned. Perform technical evaluations of programming produced by KUHT to determine if it meets KUHT, PBS and FCC standards. Supervision of other engineering staff as assigned. Performs other duties as assigned. Qualifications should include the following: Bachelor's degree in Electronic Engineering, Electrical Engineering (with electronics emphasis), or Electronic Engineering Technology. (Equivalent professional experience and education may substitute.) A General Class Radio Telephone Certificate issued by the Federal Communications Commission, or a combination of general and restricted licenses as required to operate and maintain an interconnected broadcast facility. Knowledge of current FCC rules and regulations applicable to a television broadcasting environment that receives its primary network signal by satellite and transmits its air signal at a location several miles from its studio. Certification by the Society of Broadcast Engineers or equivalent professional recognition of technical accomplishment. Five years minimum experience in a professional broadcast or production environment with demonstrated technical success in the maintenance and repair of broadcast or production equipment to the component level. Demonstrated success in maintaining broadcast technical equipment, including videotape and videocassette recorders, studio and field cameras, production and routing switchers, and synchronizing equipment. Salary and benefits: This is a full time position with a good benefits package which will be available September 1, 1992. Minimum starting salary \$37,000. Interested candidates should send a letter of application, including resume and three professional references to: Ms. Laura Gonzales, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004, postmarked by August 1, 1992. Minorities and women are encouraged to apply. The University of Houston is an equal opportunity employer.

ENG engineers: Experience in television news operation required. Ability to operate Sony 200 and 800 systems a must - Sony 600 system a plus. Must be able to work unsupervised under deadline pressure. Resumes to Peter Menkes, WABC-TV, 7 Lincoln Square, NY, NY 10023. No telephone calls or faxes, please. We are an equal opportunity employer.

SITUATIONS WANTED NEWS

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

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

Successful, well-educated educational leader/researcher seeking anchoring, reporting sportscasting, or feature position. Warm, creative, insightful; good voice. 219-942-8673 or Box M-15.

Major market meteorologist: Looking for a change of scenery. AMS/NWA seals, and 10+ years experience. Team player all the way! Reply to Box M-16.

MISCELLANEOUS

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

Attention job-hunters! Let us help send you to the head of the class. Employment listings nationwide with instant access; Free referral with no placement fees; written demo tape evaluations; agent representation; salary assessments; and much more! Media Marketing, PO Box 1476—PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

ALLIED FIELDS

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.

Television, radio, cable job search assistance. Executive to entry level, all positions. Free report. PO Box 1256, Port Richey, FL 34673-1256.

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.

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, Collins/Gates 1kw. Transcom 800-441-8454.

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

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 color slide scanner by Nytone. 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.

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

HELP WANTED PROGRAMING, PROMOTION & OTHERS

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.

Creativity Sought

Producer/Director who shoots, lights and edits; great eye for composition; skilled handheld and dolly-style shooting; at least five years camera experience. Send demo reel and unedited tape of camerawork to:
Horizon Video Productions
PO Box 13785
R.T.P., NC 27709-3785

News Promotion Writer/Producer

CREATIVE DYNAMO WANTED! We're the top news station in the top news market, and we're looking for a **WRITER/PRODUCER** to join our award-winning team. You must have at least two years experience in TV news promotion, great writing ability and be equally at home in the edit suite, the studio or the field. If you have terrific ideas and know how to execute them, send your best spots and resume to:

Lindy Spera, VP Creative Services,
WTTG
5151 Wisconsin Ave., N.W.,
Washington D.C. 20016

AN EQUAL OPPORTUNITY EMPLOYER



RADIO

BUSINESS OPPORTUNITY

YOU COULD BE A \$UPER \$TATION

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

TELEVISION

HELP WANTED NEWS

MANAGING EDITOR CHICAGOLAND TELEVISION NEWS

ChicagoLand Television, Tribune Company's 24-hour local cable news channel is seeking applicants for News Managing Editor. All applicants must have at least 5 years of newsroom management experience and must be familiar with all facets of a daily news operation. All applicants should possess strong writing, editing, assignment and show production skills.

Send qualifications to: **ChicagoLand Television, 435 North Michigan Ave., Suite 1900, Chicago, Illinois 60611.**

No phone calls please. EOE.

ChicagoLand
TELEVISION

Join the Tribune Team in Denver!

PROMOTION & MARKETING OPPORTUNITY

Denver's first TV station, KWGN-TV Channel 2, is looking for a Creative Services Director with independent station experience. Applicants will need a solid background promoting sitcoms, movies, sports, and prime time news...as well as the enthusiasm to introduce Rockies baseball to Denver. An understanding of value-added marketing and ability to manage a highly creative department are also important.

Send tape & resume to JIM ELLIS:

TRIBUNE BROADCASTING COMPANY
435 N. Michigan Avenue, Suite 1900
Chicago, IL 60611

(No phone calls please)



KWGN-TV DENVER

A Tribune Broadcasting Station • Equal Opportunity Employer

**HELP WANTED PROGRAMING
PROMOTION & OTHERS CONTINUED**

CNN ART DIRECTOR

The nation's premier news network is seeking an experienced art director to oversee the on-air look, as well as print design, for its Creative Services department. Applicants must have a thorough knowledge of video paint systems and graphic production. A strong print background and a minimum of 3 years producing graphics for television is required.

Resumés and 3/4" Tape to:
Randall Tatum
Manager News Promotions
One CNN Center
4th Floor, North Tower
Atlanta, GA 30303
Equal Opportunity Employer

SITUATIONS WANTED ANNOUNCERS

**Put A Versatile Network
Announcer To Work For You!**

Your local radio or TV station can use the familiar voice of ABC-TV's Bill Owen. Your new sound for your new fall season. In our state-of-the-art studios, Bill will record your promos, commercials, lead-ins, etc. for a small one-time negotiable session fee guaranteed to fit your budget. For a free demo call or write:

Master Audio
514 Fairmount Ave.
Chatham, NJ 07928 (201) 635-0140

**PROGRAMING
PRODUCTION & OTHERS**

1992 NORTHWESTERN UNIVERSITY GRADUATE SEEKING TELEVISION NEWSROOM POSITION. HAVE ASSIGNMENT DESK EXPERIENCE WITH MAJOR CHICAGO NETWORK. WILL RELOCATE. CAN START ASAP. RESUME AND REFERENCES UPON REQUEST. PLEASE CALL!!!

MEREDITH 203-438-4891.

PROGRAMING SERVICES

**NATIONAL WEATHER NETWORKS
PRESENTS**

THE NEXT GENERATION IN TV WEATHER SERVICE!!
THE FIRST... THE AFFORDABLE... NWN WEATHERSOURCE
YOUR TV MARKET'S LOCAL TV WEATHERCAST CUSTOM-
IZED AND TAILORED FOR YOUR AD! INCLUDING ON-AIR
AMS AIR TALENT DELIVERED VIA SATELLITE. UPDATES
AVAILABLE FOR ALL DAY PARTS 7 DAYS PER WEEK
FOX, INDEPENDENT AND PUBLIC STATIONS. GET INTO THE
BROADCAST TV WEATHER BUSINESS. NWN IS AVAILABLE
IN YOUR MARKET ON A CASH OR BARTER BASIS. CALL
EDWARD ST. PE. TODAY 1-601-352-6673 TODAY

HELP WANTED MANAGEMENT

Manager Inventory and Pricing Bring Your Management Skills To An Industry Leader...

...A&E Network, the leader in quality entertainment. We are currently seeking a professional who will assist our sales teams by managing all aspects of our internal inventory.

The qualified applicant will work closely with our sales staff to insure that inventory levels are professionally managed. Will help maximize inventory for optimum sales revenues while maintaining a strong commitment to client service. Knowledge of all facets of inventory management is a must.

Requirements will include a BA with 4 to 5 years experience with pricing and inventory management or related area; or MBA with 1 to 2 years experience in a related area. Strong interpersonal, analytical and problem solving skills are a must. Computer skills with the ability to use a wide range of software is desired.

A&E offers a competitive salary and an excellent benefits package. For immediate consideration, please forward your resume with salary history in complete confidence to: **A&E Network, Dept. MIP at 235 East 45th Street, New York, N.Y. 10017.** An Equal Opportunity Employer M/F/H/V.



**ALLIED FIELDS
HELP WANTED PROGRAMING
PROMOTION & OTHERS**

Senior Publicist

We're Electronic Arts, the world's most award-winning creators of interactive entertainment—both computer and video games. Right now, we're looking for a proven Senior Publicist to develop, implement and produce highly creative PR plans for our exciting entertainment products.

The articulate candidate we seek should have 10+ years' experience working with national media and the entertainment industry, to include managing highly complex PR projects—on time and within budget. A proactive approach as well as a pulse on the competition and current industry trends are also essential. Related college degree strongly preferred; knowledge of the software entertainment industry a definite plus.

If you're looking for a truly unique environment that fosters autonomy and creative productivity, look no further. We offer a competitive salary and benefits. For consideration, send your resume to: **Electronic Arts, 1450 Fashion Island Blvd., San Mateo, CA 94404. Attn: Eric Lane.** Principals only, please. An equal opportunity employer.

Electronic Arts

EMPLOYMENT SERVICES

Radio and Television News Jobs

1-900-40-RTNDA

RTNDA Job Service



Survey the latest RTNDA job listings for only \$.75 per minute. Listings updated three times a week.



Radio-Television News Directors Association
1000 Connecticut Ave., N.W.
Washington, D.C. 20036

California Broadcast Job Bank

For application information call

(916) 444-2237

California Broadcasters Association

JOBPHONE Inside Job Openings, Nationwide

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

1-900-726-JOBS
5297 Mpls (5627)

EMPLOYMENT SERVICES CONTINUED

GOT THE 900 NUMBER BLUES? TRY MEDIALINE

TV's Job Listing Leader Since 1986
NO OUTLANDISH PHONE CHARGES
NO STALE, DEAD END LEADS
JUST LOTS MORE REAL JOBS FOR
LOTS LESS MONEY

To subscribe call 800-237-8073/California 408-648-5200



MediaLive

THE BEST JOBS ARE ON THE LINE
P O Box 51909, Pacific Grove, CA 93950

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

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

Television

- ☒ Reporter
- ☒ Anchor
- ☒ Weather
- ☒ Entry-Level

Radio

- ☒ TV Sales
- ☒ Sports
- ☒ Producer
- ☒ Photographer
- ☒ Program Director
- ☒ Disc Jockey
- ☒ Radio Sales
- ☒ Radio News

Since 1990

TELEVISION SPORTSCASTERS

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

Phone: 408-446-3323



FINANCIAL SERVICES

EQUIPMENT FINANCING

- NEW OR USED
 - NO FINANCIALS UNDER \$35,000
 - NO DOWN PAYMENT
 - REFINANCE FOR WORKING CAPITAL
- Exchange National Funding
Mark Wilson
(800) 275-0185

FOR SALE STATIONS

BROKERAGE

HOLT BROKERAGE GROUP
HOLT APPRAISAL GROUP
Professionalism Since 1967
215-821-9085

APPRAISALS

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

SHERWOOD INC.

4171 Dundee Rd., Suite 268, Northbrook, IL 60062

708-272-4970



FOR SALE STATIONS CONTINUED

PENNSYLVANIA combo in small resort/college town.
Annual revenue base historically over \$300K. YTD
up 9%. Price \$400K with 25% down. Excellent
terms.

CALIFORNIA coastal, highly rated stand-alone FM.
Under performing. Great untapped potential. Good
national share. Needs more local effort

CONTACT: JACK SATTERFIELD, 215-660-7790

COLORADO gateway to State's resort communities.
One of only two stations licensed to city of 37,000.
Outstanding real estate package included in purchase
price of \$250K.

MID-SOUTH full power FM and fulltime AM. Top
notch facilities in excellent market. Proven track
record. Priced to sell.

WEST COAST major market, big power AM.

CONTACT: DOUG STEPHENS, 913-649-5103

FLORIDA AM-FM in growing college market. FM
Class A with C3 upgrade. Low price and easy
terms!

ARIZONA AM with good revenue in a beautiful
retirement community. Get out of the rat race!
TEXAS AM-FM. FM has 100kw signal that covers several
markets. Cash flowing now!

CONTACT: BOB AUSTIN, 303-740-8424

COLORADO C1 FM small market upgrade expected
to cover Denver, plus great coverage over Northern
Colorado.

COLORADO AM Metro Area, 5kw days, reduced
power nights.

NEBRASKA Class C combo. Great cash flow. All real
estate.

KANSAS Class C combo. Small market. Priced at less
than 1x annual gross. Includes real estate.

CONTACT: AL PERRY, 303-239-6670

Satterfield & Perry, Inc.
Brokers • Consultants • Appraisers
Philadelphia • Kansas City • Denver

NEW ENGLAND MEDIA, INC.

THE BERKSHIRES
WBBS-FM Great Barrington
Massachusetts
Western MA, Eastern NY
Northwestern CT

102 ROUTE 7, ST. ALBANS, VT 05478
(P) 802-524-5963 (F) 802-527-1450

FOR LESS THAN \$10,000

With Terms Available
Lease Your Own Station
BROADCASTERS
800-393-7292

MD-Delaware Shore
Class A FM CP
Reply: Box 275
Glenelg, MD 21737

LOS ANGELES

Area, FM serving large population
will become available soon
Priority to minority interests
Principals may inquire
310-821-8463

BROADCASTERS DREAM

AM RADIO STATION IN THE NATION'S THIRD FAST-
EST GROWING COUNTY. LOCATED ON FLORIDA'S
RICH & BEAUTIFUL "TREASURE COAST". STRONG
"OLDIES" MUSIC FORMAT—COMMITTED PROFESSIONAL
STAFF—RUSH LIMBAUGH/DR. DEAN EDELL-
NEW FACILITY—STRONG SPORTS (EXCLUSIVE
NEW YORK/PORT ST. LUCIE METS, GIANTS ETC.)
LIVE THE GOOD LIFE "ON THE BEACH" WHILE YOU
WATCH YOUR INVESTMENT GROW.
CONTACT: BOB GORDON 407-871-6628.

FOR SALE

FIRST TIME OFFERED
OPPORTUNITY TO OWN TV
STATION IN TOP TWENTY FIVE
MARKET C.P. SITUATION - WE
WILL BUILD TO SUIT FOR RIGHT
BUYER.
REPLY TO BOX M-17

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 (202-263-3276). If payment is made by credit card, indicate card number, expiration date and day-time 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 Stations 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. Stations 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, CCD, 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. Stations 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) Stations 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 29 through July 3 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WKGL(AM)** Huntsville, AL (BAL920623EA; 1450 khz; 1 kw-U)—Seeks assignment of license from Alabama Radio Inc. to Jennings Enterprises Inc. for \$100,000. Buyer is headed by William D. Jennings, and has no other broadcast interests. Filed June 23.

■ **KKAM(AM)-KBOS(FM)** Fresno-Tulare, CA (AM: BAL920619EA; 1340 khz; 1 kw-U; FM: BALH920619EB; 94.9 mhz; 16.4 kw; ant. 847 ft.)—Seeks assignment of license from Richard C. Phalen Jr., receiver, to CenCal Broadcasting Inc. for \$1.4 million ("In Brief," June 22). Phalen is also receiver for KIST(AM)-KMGQ(FM) Santa Barbara, CA. Buyer is headed by Stephen D. Miller, former general manager of stations. Filed June 19.

■ **WLSY(AM)** Newburg, KY (BAP920619ED; 680 khz)—Seeks assignment of CP from Louisville Radio Ltd. to River City Communications Inc. for \$1,000. Seller is headed by P. Richard Zitelman. Buyer is headed by F. Michael Wix, who owns 30% of stock of licensee of WOCC(AM) Corydon, IN. Filed June 19.

■ **WRCA(AM)** Waltham, MA (BTC920625EB; 1330 khz; 5 kw-U)—Seeks transfer of control from La-Marca Group Inc. to SMY Media Inc. for \$10,000. Seller is headed by James LaMarca Sr. Buyer is headed by A.E. Stanley III, who has 15% interests in licensee of two AM's. Filed June 25.

■ **WHAK(AM)** Rogers City, MI (BAL920619EC; 960 khz; 5 kw-D)—Seeks assignment of license from Presque Isle Radio Inc. to Ives Broadcasting Inc. for \$100,000. Seller is headed by Edward J. Heir. Buyer is headed by Robert M. Currier, who owns 49% of licensee of WHSB(FM) Alpena, MI. Filed June 19.

■ **WROX(AM)** Clarksdale, MS (BAL920616EJ; 1450 khz; 1 kw-U)—Seeks assignment of license from Minnehaha Communications Inc. to Gerald E. Weaver for \$50,000. Seller is headed by Jeanette T. Reardon. Buyer has no other broadcast interests. Filed June 16.

■ **WAVN(AM)** Southaven, MS (BAL920624EA; 1240 khz; 580 w-U)—Seeks assignment of license from Lois B. Crain to Arlington Broadcasting Corp. Inc. for \$115,000. Buyer is headed by Fred R. Flinn, and is licensee of WGSF(AM) Arlington, TN. Filed June 24.

■ **WKAJ(AM)** Saratoga Springs, NY (BAL920623EB; 900 khz; 250 w-U)—Seeks assignment of license from Saratoga Radio Corp. to William H. Walker III for \$30,000. Buyer is licensee of WBUG-AM-FM Fort Plain and WRWD(FM) Highland, both New York. Filed June 23.

■ **KRLD(AM)** Dallas, TX (BTC920617EA; 1080 khz; 50 w-U)—Seeks transfer of control from Comman Communications Inc. to CF Media Inc. for \$63 million. Sale includes KODA(FM) Houston and KJQY(FM) San Diego, which were previously announced as selling for \$45 million (see "Changing Hands," July 6). Seller is headed by Carl Brazel. Buyer is headed by Robert F.X. Sillerman, who has minority investment in assignor, and is merging companies (see Broadcasting, March 23). Siller-

PROJECTED DEMOGRAPHIC RANKINGS (4th Quarter 1992, Regular Programs)



Women 18-49
Men 18-49
Teens 12-17
Kids 2-11

man also has interests in one AM and three FM's. Filed June 17.

■ **KOGT(AM)** Orange, TX (BAL920618EA; 1600 khz; 1 kw-U)—Seeks assignment of license from Klement Broadcasting Corporation to G-Cap Communications Inc. for \$250,000. Seller is headed by Richard Klement. Buyer is headed by Gary P. Stelly, and has no other broadcast interests. Filed June 18.

■ **WEPG(AM)** South Pittsburg, TN (BTC920624EB; 910 khz; 5 kw-D, 950 w-N)—Seeks transfer of control from Marion County Broadcasting Services Inc. to Jerry W. Nelson for \$110,000. Sellers are Eaton P. Govan Jr. and Eaton P. Govan III, each selling 500 shares of common stock in licensee. Buyer has no other broadcast interests. Filed June 24.

■ **KSEV(AM)** Tomball, TX (BTC920622EA; 700 khz; 2.5 kw-D, 1 kw-N)—Seeks transfer of control of Sunbelt Broadcasting Co. for \$1 in stock transfer. W. Harold Sellers is transferring 620 shares to son Stephen T. Sellers. Licensee has no other broadcast interests. Filed June 22.

■ **WFNR(AM)** Blacksburg, VA (BAL920617EB; 710 khz; 10 kw-D)—Seeks assignment of license from New River Broadcasting Corp. to Travis Broadcasting Corp. for \$100,000. Seller is headed by Robert T.S. Colby. Buyer is headed by Robert

Travis, and has no other broadcast interests. Filed June 17.

■ **WXGZ-TV** Appleton (Green Bay), WI (BALCT920526KG; ch. 32; 1,070 kw-V, 107 kw-A; ant. 1,220 ft.)—Seeks assignment of license from Appleton Midwestern Television, Ltd. to Ace TV Inc. for \$505,000 plus 85% of the accounts receivable. Station is being sold out of bankruptcy. Seller is headed by Richard D. Ellenberg, bankruptcy trustee. Buyer is headed by Carl J. Martin, and controls licensee of WGBA(TV) Green Bay, WLAX(TV) La Crosse and WEUX(TV) Chippewa Falls, all Wisconsin. Filed May 26.

■ **KKTY-AM-FM** Douglas, WY (AM: BAL920625EA; 1470 khz; 1 kw-D, 500 w-N; FM: BALH920625HS; 99.3 mhz; 813 w; ant. 530 ft.)—Seeks assignment of license from Fireside Broadcasting Co. to Lonnie M. Horton for \$50,000. Buyer has no other broadcast interests. Filed June 25.

Actions

■ **KCAB(AM)-KWKK(FM)** Dardanelle, AR (AM: BAL920420EF; 980 khz; 5 kw-D; FM: BALH920420EG; 102.3 mhz; 200 w; ant. 1,227 ft.)—Granted assignment of license from Central Arkansas Broadcasting Co. to Ramsay Communications Inc.; purchase agreement missing from assignment application. Seller is headed by James F. Dowden, bankruptcy trustee, and has no other broadcast interests. Buyer is headed by Ward A. Ramsay, and has no other broadcast interests. Action June 18.

■ **WOKV(AM)-WKQL(FM)** Jacksonville, FL (AM: BAL920506GY; 600 khz; 5 kw-D, 5.4 kw-N; FM: BALH920506GZ; 96.9 mhz; 98 kw; ant. 1,014 ft.)—Granted assignment of license of Professional Broadcasting Inc. to Phalen & Associates Inc. for \$3.75 million. Seller is subsidiary of EZ Communications, headed by Alan Box, and is licensee of KMPS-AM-FM Seattle; KRAK-AM-FM Sacramento, CA; KYKY(FM) St. Louis; WBZZ(FM) Pittsburgh; WEZB(FM) New Orleans; WHQT(FM) Miami; WIOQ(FM) Philadelphia and WMXC(FM) Charlotte, NC. Buyer is headed by William R. Phalen, 50% shareholder of licensee of KNSS(AM)-KRZZ-FM Wichita, KS. Action June 18.

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

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

■ **WMED-FM-TV** Calais, ME (FM: BALED920513KQ; 89.7 mhz; 30 kw; ant. 525 ft.; TV: BALET920513KL; ch. 13; 31.6 kw-V; ant. 430 ft.)—Granted assignment of license from University of Maine System to Maine Public Broadcasting Corp. for no cash consideration (see WCBB(TV) Augusta, ME, above). Action June 23.

■ **WMEB(TV)** Orono, ME (BALET920513KK; ch. 12; 299 kw-V; ant. 990 ft.)—Granted assignment of license from University of Maine System to Maine Public Broadcasting Corp. for no cash consideration (see WCBB(TV) Augusta, ME, above). Action June 23.

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—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

■ ***WMEA-FM-TV Portland-Biddeford, ME** (FM: BALED920513KP; 90.1 mhz; 49 kw; ant. 1,920 ft.; TV: BALET920513KJ; ch. 26; 589 kw-V; ant. 800 ft.)—Granted assignment of license from University of Maine System to Maine Public Broadcasting Corp. for no cash consideration (see WCB[TV] Augusta, ME, above). Action June 23.

■ ***WMEM-FM-TV Presque Isle, ME** (FM: BALED920513KS; 106.1 mhz; 100 kw; ant. 1,080 ft.; TV: BALET920513KM; ch. 10; 299 kw-V; ant. 1,090 ft.)—Granted assignment of license from University of Maine System to Maine Public Broadcasting Corp. for no cash consideration (see WCB[TV] Augusta, ME, above). Action June 23.

■ ***WMEW(FM) Waterville, ME** (BALED920513KT; 91.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from University of Maine System to Maine Public Broadcasting Corp. for no cash consideration (see WCB[TV] Augusta, ME, above). Action June 23.

■ **WEDE(AM) Eden, NC** (BAPL920515EA; 1130 khz; 1 kw-D)—Granted assignment of CP from Avery Communications Inc. to Newwave Broadcasting for \$45,000. Seller is headed by John C. Avery. Buyer is headed by John Corres, and has no other broadcast interests. Action June 24.

■ **WAGR(AM)-WJSK(FM) Lumberton, NC** (102.3 mhz; 3 kw; ant. 270 ft.)—Granted assignment of license from Southeastern Broadcasting Corp. to Messa Inc. for \$400,000. Seller is headed by Albert Kahn, and has no other broadcast interests. Buyer is headed by R. L. Harrell, and has no other broadcast interests. Action June 24.

■ **KTBR(AM) Roseburg, OR** (BAL920511EF; 950 khz; 1 kw-D)—Granted assignment of license from Douglas Broadcasters Inc. to K-S Riggs Broadcasting Inc. for \$280,000. Seller is headed by Elliot Molschenbacher, and has no other broadcast interests. Buyer is headed by Keith D. Riggs, and has no other broadcast interests. Action June 22.

■ **KPRB(AM)-KSJJ(FM) Redmond, OR** (BAL920512EA; 1240 khz; 1 kw-U; FM: BALH920512EB; 102.9 mhz; 2.25 kw; ant. 393 ft.)—Granted assignment of license from Redmond Broadcast Group Inc. to Stewart Broadcasting Inc. for \$710,000. Seller is headed by Donald McCoun. Buyer is backed by Stewart-Hyams Family Trust (100%), headed by Sande R. Stewart, and has no other broadcast interests. Action June 22.

■ **WGPA(AM) Bethlehem, PA** (BAL920413EB; 1100 khz; 250 w-D)—Granted assignment of license from Chadwick Broadcasting Co. to Timmer Broadcasting Co. for \$100,000. Seller is headed by Henry G. Chadwick, and has no other broadcast interests. Buyer is headed by Joseph Timmer, and has no other broadcast interests. Action June 19.

■ **KDSI(AM)-KQNN(FM) Alice, TX** (AM: BAL920428EB; 1070 khz; 1 kw-U; FM: 92.1 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Bruton Broadcast Communications Inc. to Alice Radio Co. Inc.; Seller has defaulted on June 1991 note for principal amount of \$425,000. Bruton Broadcast is also selling KNGV(FM) Kingsville, TX. Seller is headed by Robert R. Bruton, and has no other broadcast interests. Buyer is headed by George W. Marti, who has interests in licensee of KCLE(AM) Cleburne, KBAL(AM) San Saba, and is permittee of KCLW(FM) Glen Rose, all Texas. His daughter, Michelle Marti, is purchasing KNGV(FM) Kingsville, TX, from assignor. Action June 10.

■ **WZKT(AM) Waynesboro, VA** (BTC920408EC; 1490 khz; 1 kw-U)—Granted transfer of control of SlocuMedia Inc. to Leon P. Harris, et al., for \$500. Seller, John G. Leake, trustee for estate of Scott Slocum, was appointed by bankruptcy court, and is selling 51.02% (50 shares). Buyers have no other broadcast interests. Action June 24.

■ **WZKT(AM) Waynesboro, VA** (BAL910408EA; 1490 khz; 1 kw-U)—Dismissed app. of assignment of license from SlocuMedia Inc. to Tschudy Communications Corp. for no consideration (see WAKT-AM, above). Tschudy Communications is headed by Earl Judy Jr. (100% voting stock), Robert S. Jannney and Joyce M. Jenkins. Judy has 100% interest in WALI(AM)-WROG(FM) Cumberland, MD;

WSKO(FM) Buffalo Gap, VA; WBRJ(AM)-WEYQ(FM) Marietta, OH; WMQC(FM) Morgantown and WKOY(AM)-WKMY(FM) Bluefield-Princeton, both West Virginia; WCRO(AM) Johnstown, PA; 51% interest in WSVG(AM)-WSIG(FM) Mt. Jackson and 49% interest in WZKT(AM) Waynesboro, both Virginia. Action June 24.

■ **WJUB(AM) Plymouth, WI** (BTC920504EG; 1420 khz; 500 w-D)—Granted transfer of control licensee Jubilation Ministries Inc.; licensee, headed by William G. Kraemer, is increasing its board of directors. Action June 18.

NEW STATIONS

Applications

■ **Gallatin, MO** (BPH920617MA)—Missouri Valley Broadcasting Inc. seeks 101.7 mhz; 15 kw; ant. 129 m. Address: Highway 65 North, P.O. Box 128, Marshall, MO 65340. Applicant is headed by Michael A. Phillips, and is licensee of WPHQ(FM) Bloomer and WMEQ-AM-FM Menomonie, both Wisconsin. Stockholder Marvin Luehrs has interests in KTTN-AM-FM Trenton, MO. Action June 17.

■ **Malta Bend, MO** (BPH920616MA)—Miles J. Carter seeks 97.5 mhz; 3.42 kw; ant. 268 m. Address: 802 E. 12th St., Carrollton, MO 64633. Applicant has no other broadcast interests. Filed June 16.

■ ***Olivebridge, NY** (BPED920618MB)—Christian Media Associates Inc. seeks 88.3 mhz; 1 kw; ant. 21 m. Address: Post Office Box 63; Rhinebeck, NY 12572. Applicant is headed by Dan Elmendorf, and is licensee of FM translator W202AJ. Filed June 18.

Actions

■ **Williams, AZ** (BPH900807MH)—Granted app. of Jana Tucker for 96.7 mhz; 1 kw; ant. 19 m. Address: P.O. Box 36717, Tucson, AZ 85740. Applicant and Ted Tucker own CP's for three FM's, and four FM translators and three LPTV's, all in Arizona. Action June 23.

■ **Thousand Palms, CA** (BPH910211MH)—Granted app. of Jeffrey Rochlis for 94.7 mhz; 51 kw; ant. 177 m. Address: 4344 Promenade Way, Marina Del Rey, CA 90292. Applicant has no other broadcast interests. Action June 23.

■ **Thousand Palms, CA** (BPH910207MC)—Dismissed app. of Douglas Johnson for 94.7 mhz; 55 kw; ant. 190 m. Address: 3101 Interlaken Rd., West Bloomfield, MI 48323. Applicant is general manager and has interest in WXON(TV) Detroit, and is permittee of new TV KNWS-TV Katy, TX. Action June 23.

■ **Thousand Palms, CA** (BPH910211MD)—Dismissed app. of Sam Idas for 94.7 mhz; 3 kw; ant. 89 m. Address: 1624 SE 12th Court, Fort Lauderdale, FL 33316. Applicant has no other broadcast interests. Action June 23.

■ **Springfield, MO** (BPED910910MB)—Granted app. of Lou Smith Ministries Inc. for 88.3 mhz; 12 kw; ant. 100 m. Address: 2711 Hwy. 62, Jeffersonville, IN 47130. Applicant is headed by Mary L. Smith, John W. Smith I and David B. Smith. Mary Smith and John Smith are 25% voting members of board of Brightness Ministries Inc., licensee of LPTV W05BE at Jeffersonville, IN, and holds CP's for W26AS Clarksville and W08CT New Albany, both Indiana, and W20AX Glasgow, KY. Mary Smith also

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL ²
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%

¹ Includes off-air licenses. [†] Penetration percentages are of TV household universe of 92.1 million.
² Construction permit. ³ Instructional TV fixed service. ⁴ Studio-transmitter link.
 Source: Nielsen, NCTA and Broadcasting's own research.

owns CP's for WLWZ(AM) Athens, OH, and WRRD(AM) Blennerhassett and WMSP(AM) Elk Hills, both West Virginia. David Smith is program director at WKV-AM-FM Racine, WI. Action June 18.

■ **Chester, NE** (BPED910923MB)—Granted app. of Kansas Nebraska Christian Broadcasting Inc. for 89.9 mhz; 50 kw; ant. 150 m. Address: 1018 N. Jackson, Unit 3, Hutchinson, KS 67501. Applicant is headed by Thomas J. Russell, and has no other broadcast interests. Action June 5.

FACILITIES CHANGES

Applications

■ **Georgiana, AL** WWGA(FM) 107.7 mhz—June 12 application of Sharon A. Seifert for mod. of CP (BPH-900329MN) to make changes: TL: 1.2 mi. east of Route 65 on Route 106.

■ **Louisville, AL** WGIQ(TV) ch. 43—June 16 application of Alabama Educational TV Commission for MP (BPET-910117KE) to change ERP(vis): 5000 kw; ant.: 275 m.; antenna: Harris TWS-35BPSM (DA)(BT).

■ **Orange Beach, AL** WXA(HF) 105.7 mhz—June 12 application of Pleasure Island Broadcasting Inc. for mod. of CP (BPH-871203MO) to make changes; change: ERP: 6 kw (H&V).

■ **Avalon, CA** KRCI(FM) 92.7 mhz—June 12 application of Catalina Radio for mod. of CP (BPH-860529MC) to make changes: ERP: 3 kw (H&V), ant.: 49 m., TL: CATV tower near ord 2, .4 mi. ESE of Avalon.

■ **Chester, CA** KCFM(FM) 105.3 mhz—June 15 application of Michael R. Birdsill for mod. of CP (BPH-870320MC) to make changes; change: ERP 10 kw (H&V); ant.: 322 m.; TL: .25 mi. north and .25 mi. east of Shingletown, CA.

■ **Lenwood, CA** KQEH(FM) 107.3 mhz—June 12 application of Wendell A. Tyler for CP to make changes; change: ERP: 2.5 kw H&V; ant. 156 m.; TL: 33320 "I" Street, McCorkle Communications Site, near Barstow, San Bernardino County.

■ **San Jacinto, CA** KWRP(FM) 96.1 mhz—June 12

application of H.S.C. Radio Inc. for mod. of CP (BPH-870327MF) to make changes; change: ERP: .250 kw (H&V); ant.: 477 m.

■ **Boulder, CO** KTVJ(TV) ch. 14—June 12 application of Newsweb Corp. for MP (BPCT-790130KS) to change ERP (vis): 5000 kw; ant.: 341 m.; TL: 210 m. SSE of ch 2. facility, in Lookout Mountain antenna farm, 2.5 km SW of Golden, Jefferson County, CO, (39-43-53 - 105-14-08); antenna: Alan Dick & Co. custom emsilot panel array; Boulder UHF TV ch. 14 (DA)(BT).

■ **Oak Creek, CO** KFMU-FM 103.9 mhz—June 10 application of KFMU Ltd. for CP to make changes; change: ERP: 2.28 kw (H&V); ant.: 327 m.; change frequency to 104.1 mhz; change class to C3 (per MM docket #92-5).

■ **Ouray, CO** KURA(FM) 104.9 mhz—June 15 application of Outreach Sound Inc. for mod. of license (BLH-901219KD) to change antenna type.

■ **Five Points, FL** WCJX(FM) 106.5 mhz—June 12 application of Carol Jean Lamons for mod. of CP (BPH-890112MK) to make changes: ERP: 4.9 kw (H&V), TL: west side of US Rt. 41, 55 mi. north of intersection of US Rt. 10.

■ **Eureka, KS** KOTE(FM) 93.5 mhz—June 10 application of Newwood Productions for mod. of CP (BPH-891201MC) to make changes: ant.: 98 m., TL: 1.5 mi. south of Eureka on State Street.

■ **Manhattan, KS** KTDF(FM) 104.7 mhz—June 10 application of Little Apple Broadcasting for mod. of CP (BPH-871104MB) to make changes: TL: 6.4 km S of Westmoreland, KS, 1.6 km west of state hwy 99.

■ **Topeka, KS** New FM 92.5 mhz—June 2 application of Margaret Escriva for CP to make changes; change: ERP: 6 kw (H&V); ant.: 89 m. TL: 800 Jackson St., Topeka.

■ **Bangor, ME** WMEH(FM) 90.9 mhz—May 22 application of University of Maine for mod. of license (BLED-818) to make changes to antenna system.

■ **Zeeland, MI** WROR(AM) 640 khz—June 12 application of Just Formed Corp. for MP (BP810330AG) to change TL to 2640 72nd Ave., SE corner of I-96 and 72nd Avenue; reduce night power to 23 kw and make changes in antenna system 42 48 59 - 85 57 24.

■ **Jackson, MS** WJSU-FM 88.5 mhz—Nov. 15,

1991, application of Jackson State University for CP to make changes; change: ERP: 24.5 kw (H&V); ant.: 61 m.; change to class C3; preexisting site of WJDQ(FM) Meridian.

■ **Philadelphia, MS** WWSL(FM) 102.3 mhz—June 15 application of H & G C Inc. for mod. of CP (BPH-8663) to make changes; change: ant.: 140.25 (V); TL: 1016 West Bacon Street, Philadelphia, MS.

■ **Wiggins, MS** WOTC(FM) 97.9 mhz—June 12 application of White Broadcasting Company Inc. for CP to make changes; change: ERP: 50 (H&V); ant.: 142.14 m.; TL: approximately .23 km at 160 degrees true to Hovey, Harrison County, MI; change class to C2; preexisting site of WJDQ(FM) Meridian.

■ **Philadelphia, MS** WWSL(FM) 102.3 mhz—June 15 application of H & G C Inc. for mod. of CP (BPH-8663) to make changes; change: ant.: 140.25 (V); TL: 1016 West Bacon Street, Philadelphia, MS.

■ **Wiggins, MS** WOTC(FM) 97.9 mhz—June 12 application of White Broadcasting Company Inc. for CP to make changes; change: ERP: 50 (H&V); ant.: 142.14 m.; TL: approximately .23 km at 160 degrees true to Hovey, Harrison County, MI; change class to C2 (per MM docket #86-285).

■ **Branson, MO** KRZK(FM) 106.3 mhz—May 26 application of Turtle Broadcasting of Branson for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375).

■ **Los Lunas, NM** KBBU(FM) 102.5 mhz—June 12 application of Brasher BCng Co. for mod. of CP (BPH-820812AH as mod.) to make changes; change: ant. 113 m.; TL: 1 km ENE of intersection of I-40 and US 66.

■ **Salamanca, NY** WQRT(FM) 98.3 mhz—June 15 application of Altair Communications Inc. for CP to make changes; change: ERP: 3.5 kw (H&V).

■ **Ahoskie, NC** WQDK(FM) 99.3 mhz—June 12 application of Ray-D-O Biz Inc. for CP to make changes; change: ERP: 6 kw H&V; ant. 100 m.; TL: N side of SR 561, 2.8 km west of Harrellsville, Hertford County, NC.

■ **Lynchburg, VA** WJJS(FM) 101.7 mhz—June 12 application of CRS Communications Inc. for CP to make changes: ERP: 25 kw (H&V); ant.: 100 m. TL: U.S. Hwy 460 near intersection of County Rd. 648; class C3 (per MM docket #89-464).

SERVICES

BROADCAST DATABASE dataworld[®]

MAPS

Coverage/Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

ELS[®]

BROADCAST DATA SERVICES

A Div. of Moffet, Larson & Johnson, Inc.
• AM, FM, TV, H-group databases
• Coverage, allocation and terrain studies
• FCC research
703 824-5666 FAX: 703 824-5672

dataworld[®]

LPTV/TV Translator

Detailed Interference Studies
Regional Directories
Maps - Terrain - Popcount
301-652-8822 800-368-5754

DSI[®]

COMMUNICATIONS, INC.
• Radio and Television System Design
• Transmitter and Studio Installation
• Microwave and Satellite
Engineering and Installation
627 Boulevard
908-245-4833 Kentiworth, NJ 07033

Stainless, inc.

New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.

Towers and Antenna Structures
Robert A. Shoolbred, P.E.

1049 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4681

SG Communications

TV/FM RF Systems Specialists
RF System Measurements
Tower Erection & Maintenance
800-824-7865 Tucson, AZ
800-874-5449 Tampa, FL
215-699-6284 N. Wales, PA

LDL[®]

COMMUNICATIONS, INC.
RF DESIGN & INSTALLATION SPECIALISTS
LARGAN SOLID STATE TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC & ROYLE TOWER SYSTEMS
14440 CHERRY LANE CT. LAUREL MD 20707
TEL: 301-498-2200 FAX: 301-498-7952

Broadcast Video Tape
Great Service • Excellent Prices
CoarcVideo[™]
New Quality Stock • Custom Reloads
BETACAM • U-MATIC • VHS
1-800-888-4451

FOR WORLDWIDE
SATELLITE TRANSMISSION
SERVICES ANYWHERE CONTACT
IDB COMMUNICATIONS GROUP
10525 WEST WASHINGTON BLVD.
CULVER CITY, CA 90232-1922
213-870-9000 FAX: 213-240-3901

TOWER NETWORK SERVICES
NATIONWIDE SERVICE
(305) 989-8703
WE
SERVICE • STROBE LIGHT SYSTEMS
• TOWERS AND ANTENNAS

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.
A Subsidiary of A.D. Ring, P.C.

1019 19th Street, N.W., Suite 300
Washington, D.C. 20036
Telephone: 202-223-6700
Member AFCCE

CARL T. JONES
CORPORATION

CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704
MEMBER AFCCE

LOHNES & CULVER

Consulting Radio-TV Engineers
1156 15th. St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722



Member AFCCE

**COHEN, DIPPELL AND
EVERIST, P.C.**

CONSULTING ENGINEERS

1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20005
(202) 898-0111
Member AFCCE

SILLIMAN AND SILLIMAN

8601 Georgia Ave. #910
Silver Spring, MD 20910

ROBERT M. SILLIMAN, P.E.
(301) 589-8288

THOMAS B. SILLIMAN, P.E.
(812) 853-9754

Member AFCCE

Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers

Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703 824-5660
FAX: 703-824-5672
Member AFCCE

HAMMETT & EDISON, INC.

CONSULTING ENGINEERS

Box 280068
San Francisco, California 94128



(415) 342-5200
(202) 396-5200

Member AFCCE

Jules Cohen & Associates, P.C.
Consulting Electronics Engineers

Suite 600
#1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Telecopy: (202) 659-0360
Member AFCCE

CARL E. SMITH
CONSULTING ENGINEERS

AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services

"Serving the Broadcast Industry
for over 50 Years"

Box 807 Bath, Ohio 44210
(216) 659-4440

**E. Harold Munn, Jr.,
& Associates, Inc.**

Broadcast Engineering Consultants

Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.

Consulting Telecommunications Engineers

9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCE

HATFIELD & DAWSON

CONSULTING ENGINEERS

4226 SIXTH AVE. N.W.

SEATTLE, WASHINGTON 98107

(206) 783-9151; Facsimile: (206) 789-9834

MEMBER AFCCE

F.W. HANNEL & ASSOCIATES

Registered Professional Engineers

911 Edward Street
Henry, Illinois 61537

(309) 364-3903

Fax (309) 364-3775

**STRUCTURAL SYSTEMS
TECHNOLOGY, INC.**

J. Cabot Goudy, P.E.

PRESIDENT

TOWERS, ANTENNAS, STRUCTURES

New Tall Towers, Existing Towers

Studies, Analysis, Design Modifications,

Inspections, Erection, Etc.

6867 Elm St., McLean, VA 22101 (703) 556-9765

C.P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS

P.O. BOX 180312

DALLAS, TEXAS 75218

TELECOMMUNICATIONS (FCC, FAA)

CHARLES PAUL CROSSNO, P.E.

(214) 321-9140

MEMBER AFCCE

**JOHN F.X. BROWNE
& ASSOCIATES, P.C.**

525 Woodward Ave.

Bloomfield Hills, MI 48013

(313) 642-6226

Washington Office

(202) 293-2020

Member AFCCE

D.C. WILLIAMS, P.E.

Consulting Radio Engineer

Member AFCCE

Post Office Box 1888

Carson City, Nevada 89702

(702) 885-2400



COMMUNICATIONS TECHNOLOGIES INC.

BROADCAST ENGINEERING CONSULTANTS

Clarence M. Beverage

Laura M. Mizrahi

P.O. Box 1130, Marlton, NJ 08053

(609) 985-0077 • FAX: (609) 985-8124



LAWRENCE L. MORTON
ASSOCIATES
1231 MESA OAKS LANE
MESA OAKS, CALIFORNIA 93036

LAWRENCE L. MORTON, P.E.

AM • FM • TV

APPLICATIONS • FIELD ENGINEERING

MEMBER AFCCE

(805) 733-4275 / FAX (805) 733-4793

SELLMEYER ENGINEERING
Consulting Engineers

P.O. Box 356

McKinney, Texas 75069

(214) 542-2056

Member AFCCE

Datel Corporation

BROADCAST CONSULTANTS

Applications • Inspections

Call Toll-Free

(800) 969-3900

1515 N Court House Rd, Arlington, VA 22201

**STANLEY BROADCAST
ENGINEERING**

Radio and Television

Box 24601

Tempe, Arizona 85282

(602) 264-8752

contact

BROADCASTING MAGAZINE

1705 DeSales St., N.W.

Washington, D.C. 20036

for availabilities

Phone: (202) 659-2340

AFCCE

Association of

Federal Communications

Consulting Engineers

P.O. Box 19333

20th Street Station

Washington, DC 20036-0333

(202) 296-2722

PROFESSIONAL/SERVICE DIRECTORY RATES

52 weeks - \$45 per insertion

26 weeks - \$60 per insertion

13 weeks - \$75 per insertion

There is a one time typesetting charge of \$20. Call (202) 659-2340

Fates Fortunes

TELEVISION

William McCarter, president, general manager, WTTW-TV Chicago, elected chairman, board of trustees, Association of America's Public Television Stations, Washington. McCarter succeeds Henry J. Cauthen,

general manager, KBJR-TV Duluth, Minn., named director, government relations, Granite Broadcasting Corp., New York.

Bob Rowe, news director, WXYZ-TV Detroit, named VP, news, news operations, Scripps Howard Broadcasting Co.

Walter Kraft, assistant news di-

Jean A. Leed, executive, major gifts, noncommercial KCTS-TV Seattle, joins KTCA-TV St. Paul as VP, development.

E. Eugene Thompson, national sales manager, Seltel, New York, joins WRGT-TV Dayton, Ohio, in same capacity.

Barbara McKee, formerly with



David Wollos



Robert Oswaks



Walter Kraft



Alan Upchurch



Elie Dekel

president, general manager, South Carolina ETV Commission.

Larry Strichman, VP, miniseries, client specials, CBS, Los Angeles, joins RHI Entertainment there as executive VP, creative affairs.

David Wollos, VP, sales, operations, Sunbow Productions International, New York, named senior VP, international sales and operations.

Stephen Battaglio, senior editor, *Adweek* magazine, and advertising editor, CNBC *The Real Story*, New York, joins ABC Television Network there as manager, media relations.

Robert Oswaks, VP, advertising, publicity, promotion, TV entertainment division, Orion Pictures, Los Angeles, joins ACI there as VP, marketing.

Deborah McDermott, VP, general manager, WKRN-TV Nashville, elected to board of governors, ABC Television Affiliates Association.

John Grant, VP, national program service scheduling and administration, PBS, Alexandria, Va., named senior VP, national program service.

F. Robert Kalthoff, president,

rector, WXYZ-TV Detroit, named news director. **Alan Upchurch**, executive producer, news, succeeds Kraft.

R. Douglas Oliver, VP, sales programming, WALB-TV Albany, Ga., named VP, general manager.

Elie Dekel, director, marketing, Saban Entertainment, Burbank, Calif., named VP, marketing, licensing and merchandising.

Hilary Dubin, sales manager, Univision, Newport Beach, Calif., joins Telemundo Group, Los Angeles, as West Coast sales manager.

Ray Etheridge, freelance cameraman, KVEA-TV Corona, Calif. (Los Angeles), joins KOAA-TV Pueblo, Colo., as photojournalist.

Christine Traystman, film manager, WNYW(TV) New York, named assistant director, programming.

Jonathan Katz, promotion manager, WJZY-TV Belmont, N.C. (Charlotte), joins WTOG-TV St. Petersburg, Fla., in same capacity.

Francine Achbar, executive producer, programming, WBZ-TV Boston, named manager, program development and client marketing.

KSNW-TV Wichita, Kan., joins KAKE-TV there as weekend anchor.

Gregory Zoerb, assistant news director, WSMV-TV Nashville, joins WOKR-TV Rochester, N.Y., as news director.

Linda Johns, public affairs producer, KPTV Portland, Ore., named public affairs director.

Appointments, KSDK-TV St. Louis: **Sarah Harlow**, reporter/anchor, KUTV Salt Lake City, joins station as reporter; **Michele Hofland**, reporter, WHIO-TV Dayton, Ohio, joins in same capacity, and **Leisa Zigman**, co-anchor, WBBH-TV Fort Myers, Fla., joins as reporter.

Appointments, WIS-TV Columbia, S.C.: **Rochelle Stewart**, reporter, WBSG-TV Brunswick, Ga., joins in same capacity, and **Rusty Sox**, instructor, Newstar, Madison, Wis., joins as news producer.

Greg Obata, VP, director of sales, Major Market Radio, Los Angeles, joins KCPQ-TV Tacoma, Wash., as general sales manager.

Joe Cartwright, national sales manager, KCAL-TV Norwalk, Calif., named local sales manager.

Marcia Woodward, national sales manager, WGRT-TV Dayton, Ohio, joins WNRW-TV Winston-Salem, N.C., as general/local sales manager.

Margaret Bumann, reporter, KETV(TV) Omaha, named anchor. Former reporter there, **John Croman**, returns in same capacity.

Appointments, KBJR-TV Duluth, Minn.: **Mary Dippel**, promotion producer, named promotion director; **Barron Whittet**, production photographer, named promotion producer, and **Rick Moody**, intern, WKOW-TV Madison, Wis., joins as news photographer.

WDGY(AM)-KDWB-FM as general manager.

Gary Swartz, general manager, WDGY(AM)-KDWB-FM Minneapolis, joins Midcontinent Media there as director of sales development and training, radio division.

Wes Minter, host, *The Wes Minter Show*, WSB(AM) Atlanta, joins WHIO(AM) Dayton, Ohio, as program director.

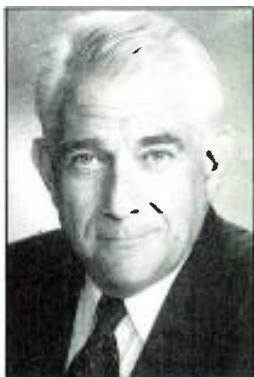
Bruce Law, general manager, WABT-FM Dundee, Ill., joins WOOD-AM-FM Grand Rapids, Mich., as general sales manager.

Barry Schulman, director of programming, WBZ-TV Boston, joins Sci-Fi channel as VP, programming.

Hank Oster, VP, sales and programming, Johnson Broadcasting, Los Angeles, joins Adlink, Los Angeles, as VP, sales and marketing.

ADVERTISING

Steve Rabin, president, director, public affairs, Ogilvy, Adams and Rinehart, Washington, joins Porter Novelli there as executive VP, general manager.



Richard Penn



Ginger Sisco



Marc Kalman



Hank Oster



Paul Orio

RADIO

Richard Penn, general manager, NBC Radio Networks, joins WRKO(AM) Boston as VP, general manager.

Patricia Hammett, reporter, WKNN-FM Pascagoula, Miss., named news director.

Joel Mueller, program director, KNOW(AM)-KNEV-FM Reno, joins KODS(AM)-KIZS-FM there in same capacity.

Ginger Sisco, director of public relations, public affairs, WCCO(AM) Minneapolis, joins Minnesota Public Radio, St. Paul, as VP, marketing and community relations.

Fred Brown, news director, KYW(AM) Philadelphia, joins WWJ(AM) Detroit as assistant director, news and programming.

Joseph Ademy, general manager, WZCR-FM Fort Myers Beach, Fla., joins WCVU-FM Naples, Fla., as general sales manager.

Marc Kalman, general sales manager, WCCO(AM) Minneapolis, joins

Christine Minot, manager, regional rock promotion, Arista Records, New York, joins Broadcast Data Systems there as senior sales executive for Radio Track.

Appointments, KRLV-FM Las Vegas: **Jay Martin**, general manager, KWZD Abilene, Tex., to regional sales manager; **Dan Williams**, sales assistant, KCBS-TV Los Angeles, to account executive.

CABLE

Scott Pick, accounting manager, Nostalgia Television, Los Angeles, named controller.

Appointments, Arts & Entertainment Network, New York: **Roch Pellerin**, manager, financial planning, named director, financial planning; **Ann Marie Winter**, copyright, trademark administrator, King Features Syndicate, New York, joins as manager, contract administration, legal and business affairs; **Thomas Heymann**, senior consultant, new business development, Lifetime Medical Television, Astoria, N.Y., joins as manager, home video, and

Keith Scarborough, manager, state government relations, Association of National Advertisers, Washington, named VP, state government relations.

Appointments at DMB&B, St. Louis: **David Gulick**, account director, and **Timothy Rodgers**, account group supervisor, named senior VP's, group account directors.

Appointments, CRN International, Hamden, Conn.: **Paul Orio**, senior VP, COO, RCM Communications Corp., Charlotte, N.C., joins as director, affiliate relations, and **Jim O'Keefe**, director, affiliate sales, SportsChannel America, Woodbury, N.Y., joins as account executive.

TECHNOLOGY

Appointments, Anderson Video, Universal City, Calif.: **Darrell Anderson**, founding president, named chairman, CEO; **Barry Nulman**, VP, general manager, named president-COO, and **Michael Doggett**, VP, finance, named executive VP, CFO.

Julius Barnathan, former senior VP, technology and strategic planning, Capital Cities/ABC, New York, joins Mediatech, Chicago, as consultant.

Elliott Pickens, senior VP, director, research and development, Telmar Group, New York, joins Spot Quotations and Data Inc. as director, research and development.

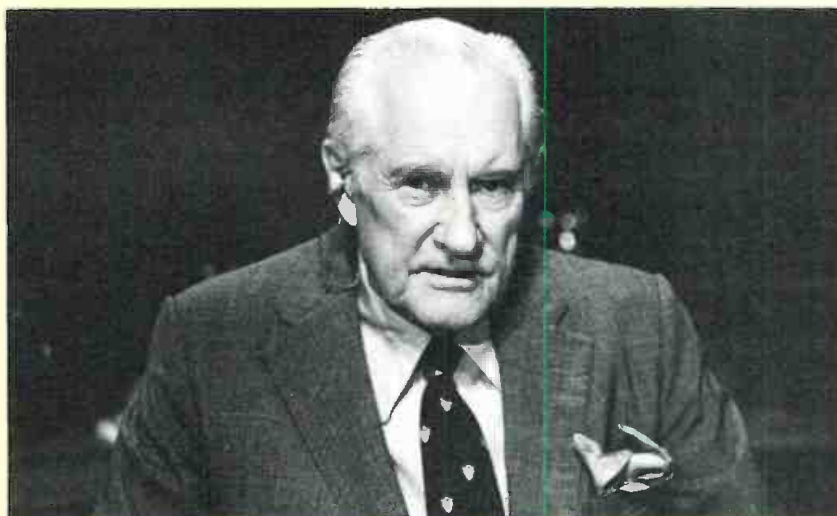
Deron Warner, staff editor, Anderson Video, Universal City, Calif., joins Varitel Video, Los Angeles, in same capacity.

Susan Cecala, account manager, broadcast services, world systems division, Comsat, Washington, joins Global Access Telecommunications Services there as Eastern regional sales manager.

DEATHS

John Lynch, 74, former bureau chief, ABC News, Washington, died of a heart attack July 2 in Washington. Lynch began his career in 1940 as a reporter for the *Fargo Forum* and WDAY(AM) Fargo, N.D. In 1943 he joined Chicago bureau of UPI. In 1951 he resigned to join NBC News, where he served as writer and producer for the *Today Show*. In 1959 he joined CBS as assistant director of public affairs and later became public affairs director. In 1960 Lynch joined ABC, where he was a documentary producer until 1963 when he was named manager, ABC News, Washington. In 1965 he was named bureau chief, and remained in that position until 1975. He retired in 1981. He was a volunteer at the Broadcast Pioneers Library in Washington. Survivors include two children, Amanda and William Lynch. The family requests that donations be made to The Broadcast Pioneers Library, Washington.

Sonya Masingale, 35, co-host of *Black Nouveau*, noncommercial WMVS(TV) and WMVT(TV) Milwaukee, died at her home of a pulmonary embolism. Masingale joined Milwaukee Public and Educational Television in 1990. In addition to hosting and producing for *Black Nouveau*, she served as executive producer of *Latino Focus*. Most recently, she was contributing producer for the public affairs program *Smith and Co*.



ERIC SEVAREID, 1912-1992

Eric Sevareid, award-winning CBS News journalist renowned first as a war correspondent and later as a thoughtful, eloquent commentator, died of stomach cancer July 9 at his home in Washington. He was 79.

"Eric was one of the best of that small number of news analysts, commentators and essayists who truly deserved to be called distinguished," said former *CBS Evening News* anchor Walter Cronkite. "The perfectly chosen words, the perfectly turned phrase, the perfectly modulated voice made perfectly effective the seething indignation that rose within him when he perceived injustice, political knavery or bureaucratic stupidity."

Born in Velva, N. D., in 1912, Sevareid's adventurous reportorial career began in 1930 when the *Minneapolis Star* paid him \$100 for his account of a never-before-attempted, 2,200-mile canoe trip from the Mississippi to the Hudson Bay. Tapped by Edward R. Murrow, then head of CBS's European staff, to join the network in August 1939, he was first with the story of France's planned capitulation to Germany in 1940, covered the China-Burma-India theater in 1943 (and lived a month in the Burmese jungle with a tribe of headhunters after bailing out of a crippled plane), and accompanied the first wave of American troops in Southern France in 1944. He returned to head the CBS Washington bureau in 1946.

"Mr. Sevareid has emerged from his war experiences deeply conscious of his responsibilities as a news reporter and bureau chief," BROADCASTING wrote in a 1946 profile. "But the man is too big, too sincere ever to become pompous or to lose his native wit."

Sevareid's assignments for CBS in the following three decades included coverage and commentary on the European postwar recovery, the Vietnam War, the 1965 coup in the Dominican Republic and every presidential and off-year election campaign from 1948 to 1976. He won three George Foster Peabody awards for his interpretation of the news and Emmys for his role as commentator on two 1973 events, the resignation of Vice President Spiro Agnew and the death of former President Lyndon Johnson. He retired in 1977 but continued with CBS News as a consultant as well as participant in TV and radio interviews and discussions.

Some may remember Sevareid, as Sevareid had remembered Murrow, as "a shooting star," wrote *CBS Evening News* anchor Dan Rather in the July 10 *Washington Post*. "But I prefer to think of him as a Northern Star, the Great Northern Star," Rather said, "constant and clear, the big, bright, quiet one."

Survivors include his wife, Suzanne St. Pierre, former producer for *60 Minutes*, and three children, Tina Kennedy, Peter and Michael. Memorial services will be held in Washington's National Press Club, tentatively scheduled Sept. 16.

Fifth Estater

ELLIOT BENINGTON EVERS

Broadcast brokerage Media Venture Partners' Elliot Evers's first \$5 million deal, for KMEN(AM)-KGGI(FM) Riverside, Calif., was executed on a napkin at the coffee shop at the Burbank airport. "It happens a lot," he maintains. "That's what I love about this."

It is the idea of being a part of such deals that attracts disc jockeys, station managers and owners to brokering in the first place. Evers had been a DJ and a reporter, but it was only after a brief career as a communications attorney in Washington that he decided to become a broker.

"A law degree helps me enormously," he says. "I can talk with credibility to lawyers, and they can't run something by me. [And] they know I'm not going to come up with something goofy."

His background has been especially helpful the last few years, as receiverships, bankruptcies and bank workouts have taken up larger chunks of his workload. "You learn to think how bank workout officers, who are [often] also lawyers, are going to think about things," he says.

"Captive senior lenders don't want to be captive anymore. The workout process is not complete by any means, but a lot of problems have been identified, and a lot of banks are saying, 'we're not going to wait for a sunny day anymore, so cash us out, we'll reduce the price accordingly.'"

Evers is the only partner at his firm who has never had a hand in station operations, but he has been involved in radio since 1969 while a student at the University of California—he was a reporter for Pacifica Radio's KPFA(FM) Berkeley. "A fascinating place to work," he calls the experience, which gave him the opportunity to cover demonstrations at Peoples Park. Except for the general manager, the staff was all volunteer, and once, for reasons Evers can't recall, they went on strike. "Classic Berkeley," he says.

Between college and law school, Evers continued as a reporter at WKXA-AM-FM Brunswick, Me., where he picked up production and editing



experience. The work was tangible and gratifying, he says, but the hours were long and money was short. Besides, "I didn't want to work my way up the journalism ladder."

Evers kept his nose in communications during law school, working for Berkeley's communications and entertainment law review, and then after graduation when he clerked with a communications law firm under attorney Roger Metzler. Ironically, he and Metzler now often work together as broker and attorney on station sales. "I probably have six deals pending at any given time for him," he says.

After three years as a lawyer in Washington, Evers decided to become a broker. "California runs deep, deep, deep in my blood," he says, "and I didn't really aspire to be a senior partner in a Washington communications law firm; that's not what was going to make me happy." In 1981, the fifth-generation San Franciscan and his wife, whom he had met in Paris during college, left for Los Angeles to join Chapman Associates.

Chapman partner Ray Stanfield,

"another mentor," says Evers, was reluctant at first to bring him aboard, explaining, Evers recalls, that "lawyers are trained to kill deals." Evers convinced Stanfield to hire him; it was considerably more difficult explaining seven years later, with three other top producers at the firm, that they wanted to split off on their own. They gave notice at the NAB radio convention in Anaheim, Calif. — "the most difficult business meeting I've ever attended," Evers says.

The key to MVP's success lies in the sum of its four parts: Randy Jeffrey in Orlando, Fla.; Charles Giddens and Brian Cobb in Washington, and Evers in San Francisco.

He believes in balance in his personal life as well. Fluent in French, Evers speaks the language at home with his family and visits France at least once a year. He swims a mile a day in San Francisco Bay and is gearing up for a triathlon.

Evers sees changes ahead in the

broadcast marketplace with the FCC's pending increase in station ownership limits. "I think you're going to see LMA's dry up and blow away. They're a transitional vehicle on the road to full crossownership.

Frankly, we're not talking to too many people about setting up LMA's anymore; we're talking about buying stations in their market."

Recently, Evers brokered American Media's cash purchase of KAHJ(AM)-

KHYL(FM) Sacramento, Calif., and KTCJ(AM)-KTCZ(FM) Minneapolis from the Parker Companies for \$14 million. "That's extraordinary for someone to come up with that kind of equity, but it's a sign of the times," he says. "It's also a sign of the enormous adaptability of the financial market." ■

Partner, Media Venture Partners Ltd., San Francisco, Calif.; b. Sept. 29, 1951, Berkeley, Calif.; Diploma Semestriel, The Sorbonne, Paris, 1973; BA in journalism, University of California at Berkeley, 1974; JD, Hastings College of Law (University of California), 1978; on-air and production work, KPFA(FM) Berkeley, Calif., 1969-70; on-air and news work, KMLT(FM) Truckee, Calif., 1971-72; staff reporter, WKXA-AM-FM Brunswick, Me., 1974-75; associate attorney, Shrinky, Weitzman & Eisen, Washington, 1978-81; associate, Chapman Associates Inc., Los Angeles, 1981-84; head of Chapman's San Francisco office, 1984-87; current position since 1987; m. Pascale Vermont, June 20, 1975; children: Cecile, 7; Vanessa, 4; Nicholas, 6 months.

Broadcasting In Brief

FIRST-RUN PUSH

Stepping up its effort in re-entering first-run syndication, Columbia Pictures Television Distribution has named Alan Perris to the newly-created position of senior VP, first-run programming, reporting to CPTD President Barry Thurston. Perris, who headed program development at Scripps Howard Productions since 1989, will oversee the creation, development and production of future CPTD first-run syndicated and cable programming.

Perris's most recent major syndicated development project at Scripps Howard is the ongoing test of *NightTalk with Jane Whitney*, which is being distributed by Warner Bros. Domestic Television. Perris also oversaw program development of several cable television features at Post-Newsweek Video from 1982-83.

Political advertisers spent a record \$1 million on national spot cable television during the first six months of the election year, according to Cable Networks, Inc.

The Westwood One Companies last week reported a second-quarter loss of \$4.8 million, or 32 cents per share, a slight improvement over its second-quarter 1991 loss of \$4.1 million. For the six months ended May 31, Westwood One reported losses of \$12.1 million, or 81 cents per share. Westwood One said the second-quarter losses resulted from a slump in network radio revenues and charges for "severance and termination associated with management changes." Westwood One President Bill Battison resigned during the second quarter. Westwood reported second-quarter revenues of \$34.1 million, down from \$36.4 million in the second quarter of 1991.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 28. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune11.9/227/99
2. Star Trek11.8/245/98
3. Jeopardy!10.7/218/98
4. Oprah Winfrey Show9.7/231/99
5. Married...With Children7.6/176/95
6. Entertainment Tonight7.5/191/96
7. A Current Affair6.1/177/94
7. Inside Edition6.1/141/90
9. Cosby Show6.0/203/98
10. Wheel Of Fortune-wknd5.9/193/84
11. Bridesmaids5.7/100/88
12. Donahue5.5/228/99
13. Hard Copy5.1/176/92
14. Disney: 50 Years of Magic4.8/181/95
15. Love Connection4.7/192/93
15. Magic II4.7/167/92
15. Sally Jessy Raphael4.7/214/98
15. WKRP In Cincinnati4.7/239/99

Warner Bros. Domestic Television Distribution began a restructuring of its syndication sales division with the departure of five sales executives, moves that company officials insist are part of a consolidation of off-network and first-run

sales forces throughout its Burbank headquarters and regional sales offices. Alicia O'Neill, VP of eastern division sales, first-run, currently on maternity leave, has resigned, and Steve Knowles, VP of first-run central division sales, is being reassigned to another area of the studio. Also departing: Mary Markarian, director of first-run central division sales; Jeff Brooks, vice president, director of off-network sales, and Jillian Lines, manager of southwestern sales.

Republic Pictures Domestic Television Distribution has cleared All Nite Movie in over 90 markets and 72% of the U.S. for its third year in syndication. The movie package comprises Republic Pictures film titles from its library of features produced by the independent studio from the 1930's to the 1960's.

MTM Entertainment has formed its own home video label as part of



Public television's WNET-TV New York garnered its highest ratings ever for a single program with its coverage of Op Sail '92, a tall ships flotilla that sailed to New York Harbor to take part in Fourth of July activities. The station's live five-hour coverage (9 a.m. to 2 p.m.) averaged a 9.9/26, topping the previous high of 9.6/24 for coverage of Supreme Court nominee Clarence Thomas's Senate hearing. The coverage was a cooperative effort between WNET-TV and the city's commercial stations, which aired footage during their news programs. Taking part in the coverage were (l-r): Walter Cronkite, Dr. William F. Baker, WNET-TV president, and New York Mayor David Dinkins.

an exclusive licensing deal with Walmart stores, in addition to a previous deal to license over 650 hours of its library series product to Nickelodeon's Nick at Nite cable network. The combined value of the Walmart and Nick at Nite deals has been put at \$40 million, but MTM Television Distribution President Kevin Tannehill, who negotiated the licensing arrangements, declined to confirm the figure.

Fox Television Station Productions has re-signed Michael Canter, Lois Curren and Jeffrey Mirkin to serve as co-producers of Twentieth Television's syndicated *Studs*, confirming previous speculation that the trio would fill the vacancy created by the recent departure of Executive Producer Howard Schultz. Canter, Curren and Mirkin will report to Brian Graden, Fox VP of program development.

Tele-Communications Inc. and the city of Gillette, Wyo., last week settled their lawsuits over cable rate regulation and agreed to a renewed 15-year franchise.

Veteran talk show host **Phil Donahue** and Soviet political commentator **Vladimir Pozner** have signed to co-host a live talk show for **CNBC** beginning this fall.

All nine **Providence Journal Broadcasting Corp. stations have joined the Television Bureau of Advertising.** Providence is the first major group of stations to rejoin TVB this year. The group brings back with it the former King Broadcasting stations (purchased by Providence in 1991), which also left TVB.



Celebrating the Family Channel's purchase of 66 episodes of Warner Bros.' Life Goes On, the hour-long drama that debuted on ABC in 1989, are (l-r): Kellie Martin, "Becca" on the show; Paul Krimler, Family's programming VP, and Chris Burke, "Corky" on the show.

Three top-level SkyPix Corp. executives resigned last week—Rick Selvage, president of SkyPix Joint Venture LP, the operating company; Harry Bernstein, senior VP for programming, and Steve Rand, VP for

sales. The planned satellite-delivered TV service is replacing Selvage with Howard M. Lefkowitz, formerly senior VP-entertainment and marketing. Taking over Bernstein's role is Michael Lasky, former VP-programming.



To kick off its fall programming season, which will feature the Frontiers of Flight series, Discovery Networks hosted a party at the Santa Monica, Calif., Airport's Museum of Flying. On hand were (l-r): Greg Moyer, senior VP, programming group, Discovery Networks; Mrs. Albert Bresnik, wife of Amelia Earhart's personal photographer; Don Lopez, senior adviser to director of the Smithsonian's Air & Space Museum and an adviser to the series; Clark Bunting, Discovery Productions senior VP/GM; Albert Bresnik, Amelia Earhart's photographer, and Dr. Tom Crouch, chairman of the Smithsonian's department of aeronautics, who is featured in the series.



The June 30 closing of the sale of WINE(AM)-WRK(FM) Danbury, Conn., from Housatonic Valley Broadcasting Co. to Danbury Broadcasters for \$3.35 million was celebrated with a round of golf at Baltusrol in Springfield, N.J., site of the 1993 U.S. Open. Pictured (l-r): Randy Jeffery of Media Venture Partners, broker for the sale; Hoyt Goodrich and Gary Starr of Danbury Broadcasters, and Duff Meyercord, co-chairman of the Open.

Editorials

SEVAREID

It's tempting to say that Eric Sevareid was the last of the line. Meaning the last of the broadcast journalism pioneers who carved out a news tradition in a medium that had known only show business. Klauber. White. Davis. Shirer. Smith. Murrow. And Sevareid.

And those just at CBS.

It might even be true, although we're reluctant to consign the glory days to yesterday. But it's certainly valid to say that theirs was a generation of exceptionally serious journalism—as opposed to tabloid TV and happy talk—that evokes few comparisons today. They were the missionaries and, from today's vantage, the giants.

More than that, they were professionals. Murrow and Sevareid, conspicuously, were consummate masters of their new art, combining the best of the print tradition with their own dramatic way with words and pictures. Long-time CBS President Frank Stanton, who with Bill Paley is part of the legend for having given CBS News the rein and the wherewithal, calls Sevareid the best writer of his generation, bar none.

BROADCASTING had selected Sevareid to be inducted into its Hall of Fame this October, and he had accepted, cautioning that he might not be able to attend in person. "I will cherish the award," he wrote us. Not as much as we will cherish his memory, and his legacy.

ONE VOTE AT A TIME

The FCC will vote next week to permit telephone companies into the "video dialtone" business—a term understood best by its author, FCC Chairman Alfred C. Sikes. One has to read this as bringing one step closer the day—some say the inevitability—of telephone companies being in the television business, if not dominating it.

We would only suggest at this moment that a foregone conclusion it isn't yet. More and more market analysts are saying that the cable TV establishment in place today may be the same one in place on the other side of 2001. A lot will depend on how essential optical fiber is going to be to the future of signal distribution, and since compression came along that hasn't seemed so urgent.

Another question, of course, is whether telcos really want to be in the distribution business (common carrier style) as opposed to the programming business, which video dialtone doesn't promise in any great measure. That, of course, will be the battleground.

Our policy remains one of open entry, albeit with appropriate safeguards and reciprocity. (They used to call it free enterprise.) Television can use all the expertise it can get.

JUST DON'T CALL IT NEWS

There's no avoiding the central truth of the late 20th century: television is what it's all about in presidential politics. Whether they're campaigning to the press corps or campaigning through the talk shows, the candidates bet their TV.

The question is, who controls the television spigot? Has news judgment a part in this, or does the medium just show up when the parties beckon—as in New York this week, where the Democrats, without a modicum of news to make, will gambol and posture in prime time for four days. Presumably, there'll be a contribution to the political process out of all this, but not likely in proportion to the expense and exposure.

FCC Chairman Sikes recently criticized eight blindspots of TV news. This week's coverage may be guilty of three or four (the blindspot of visuals, the blindspot of stenography, etc.), but TV may be judged even more harshly for the hard questions it won't be asking while catering the spectacle in Madison Square Garden.

DIRECT RESPONSE

Project Charlie, the videotape recycling project whose proceeds benefit disabled Americans, has received a surge of support from the industry. Following our report about the project (BROADCASTING, May 18) we received word from project director Kris St. Claire that the phones were "ringing off the hook with prospective donations" from, among others, Comcast, HBO, Viacom, Arista Records and 70 new TV stations. "We thank you for helping make a difference in our environment and also in the lives of the severely disabled," St. Claire wrote in a follow-up fax to apprise us of recent developments. That number again is 1-800-359-4601.



Drawn for BROADCASTING by Jack Schmidt

"This new computer is really user-friendly. I can switch from payroll to the baseball pool in one keystroke."

It's one thing to make it to the top.
It's another to stay there.

An average trade ad can cost you \$4,500. An average trade magazine can cost you a customer.



There is nothing average about *Broadcasting*.

It ranks #1 among its readers as the "most credible" industry trade magazine.

It ranks #1 in advertising lineage.

It ranks #1 in circulation.

It is read by more TV and Radio General Managers than any other trade magazine.

And, when given a choice of only one trade magazine to read, *Broadcasting* was, by far, the number one choice—63% more than its nearest competitor.

Average it is not.

Broadcasting

Nothing even comes close.

Source: 1991 Summit Research Group Survey TV General Managers Purchasing Decisions and Publication Reading Habits.
1991 RMS Survey of TV and Radio General Managers.

New York
(212) 340-9860
Fax (212) 340-9869

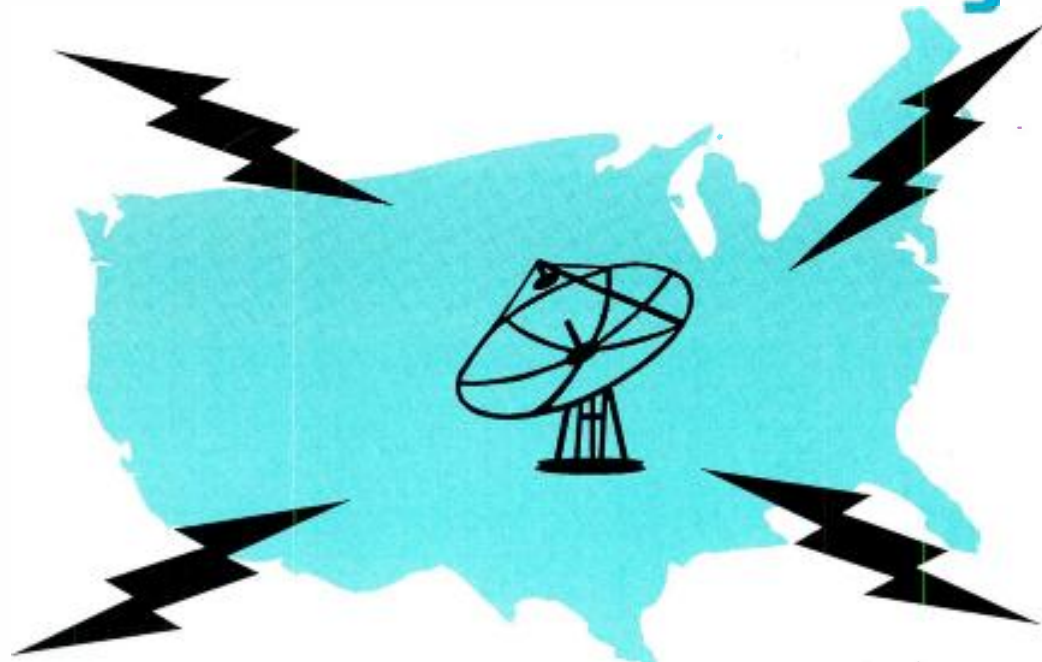
Washington D.C.
(202) 659-2340
Fax (202) 293-3278

Hollywood
(213) 463-3148
Fax (213) 463-3159

Lewis Edge & Assoc.
(609) 683-7900
Fax (609) 497-0412

Yukari Media Inc. (Japan)
(06) 925-4452
Fax (06) 925-5005

Stations that Share the Same Format Can Share the Same Programs.



It's easy. You can maximize your return on investment by sharing your top rated talent with your other stations or other groups of stations in other markets nationwide. You can also share an entire format or specific day parts with other stations. **NPR Satellite Services®** offers you an affordable alternative which allows you to expand your successful programs to all your markets and still maintain a local presence at each station. You'll be amazed at how much you can enhance your bottom line and your ratings by spreading overhead costs and increasing quality of programming at all your stations. **Let us give you a free cost estimate** for your specific needs. **IT'S A SOLUTION YOU CAN AFFORD.**

Stop By Booth 535/537 At Radio '92 In New Orleans



NPR SATELLITE SERVICES®

2025 M Street, NW • Washington, DC 20036 • (202)822-2626