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TELEVISION/27

Saturday morning live; '21 Jump' production ends; morning becomes indies

RADIO/30

Winter '91 Birch survey: news ratings up; has Urban format peaked?

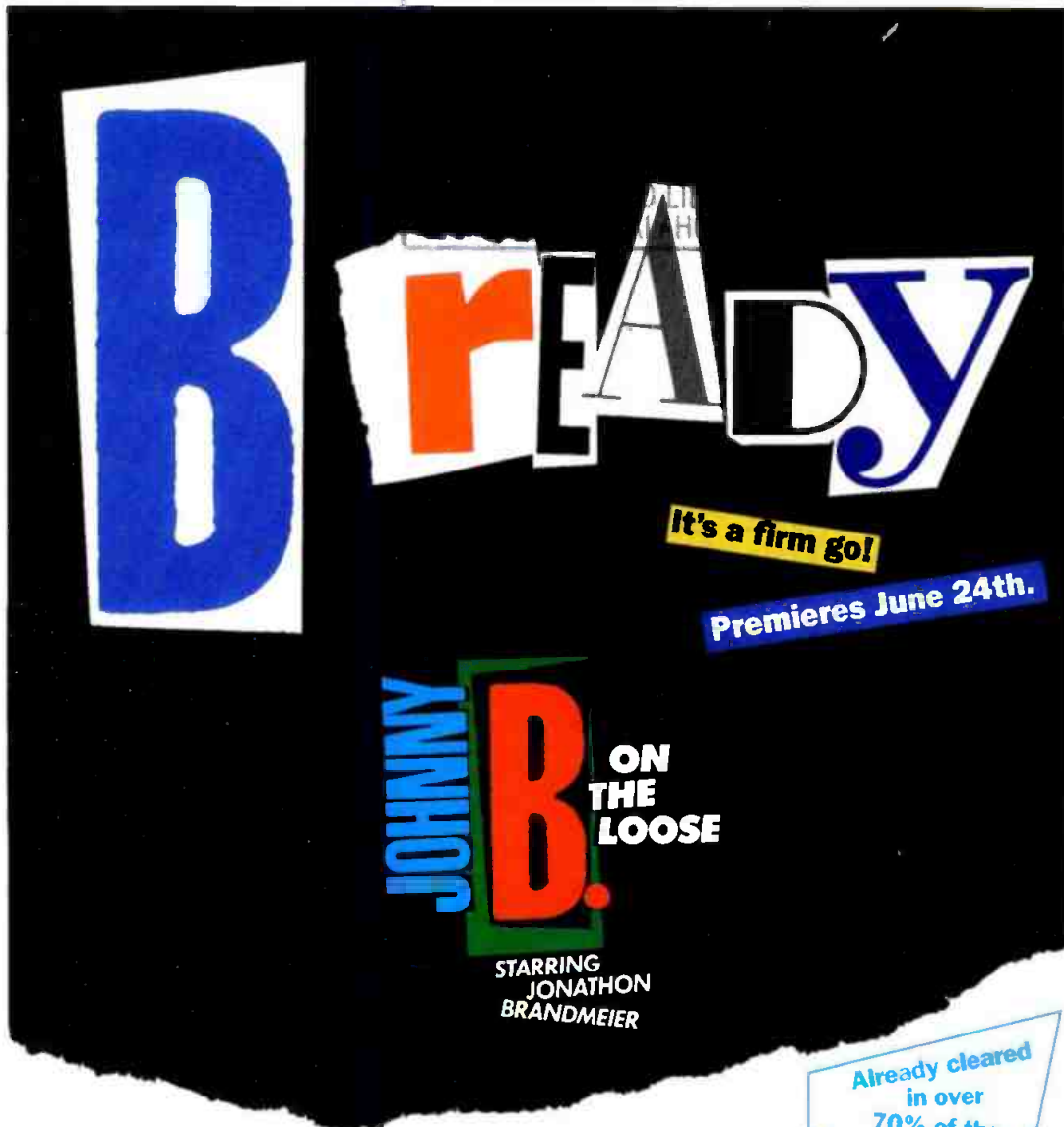
INTERNATIONAL/50

Japanese media powerhouse MICO knocks on U.S. door

MEDIA/52

Top 20 group owners: Networks, HSN, Fox top the list

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SOURCE: N55 FEB '91 Rating Period (1/28-2/24/91) All Children's M-F Soaps



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**#1 In February
With Kids 2-11**

Rank Program	AA Rating
#1 TINY TOON ADVENTURES	10.1
#2 Tale Spin	10.0
#3 Chip 'N' Dale	9.6
#4 Teenage Mutant Turtles	9.5
#5 Ducktales	7.1
#6 Muppet Babies	5.2
#7 Merrie Melodies	5.0
#8 Gummi Bears	4.5
#9 Alvin & The Chipmunks	4.1
#10 G.I. Joe	3.2
#11 Super Mario Bros.	1.9
#12 The Jetsons	1.8
#13 Video Power	1.7
#13 Wake, Rattle & Roll	1.7
#15 New He Man	1.1
#16 Mighty Mouse	0.8

**#1 In February
With Teens**

Rank Program	AA Rating
#1 TINY TOON ADVENTURES	4.9
#2 Tale Spin	4.4
#3 Teenage Mutant Turtles	3.8
#4 Chip 'N' Dale	3.5
#4 Ducktales	3.5
#6 Gummi Bears	2.2
#7 Merrie Melodies	2.1
#8 Alvin & The Chipmunks	1.9
#9 Muppet Babies	1.4
#10 G.I. Joe	1.2
#11 Video Power	0.9
#12 Super Mario Bros.	0.7
#13 The Jetsons	0.6
#14 New He Man	0.5
#15 Wake, Rattle & Roll	0.4
#15 Mighty Mouse	0.4

**#1 In February
In Total Homes**

Rank Program	AA Rating
#1 TINY TOON ADVENTURES	4.8
#1 Tale Spin	4.8
#1 Chip 'N' Dale	4.8
#4 Teenage Mutant Turtles	4.5
#5 Ducktales	4.1
#6 Merrie Melodies	2.7
#6 Gummi Bears	2.7
#8 Muppet Babies	2.5
#9 Alvin & The Chipmunks	2.1
#10 G.I. Joe	1.8
#11 The Jetsons	1.1
#12 Super Mario Bros.	1.0
#12 Wake, Rattle & Roll	1.0
#14 Video Power	0.9
#15 New He Man	0.8
#16 Mighty Mouse	0.7

The #1 Animated Strip In The National Ratings!



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THIS WEEK

19 / FIN-SYN ON HOLD

FCC Chairman Alfred Sikes postpones the vote that would have resulted in the adoption of a new set of fin-syn rules, sharply restricting the networks' ability to acquire interest and syndicate network programs and share in the \$3 billion-a-year syndication marketplace. With the new hearing tentatively set for April 9, the networks have three more weeks to work out a compromise with Hollywood or get a majority vote at the FCC.

24 / MALONE TALKS

TCI President and Chief Executive Officer John Malone details what cable system technology and programming will look like in the next five years.

25 / CONGRESSIONAL FAST TRACK

Senate Commerce Committee leaders say they are eager to act on S. 12, a cable reregulation bill that will include a retransmission consent amendment giving broadcasters the option of granting or withholding permission to rebroadcast.

26 / PLEASSED WITH PRESS

Two myths have flourished following the Persian Gulf war, according to Pete Williams, assistant secretary of defense for public affairs, and the Pentagon's chief spokesman. In fact, press

coverage of the war was good and the Pentagon did not prevent journalists from doing their jobs, Williams told a National Press Club crowd.

27 / LIGHTS, CAMERA...LIVE-ACTION

The networks are placing their respective orders early for Saturday morning children's shows, with live action programs dominating the schedules. Additionally, the networks are relying more heavily on pre-sold ideas, including children's series based on theatrical films and characters, prime time TV characters and updated versions of classic cartoons.

28 / JUMPING TO SYNDICATION

The first-run production of *21 Jump Street* will end with

the current season. But, with 107 episodes finished, the program will stay in syndication as a strip. In the meantime, Cannell Distribution is proceeding with a new, first-run hour action-adventure show for fall 1991 that will assume some of the weekly time periods left open by the departing *Jump Street*.

29 / ENTERING THE MORNING RACE

Independent morning shows designed to compete with network offerings are making gains in the ratings, but it could be a while before stations in other markets follow their lead. Some top independent stations cite economics as a reason for holding off on launching their own morning shows, while others still need to develop a news presence in their

particular market.

30 / SPOILS OF WAR

All-news radio stations benefited from Americans' thirst for war news and information, according to the Birch winter 1991 survey, out this week. Virtually every news station that made the top 10 station list in each of the nine largest metro markets increased its average quarter hour audience, and 10 picked up at least a full share point. Some talk-oriented stations also benefited from the war, but others only held steady in the ratings and a few actually declined.

35 / CABLE FRIENDLY

In exchange for about 21% interest in the proposed joint venture, Home Shopping Network has agreed to provide \$30 million in service and capital to the proposed launch of SkyPix's midpower home dish TV service next summer. HSN Chairman Roy Speer said the deal is contingent on SkyPix making its programming and video compression technology available to cable.

36 / DIGITAL DEVELOPMENT

CableLabs, General Instrument Corp., and Scientific-Atlanta have banded together to spur the development of digital compression and create a de facto standard for what a digital cable system ought to look like.

Top TV station holders in Fifth Estate (page 52)



37 / WINDY CITY NEWS

Three Chicago local news ventures are trying to line up the support they need from cable operators to get off the ground.

40 / AD TAXES, LIMITS LOOM AGAIN

In 1991, budget deficits and spending freezes could see state and federal legislators seek new taxes and/or restrictions on advertising services, said a series of government affairs speakers meeting at an American Advertising Federation conference in Washington last week. But if the search for new revenue on the Hill and in at least 20 state houses constitutes the most immediate threat, one U.S. congressman warned that new bills proposing alcoholic beverage ad restrictions portend similar limits on marketing any product branded unhealthy.

41 / SPECTRUM AUCTION

Legislation is being introduced that would reallocate government spectrum for private use. The bill is favored by the White House, which wants to see the new spectrum auctioned off, with revenue going to the U.S. Treasury. On the other side are House and Senate communications policymakers who oppose the concept of spectrum auctions.

44 / NTIA FUNDING

The National Telecommunications and Information Administration is seeking \$18.7 million for fiscal year 1992. While making the request to the House Appropriations Subcommittee on Commerce, Janice



'21 Jump Street' ends original production (page 28)

Obuchowski, NTIA director, said that the agency's proposal to have future spectrum allocations decided by "competitive bidding could generate considerable revenues" for the U.S. Treasury.

45 / ELECTRONIC DELIVERY TO THE RESCUE?

Donovan Data Systems Inc., with the backing of four rep firms and a number of advertising agencies, is preparing to roll out its electronic communications system designed to eliminate paper work and telephone tag between reps and agencies.

47 / REGIONAL ADS: DIVIDED IT STANDS

With national spot advertising growing by less than 1% in the fourth quarter 1990, broadcasters are going to have to turn elsewhere to find new money in the marketplace. One market that rep firms, the Television Bureau of Advertising and others are trying to tap into is regional television advertising. They may be helped by the fact that newspapers are losing

their clout and direct/bulk mail has become even more costly.

50 / A CREATIVE JAPAN

A new Japanese media giant has stepped into the international arena. Interviewed by BROADCASTING, the

principals of Media International Co. (MICO) describe the aims of the firm, which last week entered two U.S. co-venture deals, including one for TV programs with Viacom.

52 / TOP 20 TV GROUP OWNERS

Group acquisitions have put new players in this year's ranking of TV group owners by U.S. market penetration, with ABC, NBC and CBS still owning the top three slots. Fox waned, HSN gained, and a wisp separated 10 contenders.

54 / DIGITAL AUDIO CORNUCOPIA

The latest advancements in digital audio transmission, recording and storage will be on display at the 1991 National Association of Broadcasters convention, including a second-generation demonstration of the Eureka 147 DAB system.

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Incorporating

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CLOSED CIRCUIT

NEW YORK

Shrinking board

CBS board will soon assume shape more of Laurence Tisch's making, as two of more famous members depart. Both Walter Cronkite and Newton Minow are expected to leave 14-member board before next meeting and will likely not be replaced, thereby shrinking board to 12 members. Departure of Cronkite, 74, is part of informal board agreement that over-70 members depart; Marietta Tree is expected to resign seat next year. Former CBS anchor will continue under contract to CBS. It was not clear whether departure of Minow, 65, Sidley & Austin partner and former FCC chairman, was for personal reasons or over substantive concerns about direction of company.

Price of PR

Board of National Cable Television Association, meeting in New York last week, tentatively approved multifaceted public relations effort that could end up costing members combined \$10 million or more per year. If plan wins final approval at March 28 meeting following NCTA convention in New Orleans, members will face 80% dues increase to pay for it. For operators, it could amount to as much as 24 cents per subscriber per year. Plan earmarks \$2.5 million per

year for PR training (to be offered by Community Antenna Television Association under aegis of NCTA) in still-amorphous program to counter telephone industry anti-cable efforts and emphasize national media outreach that would put top industry executives in touch with reporters, editors, producers and editorial boards on regular basis. Balance of funds will flow to advertising campaigns. NCTA estimates between \$3 million and \$3.5 million will be needed to conduct market research and create advertising campaign reminding public of wonders of cable. Planners expect to place ads on cable networks at little or no out-of-pocket cost, but also to spend millions on advertising on broadcast stations and in print media.

What if?

If Tele-Communications Inc. were to buy (or buy into) Bravo cable network, co-owned by NBC and Cablevision Systems, purchase would be "a little futuristic... We'd be interested in it in the long term," said John Malone, TCI president and CEO. TCI has been looking at buying into Bravo as part of on-going talks to merge its majority-owned Prime Network with NBC/Cablevision's SportsChannel America and regional sports networks. Malone, who confirmed merger talks are on-going, said his vision of Bravo is as 50 cent pay service, along with other

mini-pay services, which he said will be technologically and economically possible on cable systems in next couple of years.

Taking issue

John Malone, president and CEO, Tele-Communications Inc., does not appear concerned by Wall Street's negative opinion of Liberty Media, TCI's programming spin-off company. He said it is "contralogical" for analysts to complain that shareholder exchange rights are worthless, when "we said in the documents that they were worthless. They were configured to be worthless." Shareholders have exchange rights on 8% of their TCI stock, and Malone said he will exercise at least half of his rights. Analysts down on exchange have been recommending that shareholders sell rights, but there do not seem to be too many buyers.

WASHINGTON

Laying blame/credit

Networks clearly won reprieve last week, but question is, did it come from governor—that is, former New Hampshire Governor and White House Chief of Staff John Sununu? Sununu last month stopped just short of directing FCC with its four Bush appointees (all but Quello) to jettison rules. Sununu was in Canada last week with President, but there was considerable speculation his office was behind Justice's involvement. White House spokesman, however, denied it.

One Hollywood source pointed to Sikes, saying he was looking for pretext for pulling item himself. "He asked for a fig leaf and got it." But Sikes said there was nothing to it: "Wrong, wrong, wrong."

Regardless of who inspired Justice, Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) was none too pleased that department stepped into FCC affairs and told Attorney General Richard Thornburgh so at appropriations subcommittee hearing. He later told BROADCASTING that Justice's involvement was "most outrageous conduct I've ever seen."

QUESTION OF STANDARDS

March 11-15 proved most eventful week yet in short history of digital video compression, and could prove beginning of standards tangle. Just as CableLabs, General Instrument and Scientific-Atlanta were creating standards consortium (page 36) to orchestrate introduction of compression technologies (and HDTV), SkyPix was making its working 8-to-1 compression hardware and its proposed 80-channel Ku-band home satellite programming available to cable (page 35). MSO Rock Associates said SkyPix hardware has expanded capacity and improved picture, and it withstood rugged testing in Idaho cable system. But privy to SkyPix demonstrations in 1991, Capital Cities/ABC Senior Vice President Julius Barnathan said signal is too "fragile" to survive processing that networks do every day. And although Gordon Rock said flexibility of that system also allays fear of its being rendered "obsolete" by any HDTV system, TCI's John Malone said SkyPix "will never" handle HDTV (see story, page 24). Barnathan warned that failure of compression R&D community to "talk the same language" portends consumer confusion on order of VHS vs. beta standards stand-off.

Meeting of minds

Senate and House Commerce Committees may be more in sync this session of Congress when it comes to some communications issues. Upshot of meeting two weeks ago between committee chairmen, Senator Ernest Hollings (D-S.C.) and Representative John Dingell (D-Mich.) was that both share desire to move cable legislation. Among other shared priorities are codification of fairness doctrine and enactment of spectrum reallocation bill. Both Hollings and Dingell were said to have reiterated their disapproval of spectrum auctions.

What's news

Among questions raised by Commissioner Andrew Barrett's fin-syn plan (see story, page 21) is just what constitutes news programming. Under plan, networks would be allowed to produce (and syndicate) up to 40% of their prime time entertainment schedules, or 8.8 hours out of a possible 22. If news and sports programming are subtracted that number would fall to roughly six to seven hours per week. Whether networks would seek to have their news programming exempted from that 40% remains to be seen, as does whether networks might cut back on news shows—which have little if any syndication value—for entertainment programming if news was not excluded. If they did seek some sort of exemption, studios could ask FCC to redefine what constitutes news programming. Is being produced by network news division enough? Are NBC's *Real Life with Jane Pauley* or *First Person with Maria Shriver* or ABC's *Barbara Walters* specials news programming? Networks may want to review 1984 FCC decision to grant *Donahue* news program status. In that case, FCC exempted syndicated program from equal opportunities provision of communications act and ruled that it could feature political candidates without giving equal time.

Worried looks

Political fallout from events on Fin-syn front last week may have ripple effect on other industries. There is concern among some in cable industry, for instance, about whether FCC can work together to develop "rational" consensus on other matters, such as effective competition. Cable has been telling Capitol Hill to hold off on legislative push and allow FCC to act. But if Hill decides that FCC has failed its



REMEMBERING 'MARTY'

Memories of television's "golden age" were revived at the Museum of Broadcasting's 8th Annual Television Festival in Los Angeles. Among the programs saluted was the *The Goodyear Television Playhouse's* 1953 teleplay, *Marty*. After screening the newly mastered kinescope of the Paddy Chayefsky play, "Marty" star Rod Steiger credited the production with opening the door to television opportunities for stage actors and playwrights. Above (l-r) are Museum of Broadcasting President Bob Batscha, Steiger, "Marty" co-star Lee Philips and director Delbert Mann.

charter on fin-syn, it may give cable critics on Hill more ammunition to press ahead on their case for cable reregulation.

LOS ANGELES

Game time

Word from source with close ties to Stephen J. Cannell Productions is that independent is developing its first network game show, *Personals*, for CBS's late night weekday lineup. Possibly slated to air following CBS's "Crime Time After Prime Time" hour drama checkerboard 11:30 p.m.-12:30 a.m. (ET, PT), *Personals* will feature men and women who have placed "personal" classified advertisements in newspapers, with two of couples squaring off each evening. Couples answer compatibility questions, with studio audience choosing "best matched" couple. Michael Gerber, Los Angeles-based standup comic, is set to host, and Rick Rosner is slated to produce.

4077th reunion

Fresh from successful "Nostalgia Weekend," which featured 20-year retrospectives of *All in the Family* and *Mary Tyler Moore* as well as *The Ed Sullivan Show* special, source at CBS said network is planning similar 20-year special honoring *M.A.S.H.* Fox

spokesman for Twentieth Television, which produced series for network, acknowledged studio has been approached about project, "but we won't address it until after pilot season." Series ran on CBS from 1972 to 1983.

NASHVILLE

Nashville news

Word at deadline was that WGFX(FM) Gallatin, Tenn. (Nashville), has been sold by Capitol Broadcasting to HAPA Inc. for \$3.5 million cash. Seller is headed by Ken Johnson and also owns WKSJ-FM Mobile, Ala.; WRKA(FM) St. Mathews (Louisville), Ky., and WVA(FM) Charleston, W. Va. HAPA Inc. is headed by Victor Rumore, who also owns KFRR(AM) Denver. Sale was brokered by Blackburn & Co.

MIDDLE EAST

Internal strife

Warring nations were not only ones squaring off in Middle East. According to Tom Bettag, recently departed executive producer of *CBS Evening News with Dan Rather*, at one point during war, NBC News staffer turned in fellow pool member from CBS News for violating military press rules and trying to report independently.

S



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WPWR-Chicago
WGBS-Philadelphia
KPIX-San Francisco
WBZ-Boston
WDCA-Washington
WJBK-Detroit
WJW-Cleveland
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WGNX-Atlanta
WTOG-Tampa
KARE-Minneapolis
KING-Seattle
WSVN-Miami
KPLR-St. Louis
KMGH-Denver
KTXL-Sacramento
WBAL-Baltimore
WFSB-Hartford
WCPX-Orlando
WISH-Indianapolis

KATU-Portland, OR
WTMJ-Milwaukee
WKRC-Cincinnati
KSHB-Kansas City
WCCB-Charlotte
WTVF-Nashville
WYFF-Grnv/Spar/Ash
WGNO-New Orleans
WOTV-Grand Rapids
WMC-Memphis
KAUT-Oklahoma City
KUTV-Salt Lake City
WPMT-Harrisburg
WFLX-W. Palm Beach
KGGM-Albuquerque
WOWK-Charls/Hun
KJRH-Tulsa
WALA-Mobile
WSMH-Flint/Sag
KTAL-Shreveport
WTVR-Richmond
WHO-Des Moines

WJPR-Roanoke
WOWT-Omaha
WAND-Spgfld/Chm
WDKY-Lexington
WCSH-Portland, ME
KSPR-Springfield, MO
KMSB-Tucson
WDEF-Chattanooga
WSBT-South Bend
WZDX-Huntsville
WISC-Madison
KVVU-Las Vegas
WEHT-Evansville
KCEN-Waco
WSYM-Lansing
WCOV-Montgomery
WTGS-Savannah
WTAT-Charleston
WEEK-Peoria
KADY-Santa Barbara
WTVM-Columbus, GA
WTWC-Tallahassee
KLFY-Lafayette, LA

KNOE-Monroe
WPBN-Traverse City
WTWO-Terre Haute
KMEG-Sioux City
KBAK-Bakersfield
WKBT-LaCrosse
WCBI-Columbus, MS
WQRF-Rockford
KODE-Joplin/Pitts
KIMT-Roch/Austin
WIBW-Topeka
KJTV-Lubbock
WLBZ-Bangor
KTUU-Anchorage
WOGX-Gainesville
WPGX-Panama City
WTAP-Parkersburg
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MONDAY MEMO

A Voice of America commentary from Sherril W. Taylor, chairman, VOA Advisory Committee and president, The Taylor Co., New York

Just over a year ago, I was appointed chairman of the Broadcast Advisory Committee of the Voice of America in Washington. All kinds of stunning events began happening in Eastern Europe in the fall of 1989. We saw our number-one bogeyman, communism, disintegrate before our very eyes. Year in, year out efforts of the VOA and others began paying off.

As a long-time private sector adviser to both the Voice of America and the United States Information Agency, the VOA parent, I am all too keenly aware of the day in, day out, week after week, persistent word battle these agencies have fought to spread the word of freedom to the world at large. This has been persistently and successfully done on a budget far less than that of the Soviet Union.

The charge has not been to spread propaganda about the United States but to report uncensored objective news about this country and the rest of the world to the world at large—often to supply the only truthful news source many millions of the world's people have had access to.

The advisory committees of the USIA were established several years ago by then director Charles Wick. The objective is to draw on the professional expertise of those industry leaders who might serve their government in many different ways that the government, for reasons one to 10, can't serve for themselves—and to intensify the lines of communication between the government agency and private industry.

I've seen firsthand how, for the most part, this initiative has been enormously successful.

Like many government agencies, the VOA is feeling a cash crunch. I have discussed this with Dick Carlson, VOA's very able director for the past several years, and Bruce Gelb, director of the VOA's parent, the United States Information Agency. And our committee is working assiduously, in concert with the agency, in an effort to maintain and fortify the organization.

The Voice Of America, like the Statue of Liberty or Mount Rushmore, is a national treasure.



Here are a few general facts about the VOA. It began nearly 50 years ago as a means of getting needed information to a world overrun by war. Today, VOA continues to broadcast up-to-the-minute, comprehensive news and information to 10's of millions of people throughout the day, all around the world, in 43 different languages, from Albanian to Vietnamese.

The people at VOA are now in the process of putting together a Tibetan service, which will bring them to 44 languages.

On top of that, they have to be able to react to crises wherever they arise—3,000 employees work on that every day.

Let me give you an example of how important that ability is. Within hours of Saddam Hussein's invasion of Kuwait, he began jamming the signals of international broadcasts, for Hussein wanted control not just over land and oil, but also over ideas. His word would be the only word.

Or so he thought. As soon as the jamming began, VOA started playing leapfrog with the transmitters so the jammers had a harder time finding the signal. VOA's television affiliate—the Worldnet satellite system—is used to send audio broadcasts to television sets. The daily output of news and information was increased to 24 hours a day to the region. And VOA relays messages

from relatives in the United States to their loved ones in Iraq and Kuwait. These "radio postcards" are called "Messages from Home."

VOA and other international broadcasters managed to foil Hussein's plan to keep news out of the Arab world. After the invasion, our audience in the region increased tenfold. VOA also increased its Arabic broadcasts from 7½ hours per day to 13, English-language broadcasts from 11 to 18 and Farsi-language broadcasts (for listeners in Iran) from 3½ to 4.

We tend to take for granted an almost limitless access to information. New technology makes it seem even more a basic fact of our lives. But for much of the world, radio remains a primary means of finding out about the rest of the world. And it is a handful of broadcasters—the VOA and the BBC in the forefront—that offer a balanced view of what is going on.

For so many people, for so long, knowledge of the outside world and of their own world has been denied them by their rulers, by their isolation, by their poverty. Which is why, for nearly 50 years, VOA, along with other international broadcasters, has provided news to people hungry for information.


Yet the transition to democracy is a

fragile one.

So, during this period, VOA is offering special "how to" information:

- How do you put a fair judicial system in place?
- How are laws made?
- How do free markets work?

This revolutionary political change has also made it more possible for VOA to present its programming in compelling, innovative ways.

VOA is trying to do its part in this fragile transition to solid ground. And as the last 50 years—and in particular the last year—have shown, the Voice of America works. 

"The Voice Of America, like the Statue of Liberty or Mount Rushmore, is a national treasure."

DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

March 17-22—"Power reporting," seminar for broadcast journalists sponsored by *The Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: Lesly Stevens, (813) 821-9494.

March 17-22—"Environmental reporting," seminar for broadcast journalists sponsored by *The Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: Lesly Stevens, (813) 821-9494.

■ **March 18-19**—Global telecommunications roundtable sponsored by *Annenberg Washington Program in Communications Policy Studies of Northwestern University*. Participants include Konnie Schaefer, Annenberg Washington Program; Ambassador Bradley Holmes and Janice Obuchowski, assistant secretary for com-

munications and information, U.S. Department of Commerce. Annenberg Washington Program, Willard Office Building, Washington. Information: (202) 393-7100.

March 18-21—Supercomm '91, international conference and exhibition co-sponsored by *U.S. Telephone Association* and *Telecommunications Industry Association*. Included will be two separate conferences sponsored by *Pacific Telecommunications Council* and *Caribbean Telecommunications Council*. George Brown Convention Center, Houston. Information: (202) 835-3100.

March 19—*Radio Advertising Bureau* radio marketing workshop. Ramada Resort/Florida Center, Orlando, Fla. Information: (212) 254-4800.

March 19—"A Discussion with Mike Wallace," sponsored by *Harvard University's John F. Kennedy School of Government, Center on the Press, Politics and Public Policy*. Wiener Auditorium,

Harvard, Cambridge, Mass. Information: (617) 495-8269.

■ **March 19**—*National Academy of Television Arts and Sciences, Washington chapter*, annual membership meeting. Champions Restaurant, Washington. Information: (301) 587-3993.

■ **March 19**—*American Women in Radio and Television, Southern California chapter*, annual business meeting. Speaker: John Beard, news anchor, KNBC-TV Los Angeles. Walt Disney Studios, Burbank, Calif. Information: (213) 964-2740.

March 20—*Radio Advertising Bureau* radio marketing workshop. Holiday Inn/O'Hare, Chicago. Information: (212) 254-4800.

March 20—"Profits from Diversity: Segmentation Strategies for Improving Cable Penetration and Profitability," seminar and dinner meeting, sponsored by *Southern California Cable Association, National Association of Minorities in Cable*

March 24-27—*National Cable Television Association* annual convention. New Orleans Convention Center, New Orleans. Future conventions: May 3-6, 1992, Dallas, and June 6-9, 1993, San Francisco.

April 7-9—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York.

April 15-18—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 13-16, 1992, and Las Vegas, April 19-22, 1993.

April 19-24—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220 or 760-8899.

April 21-24—*Broadcast Cable Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Future conventions: April 22-25, 1992, New York Hilton, New York, and April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.

May 15-18—*American Association of Advertising Agencies* annual convention. Greenbrier, White Sulphur Springs, W.Va.

May 15-19—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans.

May 16-19—*American Women in Radio and Television* 40th annual convention. Omni Hotel, Atlanta. Future convention: May 27-30, 1992, Phoenix.

May 22-23—*NBC-TV* annual affiliates meeting. Marriott Marquis, New York.

May 29-31—*CBS-TV* annual affiliates meeting. Waldorf Astoria, New York.

June 8-11—*American Advertising Federation* national advertising conference. Opryland, Nashville.

June 8-11—1991 *Public Broadcasting Service*

MAJOR MEETINGS

meeting. Walt Disney World Dolphin, Orlando, Fla. Information: (703) 739-5000.

June 11-13—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 13-18—17th International Television Symposium and Technical Exhibition. Montreux, Switzerland.

June 16-19—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference. Baltimore Convention Center, Baltimore. Information: (213) 465-3777.

June 18-21—*National Association of Broadcasters* summer board meeting. NAB headquarters, Washington.

July 11-13—*Satellite Broadcasting and Communications Association* trade show. Opryland, Nashville.

July 24-27—*Cable Television Administration and Marketing Society* annual conference. Opryland, Nashville.

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta.

Sept. 11-14—Radio '91 convention, sponsored by *National Association of Broadcasters*. Moscone Convention Center, San Francisco.

Sept. 24-29—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md.

Sept. 25-28—*Radio-Television News Directors Association* international conference and exhibition. Denver.

Oct. 1-3—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (212) 673-9166.

Oct. 3-6—*Society of Broadcast Engineers* fifth annual national convention. Houston. Information: 1-800-225-8183.

Oct. 10-14—*MIPCOM*, international film and

program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 26-29—*Society of Motion Picture and Television Engineers* 133rd technical conference and equipment exhibit. Los Angeles. Future conference: Nov. 10-13, 1992, Metro Toronto Convention Center, Toronto.

Oct. 27-30—*Association of National Advertisers* 82nd annual convention. Biltmore, Phoenix.

Nov. 18-20—*Television Bureau of Advertising* annual meeting. Las Vegas Hilton, Las Vegas.

Nov. 20-22—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif.

Nov. 23-25—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera Hotel, Las Vegas.

Jan. 7-10—*Association of Independent Television Stations* annual convention. San Francisco.

Jan. 31-Feb. 1, 1992—*Society of Motion Picture and Television Engineers* 26th annual television conference. Westin St. Francis, San Francisco.

Jan. 20-24, 1992—29th *NATPE International* convention, New Orleans Convention Center, New Orleans.

Jan. 25-29, 1992—49th annual *National Religious Broadcasters* convention. Washington. Information: (201) 428-5400.

Feb. 7-8, 1992—26th annual *Society of Motion Picture and Television Engineers* television conference. Westin St. Francis hotel, San Francisco.

Feb. 26-28, 1992—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

July 2-7, 1992—*International Broadcasting Convention*. RAI Center, Amsterdam. Information: London—44 (71) 240-1871.



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and *Southern California Cable Marketing Council*. Shoreline Sheraton Hotel, Long Beach, Calif. Information: (213) 398-2553.

March 20—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Lindsay Law, executive producer, *American Playhouse*, on "Ten Years in the Trenches." Copacabana, New York. Information: (212) 768-7050.

■ **March 20**—*American Women in Radio and Television, Houston chapter*, luncheon. Topic: "Behind the Deadline: Dateline Baghdad," by Melanie Miller, news director, KTRH(AM) Houston. Information: (713) 621-2680.

March 20-21—*Illinois Broadcasters Association* spring convention. Ramada Renaissance, Springfield, Ill. Information: (217) 753-2636.

March 21—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Airport Freeway, Dallas. Information: (212) 254-4800.

March 21—31st annual *International Broadcasting Awards*, honoring radio and television commercials, sponsored by *Hollywood Radio and Television Society*. Beverly Hilton Hotel, Los Angeles. Information: (818) 769-4313.

March 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Craig McCaw, president, McCaw Communications.

Washington Marriott, Washington. Information: (202) 833-2684.

March 21—"Commerical Free Speech: Protected by the First Amendment?" seminar sponsored by *Center for Communication*. Center for Communication, New York. Information: (212) 836-3050.

March 22—*Broadcast Promotion and Marketing Executives* regional educational seminar, "Profitable Promotions." O'Hare Marriott, Chicago. Information: (213) 465-3777.

March 22—*NewsDay '91*, sponsored by *Georgia Association of Broadcasters*. Georgia World Congress Center, Atlanta.

March 22-24—*Society of Professional Journalists-Radio-Television News Directors Association* regional convention. Boston Park Plaza, Boston. Information: Marsha Della-Giustina, (617) 578-8805, or Emily Rooney, (617) 449-0400.

■ **March 22-24**—*Society of Professional Journalists* regional conference. Holiday Inn, Richmond, Va. Information: Maria Carrillo, (703) 373-5000.

March 23—11th national conference for Women in the Businesses of Communications, Fashion, Beauty and Finance. Speaker: Diane Sawyer, co-anchor, ABC's *Prime Time Live*. Jacob Javits Convention Center, New York.

March 24—"Pay-Per-View Olympic Dream: Getting Started on the Road to Barcelona," and "Catching the Fire Behind the Flame: Getting Started on the Road to Barcelona," seminars sponsored by *QV Publishing* and *NBC/Cablevision Pay Per View Olympics*. Windsor Court Hotel, New Orleans. Information: Joel Schofield, (207) 363-6222.

March 24-27—*National Cable Television Association* annual convention. New Orleans Convention Center, New Orleans.

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ALSO IN MARCH

March 25-26—"The Centralization of Media Buying in Europe," conference of *International Advertising Association, U.K. chapter*. Marriott Hotel, London. Information: David Hanger, (71) 839-7000.

March 26—Advertising Hall of Fame induction ceremonies, sponsored by *American Advertising Federation*. Waldorf-Astoria, New York. Information: (202) 898-0089.

■ **March 26**—*Radio Advertising Bureau* marketing workshop. O'Hare Hilton, Chicago. Information: (212) 254-4800.

March 26-27—"Women in the Workplace: Options and Obstacles," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington.

March 27—*International Radio and Television Society* newsmaker luncheon featuring panel of radio news experts for discussion of war in Persian Gulf. Panelists: Joe Walsh, Westwood One/Mutual Broadcasting System/NBC Radio; Craig Windham, Unistar Radio Networks; Robert Benson, ABC Radio Networks; Larry Cooper, CBS Radio Networks; Steve Swenson, WINS(AM) New York; Lou Adler, Eagle Media Productions. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 27—*National Academy of Television Arts and Sciences, New York chapter*, drop-in breakfast. Speaker: Neil Rosini, attorney, on "How to Express an Opinion and Not Libel Somebody." New York Television Academy, New York. Information: (212) 768-7050.

Continues on page 60.

OPEN MIKE

LOW POWER, NOT LOW PROFILE

EDITOR: The Feb. 11 Special Report on "Station and Cable Trading" struck a cord of concern because of its oversight to recognize sales and trading within the low-power television industry. Oversights like this continue to discredit low-power television as a competitive member of the broadcast industry that ultimately affects those of us who are low-power property owners in financial arenas.

In at least one case, a low-power property was sold for more than several full-power stations, primarily because of its market, which dictates sales and trades of all broadcast and other media.

While low power for the moment cannot transcend its lesser signal, its effect as an old technology taking on a new face is worthy and deserves its due respect for surviving many technological storms and coming out of them to provide more opportunities for ownership diversity, programming product and most certainly financial participation by lenders, venture capitalists and investors. Without this respect and acceptance, low power will certainly face challenges in meeting its obligation as a broadcast property to "serve" in public's interest, convenience and necessity."

As a black woman who has been around this industry for many, many years as a lobbyist for children's television, as vice chairwoman of the National Black Media Coalition, as chairwoman of Turner Broadcasting's national advisory board and as broadcasting and media consultant to numerous groups and politicians, it is important and imperative that low power, because of its availability and the opportunity to foster new kinds of ownership for women, blacks, Hispanics or even community groups, be given its proper and not signals that subliminally promote non-viability for low power as another media.—*Karin E. English, president-general manager, W53AV and W50BB Indianapolis.*

ARNETT SUPPORTER

EDITOR: As a college student studying mass communications, I find it appalling that Accuracy In Media (AIM) and other coalitions of pro-American organizations would launch a campaign to boycott CNN, aimed at "pulling the plug on

Peter Arnett."

I cannot understand the "disservice" that broadcasting to the world what, for a time, only one Westerner could see in Baghdad. Arnett is an objective reporter covering the story of a lifetime. Yes, he and his broadcasts are subject to Iraqi censorship, but the public is aware of that fact.

The only disservice shown is by the actions of groups such as the above who want to suppress information on the basis that it's "helping to spread Saddam Hussein's propaganda." Give us some credit please! These crusaders are not only underestimating our (the public's) prudence, but our intelligence as well.

I hope that they can widen their narrow minds and view this as a world crisis; one that involves more people, ideologies and geography than interest in their Neanderthal pleas for suppression.—*Sandy Johnson, Annapolis, Md.*

FETZER FOOTNOTE

EDITOR: Because of its reputation as something of a "Bible" for the industry, BROADCASTING is often used as an authoritative source of information for the academic world. Because of this, I hope you will run a correction of misinformation you published in the Feb. 25 obituary of John E. Fetzer.

According to your article, Fetzer "moved to Southwestern Michigan College in Berrien Springs, Mich." Southwestern Michigan College is in Dowagiac, Mich., and has no historical connection to John Fetzer. Fetzer moved to Emmanuel Missionary College, now Andrews University, in Berrien Springs, Mich. You also stated: "He purchased the station in 1930, changed the call letters to WEMC and moved it to Kalamazoo, Mich., and again changed the call to WKZO." According to our documentation, KFGZ changed its call letters to WEMC in 1925 (the call letters stood for Emmanuel Missionary College); it became WKZO when the college transferred ownership to Fetzer in 1930.

Among the contributions Fetzer made to broadcasting in more recent times was a donation to an Andrews University capital campaign that led to the establishment of WAUS(FM), a noncommercial educational station, in 1971.—*W. Michael Wiist, general manager, WAUS(FM) Berrien Springs, Mich.*

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One Man, One Vision

Mexico, Missouri, never saw the likes of him.

Before or since. That's where an enterprising young fellow by the name of Dick Harris took his wife Lynne and their baby in the early 1950's to start a career in radio broadcasting.

Fresh from grad school at The University of Missouri, Dick was full of big ideas about what life in the radio business would hold. And Dick got to hold just about everything but a broom once he got to the radio station that had taken a flier on him.

The owner liked what he got. Dick sold his pants off and did everything else but deliver the signal door-to-door. He worked hard, paid the rent, and thought about maybe moving up to a bigger market. Sooner seemed better than later.

Back Then

Recall this was radio in the 1950's. Most people were saying eulogies for the medium that had been left for dead by television. But Dick saw radio coming back, and sooner than most people imagined. He ambled on. Awhile as part-owner of a small station group in the midwest and southwest. A few years with Storz Broadcasting and the legendary Todd Storz.

It was during this time that radio was reinventing itself, becoming a wholly new, distinctly local medium. Dick lived the rebirth and transformation. And helped make it so.

More Harris children were arriving (there'd eventually be Randy and Cindy, Brian, Kenny and Leslie for Dick and Lynne to pack into the station wagon).

Go Westinghouse, Young Man

In Minneapolis now, Dick was building a solid reputation in the business. He attracted the attention of folks at Westinghouse Broadcasting in New York.

Soon Dick was on his way to Boston as the new General Manager of one of Westinghouse's heritage radio stations . . . legendary WBZ. He was a little overwhelmed. For about an hour, they say.

Dick ran WBZ, then went to KYW in 1965 to turn it into Philadelphia's first all-news station. From there to Chicago . . . to run WIND . . . then out to



San Francisco to manage the Westinghouse-owned CBS Television Affiliate, KPIX.

Not long after, he was on his way back to New York, as the new President of Group W Radio's sales rep company.

Then came the big move up to President of Group W Radio in 1973. If you've been around the radio business very long, you know that Dick's become something of a legend over the years.

Our Departing Leader

The occasion for writing all this is Dick's retirement as Chairman of Group W Radio.

There are probably as many Dick Harris stories in the industry as there are call letters in the alphabet, but we think a few simple words capture him best. The words we use in our company are Honest. Tough. Demanding. Fair. Resolute. Questioning. Inspiring.

To Make a Difference

Dick always had this idea that working in radio is a privilege because it gives people a chance to paint their lives on a bigger canvas than most other lines of work. And Dick Harris painted a big picture.

In his time with Group W he helped lead the development of all-news radio and the 20-minute news cycle. He helped teach advertisers how to use radio more effectively by backing the pioneering "Reach & Frequency" and "Radio NewMath" work done for Group W by Jim Yergin. He expanded an old-line AM radio company into FM broadcasting. He made

community service a hallmark of the Group W Radio Stations. Against odds, he started a fourth Group W all-news radio station three years ago in Chicago.

And a year ago he forged the largest acquisition in radio history — Group W's \$360 million purchase of the Metropolitan-Legacy Radio Groups . . . building Group W Radio into the largest non-network station group in America.

Dick's vision for radio has been boundless, his dedication to building the industry unending. He served often and well. As Chairman of the RAB. As co-founder of the RAB's annual Managing Sales Conference. As an NAB Radio Board Member. As a Board Member and friend of New York City's public broadcast stations, WNYC-TV-AM-FM. As Chairman of the IRTS's Industry/Faculty Seminar. As Advisory Committee Member to The Voice of America. As current Chairman of the Radio Music Licensing Committee. The list goes on . . .

New Horizons

Now Dick's decided to start another new life down in Florida. He's bought a small radio station. He says he and Lynne are going to get serious about their distance cycling and golf. They're going to travel all over the place, and, we suspect, have one hell of a good time.

Which just leaves us wanting to say this. Dick, it's been quite a run. We should all leave on earth the fruits of a life like the one you've led so far. And we hope you'll remember something else. That your ideas, your ideals, and your vision of what radio can be will live on with all of us at the Group W Radio Stations.

**Thanks Mr. Chairman.
Now have the time
of your life!**

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The best.

TOP OF THE WEEK

APRIL 9: THE NEXT MAGIC DATE FOR FIN-SYN

Sikes postpones fin-syn for public airing of opposing plans; hopes for compromise at FCC dim, but private talks between parties possible

It was without a doubt the worst weather Washington had experienced this year—cold, sleet, a cutting wind.

But inside the headquarters of the Motion Picture Association of America last Wednesday evening, where Fox hosted a dinner and screened its latest release, "Class Action," for network executives who have been working for repeal of the financial interest and syndication rules, the atmosphere was warm and festive.

The evening had unexpectedly become a celebration of FCC Chairman Alfred Sikes's order shortly after noon that day to delay the vote that would have resulted in the adoption of a new set of fin-syn rules that would have sharply restricted the networks' ability to acquire interest and syndicate network programs, and to share in the \$3-billion-a-year syndication marketplace.

Although the postponement did not change the fact that a majority of the

commission—Andrew Barrett, Sherrie Marshall and Ervin Duggan—supported the new restrictions, it did give the networks another three weeks to win the third vote they need to turn things around at the agency.

The site of the party was ironic. With the exception of Fox, which is trying to be both network and studio, the MPA members belong to a broad coalition of producers and studios dedicated to preserving as many restrictions on the net-

	THE MAJORITY PLAN (Barrett, Marshall, Duggan)	THE MINORITY PLAN* (Sikes, Quello)
Financial Interest	Permits financial interest in non-prime time programming; permits financial interest in prime time programming, but only if option period is limited to two years.	Permits financial interest in non-prime time programming and phases out prohibition against interest in prime time programming over three years; permits interest in 25% of prime time programming during first year, 50% during second year and 75% during third year.
In-house Production	Limits in-house productions to 40% of prime time entertainment schedule; redefines in-house to include co-productions with foreign producers.	Imposes no limits on in-house production.
Domestic Syndication	Permits domestic syndication of non-prime time programming; permits domestic syndication of in-house prime time programming that airs on network schedule.	Permits domestic syndication of non-prime time programming and phases out prohibition against syndication of prime time programming over three years on same 25%-50%-75% schedule as for financial interest.
Foreign Syndication	Permits foreign syndication of non-prime time programming; permits foreign syndication of in-house prime time programming that airs on network, is produced for other networks and first-run.	Permits foreign syndication of prime time programming and phases out prohibition against syndication of prime time programming over three years on same 25%-50%-70% schedule as for financial interest.
Syndication Safeguards	Prohibits warehousing and affiliate favoritism by network-syndicators; imposes reporting requirements.	Prohibits permanent warehousing and affiliate favoritism by network-syndicators.
First-run Syndication	Permits production and foreign syndication of first-run programming, but prohibits domestic syndication; permits interest in first-run programming produced in-house and syndicated independently.	Permits first-run syndication, but prohibits affiliates from scheduling first-run programs of their network during prime time access period.
Rule Review	Review of rules in four years to determine whether rules should be repealed in entirety.	With exception of syndication safeguards, sunsets all restrictions after three years.
Network Definition & Applicability	Redefines "network" so rules apply to any network providing at least 14 hours of prime time programming to at least 75% of television homes; grandfathers program ownership rights obtained by Fox and other "new" networks prior to proposed June 15, 1991, effective date.	Redefines "network" so rules apply to any network providing at least 14 hours of prime time programming to at least 100 affiliates. <small>*The minority also released an alternative plan. Under it, networks would be permitted to acquire interest and syndication rights for 50% of their prime time entertainment schedule. After four years, cap would be reviewed.</small>

works as possible. And the coalition was looking forward to the adoption of the new restrictions. For it, the delay was a bitter disappointment.

Sikes's decision to pull fin-syn from Thursday's meeting agenda was triggered by a letter he received Wednesday morning from Assistant Attorney General James Rill, requesting that parties be given a chance to comment on the majority plan before it is allowed to go to a vote.

Late last Friday the FCC released the pro-Hollywood majority plan as well as the pro-network minority plan of Sikes and Commissioner James Quello, which calls for a phase out of most restrictions over three years. Both were significantly changed from the earlier versions. Changes in the majority plan seemed aimed at giving Fox additional leeway to continue its dual network-studio role. The FCC set a March 25 deadline for comments and the vote for April 9.

The postponement gives the networks more time, but how they intend to use it remains unclear. Would they try to win over one member of the majority or they

try to work to modify the majority plan into something less restrictive and more palatable?

"We are trying to understand the plans and figure out our strategy," said a network executive. "We have been taking it one day at a time, making sure we stay alive."

In a prepared statement following the postponement, Marshall and Duggan urged the networks to work to amend the majority plan and forget about repeal. "It should be clear that a majority of the commission, while favoring substantial deregulation and relief for the broadcast networks, opposes both total immediate repeal of the...rules and their automatic sunset," said Duggan. "Parties seeking to comment further on this proceeding, therefore, would best address themselves to the issue of modification of these rules."

Duggan also suggested that the "wisest course" for the networks and Hollywood would be to return to the negotiating table and work out their differences in private. If the parties could bring such an agreement to the FCC, he said, "I-

have no doubt that a majority of commissioners can be persuaded to ratify such an agreement."

Absent an agreement, Duggan warned, the commission will "move expeditiously" to adopt the majority plan.

Jack Valenti, MPAA President and spokesman for the coalition, picked up on Duggan's call for renewed private negotiations. "We are ready to negotiate if the networks are," he said. According to Valenti, talks last year aimed at reaching a compromise failed because at least two of the networks—CBS and NBC—felt they had a good shot at winning repeal at the commission. The majority plan has disabused them of that notion.

"We don't negotiate in the press and we haven't heard from Mr. Valenti," said one network executive, leaving open the possibility that at least his network may be amenable to private talks. A source at another network said private talks are a "possibility."

As of last Friday, the commissioners themselves were not sanguine that they would be able to bridge the gap that separates the minority and majority.

Sikes began meeting with other commissioners last week in the hope of finding common ground. "It's too early to tell," Sikes said when asked about the meetings. "It's my hope that the new comment process that will be started soon finds a flexible commission. If that's the case, there is some prospect for reaching a greater degree of shared views."

Quello was not optimistic. After having lunch with Marshall, he reported a wide gulf remained between the two sides. The concessions Marshall offered were "only minor things," he said. "It looks like a lost cause."

And Marshall and Barrett were far from conciliatory. "It's always possible that others could support the [majority] plan and broaden our consensus," Marshall said. "But I don't expect any significant changes to the basic concepts underlying the [majority] plan."

"There is no deal to be made," said Barrett. "Absent any new information in the comments, I'm not sure what the basis for a deal would be."

Justice was not alone in demanding a public airing of the majority plan and in criticizing it.

On Tuesday, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) put out the word he was unhappy with it and would hold hearings if it were adopted. The *New York Times* and the *Washington Post* complemented stories on the majority plan with critical editorials. The *Times* joined those calling for postponement.

WHAT QUELLO WOULD HAVE SAID

Had the majority fin-syn plan come to a vote last Thursday, FCC Commissioner James Quello was not only prepared to vote against it, but also to attack it as a "flight from reason" and "intrusive bureaucratic and regulatory overkill."

In a draft of his five-page dissenting statement, Quello charges the majority plan "practically defies the official record that overwhelmingly supports complete repeal of the [fin-syn] restrictions on the networks. In what seems to be an inadvertent flight from reason, it proposes new additional regulatory restrictions not justified by the preponderance of evidence or by any reasonable sense of market conditions."

Quello, who favors a plan that would phase out most restrictions over three years, also says the majority plan would promulgate a "marketplace imbalance to the detriment of future over-the-air TV and...[to] the benefit of huge, wealthy foreign telecommunications conglomerates.... The proposal represents a type of intrusive bureaucratic and regulatory overkill that has resulted in a public outcry for reform."

Picking apart the majority plan point by point, Quello calls its definition of network "ludicrous" and apparently contrived to keep Fox and any other emerging network from developing.

Limiting licensing contracts to two years as a condition of networks acquiring financial interest in a program is "another glaring example of...regulatory excess," Quello contends. "It means that networks that spend time, resources and millions of dollars in promoting original hit shows will be forced to put them out for bidding in two years rather than the current practice of four years."

The 40% cap on in-house production will be subject to constitutional and "fair marketplace challenges," Quello predicts. What's more, he says, the restriction of in-house productions seem "deliberately calculated" to discourage it. "It is hard to conceive how government can intervene in program production contracts to require a network through regulation to have 100% financing, 100% creative control and full copyright ownership when all other players have freedom to negotiate joint ventures and creative participation."

If the majority prevails as is at the FCC, Quello warns, "there is still the ultimate recourse in the courts."

—NAJ

Hollywood was generally backing the plan, but not unanimously. Mel Blumenthal, senior vice president, MTM Enterprises, fractured the coalition, publicly criticizing the majority plan's two-year limit on the length of contracts networks may enter into for shows in which they have a financial interest. The limit would effectively discourage networks from acquiring interest—that is, from sharing the front-end production costs. On the other hand, he was more critical of the minority plan of Sikes and Quello.

"The consensus [among independent producers] is that the [majority] plan is unworkable, and the [minority] plan would put us all out of business," he said.

Others thought the majority plan was not tough enough. Chuck Fries, president of Fries Entertainment, producers of mini-series and made-for-TV movies, complained that the 40% cap on in-house production in the majority plan was too high. "We all had hoped the cap...would have been held to 25%,"

maximum."

The coalition itself tried to offset the networks' campaign to characterize the majority plan as harshly regulatory. It issued a six-page press release calling the plan a "significant deregulatory step." The plan would allow the networks to acquire financial interest in all of their programs and syndicate their in-house productions—up to 40% of their prime time schedules. "They are currently prohibited from doing either," it says.

—HAJ, MF

THE BARRETT PROPOSAL: FROM DRAFT TO WHIRLWIND

There is more than meets the eye to a proposal few claim to have seen; clarification eagerly awaited; studio/network mergers receive little encouragement

For a work of regulatory economics several years in the making, the updated fin-syn plan nominally submitted by FCC Commissioner Andrew Barrett suffered a peculiar fate. With most political antagonists in New York and Hollywood claiming last week not to have seen the plan, a discussion of its merits was difficult.

There is, in fact, plenty in the two-and-a-half pages of single-spaced type to analyze, as the following paragraphs show. Among the tentative conclusions:

□ Barrett's proposal does little to facilitate a hypothetical CBS-Disney merger and, from one point of view, makes a Disney-NBC merger less painful.

□ What last week ranked as perhaps the most controversial provision of the plan—the two-year limitation on license terms in which the networks took a financial interest—is, in some respects, not out of line with current practice.

□ The Barrett proposal appears to require major clarification on a key definition that affects which prime time shows the networks can produce for themselves, the only prime time shows they

would subsequently be able to syndicate domestically and internationally.

□ By restraining network ties to domestic producers, the plan could be construed as encouraging the flight abroad of some producers or productions.

Relatively certain is the Barrett plan's liberation of all dayparts other than prime time from existing FCC restrictions on financial interest and syndication. Since these dayparts account for half of network revenue—although less than half of entertainment programming revenue—it is not an insignificant change.

Under this new freedom, networks might discover opportunities for producing and syndicating new types of shows during daytime, late night, Saturday afternoon and early morning. Some shows already scheduled in those dayparts such as CBS's upcoming, *Sweating Bullets*, seemingly have syndication potential.

One intriguing example of such an opportunity is the talk show, which some network executives have long claimed was denied them because existing rules forbid allowing them to give an Oprah or a Donahue adequate profit par-

ticipation. Under the Barrett plan, the freedom to offer major talent a piece of the show would be granted.

What seemed last week to be the primary object of network outrage was that, in taking only a partial interest in a show, ABC, CBS and NBC would be limited to negotiating a license term no longer than two years—the networks could still negotiate a four-year deal for shows in which they have no financial interest, just as they do now.

While the duration of a program contract prior to renewal is, on the face of it, important, the two-year limitation is not necessarily a disastrous change from the present. Such a contract-term limitation would presumably carry a cost to the other side, possibly allowing the networks to impose a smaller license fee or take a higher financial interest.

Eighty percent of entertainment shows airing on network prime time would not be affected since on average only one in five such shows last beyond their second year. Of the remaining more successful shows, NBC told the FCC: "...virtually every series...is renegotiated upward,

CBS's 'Murphy Brown'



NBC's 'Real Life with Jane Pauley'



CBS's 'Sweating Bullets'



sometimes in the first, and certainly in the second or third season." Such premature renegotiations can be substantial, as CBS Entertainment President Jeff Sargansky documented in the case of *Murphy Brown*, where a 60% jump over the extant fee was required to retain the show's executive producer.

The *Murphy Brown* example and others like it also illustrate that there are more parties to the negotiation than just the production studio and the network and that even if the networks have a controlling financial interest in a show, they will still face intermittent license fee increases due to the demands of creative talent and for other reasons.

What may, in fact, worry the networks most about the two-year option renewal, said one network lawyer, is not the possibility of more frequent license fee increases but that a two-year option would increase the likelihood of a network losing a show to another network.

Here, too, the issue may be complicated. There have been few, if any, network shows stolen during the past 10 years, despite the shortening of the license term to the current four years.

Along with financial interest, another immediate impact of the plan would limit the production of the three networks.

Current rules allow one network to produce a show for another network. ABC Productions, for example, announced last January it was developing shows for CBS. But in response to questions last week, FCC interpretations of the Barrett plan indicate it would prohibit such inter-network production activity, thus removing at least two, and possibly three (if Fox is included) primary customers for any one network's given in-house production division.

It is in production that a clear regression, from the network's point of view, is created by the Barrett proposal. Six months ago, the networks' consent decrees with the Justice Department limiting production expired, thus allowing them to produce their entire schedule.

The Barrett plan would, however, once again restrict the networks' in-house production—in this case, to 40% of their prime time entertainment programming, which, at a maximum, could amount to 26.4 hours a week or 8.8 hours for each network. Assuming the plan defines as the current consent decree—entertainment programming to exclude news, sports and religious, instructional, public affairs and agricultural programming, then the 40% limitation would mean a roughly 6-7 hour limit a week, still a greater amount of programming than that of any other studio or network except Time Warner.

Since the amount of entertainment shows the networks could produce and syndicate under the plan could be affected by the amount of news and other non-entertainment programming, the networks might theoretically rethink their strategy on news programs and maybe make the commission a more active arbiter of the difference between news and entertainment. Among the shows that some suggest might straddle news and entertainment is *Real Life with Jane Pauley*. Said one network lawyer: "Surely, if you have a production cap, you want to know what it applies to."

Perhaps the area of the Barrett plan most in need of further clarification is the passage describing in-house productions, which are the only prime time programs the networks are permitted to

*Most of a merged
CBS-Disney's
syndication division
would have to be
abandoned (unless
given an
exemption).*

syndicate domestically or abroad. The plan currently defines a show to be in-house if the network has 100% copyright, financing and creative control. But that definition still leaves many questions unanswered, including, as one lawyer asked, whether the financing requirement prevents the networks from receiving an advance by pre-selling any distribution rights (like home video).

The definition of in-house productions under the Barrett plan also encompasses prime time programming co-produced with a foreign entity, which, in turn, is defined as a production entity registered to do business and located outside of the U.S. Does that mean Stephen Cannell's production operations in Vancouver would, under the Barrett plan, be considered a foreign entity? What about domestic studios wholly owned by foreign corporations, such as Columbia, MCA, MTM and MGM?

Under a co-production Catch-22 in the current rules, the networks can only sell overseas programs that they have aired if those shows were produced "in-house," or solely by the network. Any programs co-produced with U.S. or foreign partners can only be sold internationally by the network if not broadcast on network air.

By broadening the definition of "in-house production" to include co-produc-

tions with foreign entities, the Barrett plan, in effect, would open network airwaves to foreign co-productions by allowing the networks to retain international distribution rights to those shows even after they air on the network.

Other ways in which a network syndication would be limited include the Barrett plan's prohibition against their entry into first-run domestic syndication.

Similarly, with domestic syndication, the networks could only syndicate in-house shows. The 100% criteria required to qualify for the in-house designation would prevent, the networks said last week, their syndicating the off-network rights to current shows such as CBS's *Evening Shade* or NBC's *Fresh Prince*, which are co-ventures between network in-house units and outside independent producers. One network executive asked whether the 100% criteria would even force the networks to do their own post production. Network commentary, in particular, seems to focus on the difficulty of producing hit shows that would survive to syndication, if they could only attract highly sought-after producers, writers and other talent by offering them employe status.

The bottom line of the Barrett proposal is that numerous impediments would still face the most talked about network-studio merger, that theoretically marrying CBS to Disney. Aside from the requirement that one or the other's Los Angeles TV station be sold, the Barrett proposal would prohibit, unless grandfathered, a combined CBS-Disney from continuing to produce shows for NBC such as *The Golden Girls*, *The Fanelli Boys*, *Carol & Co.*, *The Disney Hour*, *Blossom* and *Empty Nest*. *Lenny*, which is on hiatus, could continue to be produced for the CBS network—counting against the 40% production limit—but because Disney does not completely own and creatively control the show, it would be up for renewal every two years, instead of the four currently allowed, and CBS-Disney could not subsequently syndicate it.

Nor could CBS-Disney continue to syndicate *The Golden Girls* and other off-network shows produced in association with Witt-Thomas or other independent producers. Most of a merged CBS-Disney's syndication division would have to be abandoned (unless given an exemption), including the first-run *Live with Regis & Kathie Lee*, *Siskel & Ebert*, *The Challengers*, *Duck Tales* and other first-run animated kid's shows.

A rough estimate of the proposal's effect on such a merger is that it would deprive the combined company of \$140 million in operating profit. —CF, SM, AAG, JF

FOX TO DROP NETWORK IF BARRETT PLAN SUCCEEDS

Fox is being caught in the middle of a tug-of-war of egos among members of the FCC with the interest of the public at stake, charged at least one Fox affiliate last week, commenting on the push and pull of the proposed majority so-called Barrett plan.

Meanwhile, Preston Padden, Fox senior vice president, affiliates, said if the Barrett proposal becomes law, Fox would abandon its five-year attempt to build a fourth network. With the Fox network's future depending on whether pro-network forces on Capitol Hill will be able to hammer out a softer agreement, Fox executives claim that without a compromise more to their favor, the Barrett plan will have especially grave consequences for Fox and other attempts to begin new networks.

(In the revised version of the majority plan issued late last Friday, Fox may have received sufficient relief. Fox officials were unavailable for comment following that release.)

"We cannot justify abandoning any of our traditional lines for the privilege of continuing our effort to build a fourth network," said Padden. He characterized Fox's current position of waiting for the FCC to act while putting expansion plans on hold as being in "regulatory never, never land."

In a statement issued by Barry Diller, Fox chairman and chief executive officer, he expressed his frustration and disappointment with the FCC's most recent proposal that would force Fox to either remain a part-time network or sell its first-run syndication division. "What bad act have we committed that warrants eliminating us as a competitor from any piece of this market?" he asked. "For 35 years the government has said: 'We want a fourth network.' As we struggle to make that dream a reality and as our fragile enterprise approaches the crucial up-front advertising season for next year, we now literally have no idea what we will be permitted to do—11 hours, 15 hours, 18½, 25 hours? Do we go forward, do we stagnate or do we retrench? In the real world of new businesses, if you're not going forward you will soon cease to exist," he said.

"Confused and despondent," was how Kevin O'Brien, vice president and general manager of KTVU(TV) San Francisco and chairman of the Fox Affiliate Board, described his feelings after the Barrett plan was revealed. "I believed

from the beginning the attempt to modify the financial interest and syndication rules was to improve diversity, but the Barrett plan does nothing but chill growth and endanger an already fragile UHF environment that makes up 92% of our affiliates," he said. "Egos need to be put aside and the real benefits of the public need to be addressed," he said.



TM

"I just can't believe it can be this bad. There's got to be a silver lining somewhere," said Michael Fisher, general manager, KTXL(TV) Sacramento, Calif., who added, "ultimately, who's getting the short end of the stick is John Q. Public. If Fox is prohibited from expanding, John Q. Public will miss out on what has been very acceptable in the ratings. The mandate of the FCC is to look out for the public, not Hollywood or the networks. The marketplace will take care of itself," he said.

If the Barrett plan or a similar version becomes law, Fox will be faced with the prospect of either cutting back its primetime schedule to 11 hours or divesting its lucrative syndication division. While Fox executives have been unwilling to speculate which of the moves they would make if such a plan comes to fruition, either move would mean the loss of millions of dollars in either first-run syndication or network advertising revenue.

For first-run syndication, Fox currently produces *A Current Affair*, *Personalities*, *Not Just News*, *Small Wonder*, *Pump It Up*, *9 to 5*, and *Kick It With the Fly Girls*. Revenues this year for *A Current Affair* alone will reach almost \$80 million.

On the network side, in the upfront market for this season, Fox generated \$550 million in advertising buys for its prime time schedule, and another \$30

million for its children's slate. Shows currently produced by Fox's Twentieth Television for the other networks include *Anything But Love* (ABC), *L.A. Law* (NBC) and *Doogie Howser, M.D.* (ABC). Twentieth Television also produces four series for FBC: *The Simpsons*, *Babes*, *True Colors* and *In Living Color*. In addition, the network production division is producing 13 pilots for the other three networks's development slates for next season, two for ABC, eight for CBS and three for NBC.

Suzanne Rosencrans, entertainment associate, Loeb & Loeb, said Fox's position if the Barrett plan is implemented is one of being caught between a rock and a hard place. "Their advertising revenues in the fall were \$550 million. And because they are also in the first-run business, it's an especially scary choice for Fox," she said. "The other networks have between 83 and 115½ hours of network programming on a weekly basis. So we're talking a huge difference between Fox and the others. Fox had been hoping for an expansion of the number of hours that define a network, but the FCC really went backward in moving it to 11 hours," she said.

However, at least one observer said a limited Fox network schedule may be beneficial to all parties and especially to the public interest. "There's no reason that Fox has to follow the model of the first three networks," said Chuck Slocum, director, industry analysis, Writers Guild of America, who helped construct the Guild's fin-syn proposal submitted to the FCC last August. "There's nothing that says they have to be a full-time network. They've shown they can be viable at an 11 hour total, so it doesn't look as though they'd go out of business. Doing 11 hours as well as first-run distribution is quite a lot," he said.

Slocum suggested a limited Fox network would promote a fifth network and better serve the public's interest. "If Fox is the fourth network and limited to three days a week or so, that would make way for a fifth network source to come in and program the remaining days. Fox affiliates can easily get additional programs from another source. In fact, they've got it already," he said, referring to the Paramount-MCA Hollywood Premiere Network, which syndicates three-hour series as a programing block.

However, Padden countered that if Fox remains stagnant its future is bleak. "If this company does not sustain its forward movement it will not survive," he said, adding, "Because when you are trying to build a new business in a highly competitive and hostile environment you can't stand still." —SC

TCI'S MALONE: CABLE NEARING COMPRESSION REVOLUTION

Advances in digital compression are happening so rapidly that 100-plus channel cable systems may be only several years away, according to John Malone, Tele-Communications Inc. president and chief executive officer. But before the money is spent to build those systems, Malone wants to find out how those channels should be programed and who will pay money for them.

In an interview with *BROADCASTING*, Malone said TCI will soon be announcing a joint venture to test 50 to 60 channels of pay per view in one or two cable systems. The goal is to test market demand for more product, not to test the technology, which Malone said will be similar to the fiber and coaxial architecture Time Warner is planning for its Queens system (*BROADCASTING*, March 11). Plans are to build three parallel systems (two additional systems) in the same market that offer, for comparison's sake, both a rotating system of selected PPV movies, as well as what Malone refers to as "total random access," the ability to order almost any movie a subscriber wants.

TCI is readying itself for the cable system of the future. The combined technologies of fiber and digital compression are right around the corner, according to Malone, who outlined what the configuration of cable systems will be in the mid-to-late 1990's. How far they advance, however, will be largely dependent on consumer demand, he said.

In the next five years, Malone predicted, fiber will be the primary trunk in the cable industry. And although the bulk of the tree and branch system will be fiber, "how far fiber goes into the system will depend on how good the lasers get," said Malone. Additionally, he sees the average cascade of RF amplifiers dropping from 20 to about six or seven. "You'll have three times the reliability if you look at it that way," he said.

TCI's plans call for rolling out compression and fiber together, which would take five to six years to complete if the MSO does not accelerate the process, he said. If it does—and the decision will be a function of the revenue



TCI President and CEO John Malone

potential from the expanded capacity, Malone said—TCI would start such rebuilds in two years, when the equipment will be ready, and complete it in three.

Whether this will cost TCI more than its existing annual capital expenditure budget of \$600 million remains to be seen. If it costs TCI \$100 a subscriber, and the average customer pays TCI another \$5 a month for new services, "we'd be real happy," said Malone, and TCI could expense the rebuild just out of operating cash flow in about two-and-a-half years. "That would be if you're really successful and if there's a real demand," he said.

With the advent of digital compression, Malone said cable systems in the next five years will still likely be a hybrid of digital and analog channels. A typical hybrid system would have a component that is analog, typically the first 40-45 channels, carrying the basic service as it is known today. Above that, Malone sees an optional digital component, where offerings are priced as PPV or subscription services. According to Malone, if the in-home equipment is expensive, operators could also charge a gateway fee, such as \$3, to access the digital services.

The price of the in-home equipment will also have an effect on whether cable systems go directly to digital in the next five years. If the converter costs about \$150 to \$250, Malone said, then cable operators will put in hybrid digital/analog systems. "If it's less than that, you'll increasingly see systems going automatically to all digital," Malone said.

HDTV will be one of the offerings on the digital level of service, he said. Consumers with regular TV sets will require the digital converters, and although they will not get HDTV quality reception, "their picture will be a lot better because the transmission path will be a lot better," he said. For those with HDTV sets, the digital converter will be built in.

Malone is also banking on the mid-level definition technology being worked on by Faroudja, which he claims will have 90% of the benefit of HDTV at 5% of the cost (another \$100 to \$200 per set). "We might even go into the TV set business to get this thing going. We may find a manufacturer like Zenith that is willing to build this digital capability into the set, and then we'd go out there and market it," said Malone.

Broadcaster involvement in HDTV is also something Malone is looking for. "We're hoping broadcasters come to their senses and decide the right way to do HDTV is over cable, for an incremental fee which they participate in," he said. "This is an opportunity for broadcasters to legitimately shift over into subscription revenue streams."

In addition to HDTV and PPV, Malone envisions many of the services available on the digital component being niche services too expensive for cable operators to put on basic service and having too small a following to be supported by advertising. The new technology will enable operators to control channels individually and let consumers pay anywhere from 25 to 50 cents for niche services, such as the launching of

the Sci-Fi Channel, children's shows or educational services such as The Learning Channel, he said.

There is no perfected digital compression technology for cable today, said Malone. The compression technology being used by Gordon Rock (see page 35) in his cable system has some problems—it is not compatible with an analog system, and it uses up too much bandwidth, according to Malone. But

those problems can be solved, he believes. SkyPix, the mid-power DBS system that is using Compression Labs Inc. compression technology, he said, "has a very attractive scheme for compression from the satellite to the cable headend," but it cannot deliver HDTV, and it cannot guarantee security, making it difficult to get the best Hollywood product.

"SkyPix has to decide whether it's in the technology or programing busi-

ness," said Malone. "Then again, they could very well be in both," and sell it to the cable industry, Malone said. He confirmed that TCI has looked at investing \$30 million-\$50 million in SkyPix, as well as launching the service on its systems. SkyPix is one of about 35 companies invited to participate in the CableLabs consortium announced last week that aims to develop a standard for digital compression (see page 36). **-SDM**

INOUYE AND HOLLINGS VOW TO MOVE CABLE BILL

S.12 will include retransmission consent amendment that would give broadcasters option of granting or withholding permission to rebroadcast

Senate Commerce Committee leaders are putting cable television legislation on a fast track. At a hearing last week, Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and Commerce Committee Chairman Ernest Hollings (D-S.C.) indicated their eagerness to act on S.12, a cable reregulation bill. Hollings said he would make a "strong effort to not only report a bill but to act on one." And Inouye wants to mark up the bill soon after April 19.

Moreover, Inouye has broadened the debate to include the issue of retransmission consent. He announced that his staff will prepare a retransmission consent amendment that would give broadcasters the right to grant or withhold the use of their signals. Inouye, a staffer said, has no specific plan in mind; however, mandatory carriage requirements may not be part of the amendment.

National Association of Broadcasters President Eddie Fritts told committee members that NAB envisions a retransmission scheme that would give broadcasters a choice; they could either negotiate with cable operators for the right to use their signal or demand carriage on a cable system and waive that right. Jim Hedlund, president of the Association of Independent Television Stations, said his members do not reject a scheme in which broadcasters are compensated for their signals, but that "we believe must carry must come first."

Senator Bob Packwood (R-Ore.) told Fritts and Hedlund he thought cable operators should pay for broadcaster signals. However, he did not think it was "fair" to impose must-carry requirements on cable operators.

But Democrat John Breaux (La.) said he was "not convinced" cable should pay for signals. And Inouye said a retransmission consent fee should not be passed on to consumers.



Cable industry witnesses watch with interest as the Senate Communications Subcommittee held its first cable reregulation hearing last week. Among those testifying were (l-r): James Kennedy, Cox Enterprises; Ted Turner, Turner Broadcasting, and NCTA President James Mooney. Turner's fiancée, actress Jane Fonda, is sitting next to him.

Inouye also invited industry groups to submit any amendments by April 5; that could be read as a signal that he is willing to modify the bill.

Hollings, Inouye, the committee's ranking Republican John Danforth (Mo.) and Al Gore (D-Tenn.) introduced S.12 in January; it is comparable to last year's version that never made it out of the Senate after the Bush administration threatened a veto.

Despite Hollings' and Inouye's desire to move swiftly, there will be roadblocks. First, the National Cable Television Association has made clear its intentions to fight the legislation. And the White House's renewed opposition will make it more difficult to get the bill through Commerce. It passed last year by a vote of 18-1. Packwood, who cast the only vote against last year's measure, sees no need for legislation. "In my state people are satisfied, they pay less [for cable] than on their telephone bill."

Plus, Senator Conrad Burns (R-Mont.), who championed telco-entry last year, said the committee was "riding this horse backwards. Instead of talking about reregulation to rein in cable rates and improve service, we should be talking about eliminating regulations and fostering competition."

Also last week, Secretary of Commerce Robert Mosbacher and James Rill, assistant attorney general, antitrust division of the Justice Department, stated the administration's continued opposition to the measure in a letter to Hollings. "We think that Congress can best serve television viewers by removing barriers to entry by new firms into the video services marketplace. The administration therefore supports removal of current legislative prohibitions against telephone company provision of video programing," the letter stated.

Members were far less hostile toward cable witnesses at this hearing than they

were at those held in the last session of Congress. Even Gore, one of cable's harshest critics, was not as vitriolic as he has been. He was especially complimentary to Ted Turner for CNN's coverage of the Gulf War. Inouye also praised the news channel for its "extraordinary coverage."

Still, cable is not off the hook. Wendell Ford (D-Ky.) said cable rates are a problem that need "immediate attention." He said no other issue has generated more mail than cable TV rates. Danforth said it is a "major issue in my state." Senator Joseph Lieberman (D-Conn.), who has introduced his own cable reregulation bill, opened the hearing with a plea to rein in the cable industry.

City officials also cited the need to regulate cable rates. Mayor Sharpe James of Newark, N.J., testified on behalf of the National League of Cities and the U.S. Conference of Mayors. The USCM, NLC and National Association of Counties wrote the Hill two weeks ago stating their desire to see legislation that would reimpose municipal rate regulation "within a federal framework" as

well as a competitive franchise renewal process that eliminates "what is now effectively a perpetual franchise." James said basic cable rates in his city had gone from \$12.25 in 1986 to \$17.95 in 1990.

"We know rate increases upset people," said NCTA President Jim Mooney. But he also emphasized that cable is a "good value." He said: "For about 50 cents a day—the cost of one issue of *USA Today*—cable provides most viewers with 34 or more channels of television 24 hours per day." He attributed the rise in rates to an increase in programming and labor costs.

Mooney made clear that NCTA opposed S. 12. Turner and James Kennedy, chairman and chief executive officer of Cox Enterprises, also stated their objections to the bill. Reregulation, Turner argued, will hurt the quality of basic cable service. He said that even if a major regulatory effort could "somewhat reduce the basic cable price, the potential per-subscriber savings have to be small compared to the large amount of federal and municipal time and ener-

gy involved."

Turner also said he did not think cable operators should pay to retransmit broadcaster signals. He said they were not given a license by the FCC to charge cable operators. Kennedy, whose company has both cable and broadcast interests, said he was not prepared to comment on the specifics of a retransmission consent proposal, although he did say that imposing a retransmission consent fee on cable would "increase the cost" to consumers or result in "less service."

As for other issues broached at the hearing, John Sodolski, president of the United States Telephone Association, made a case for telco entry. D.J. Everett, president of the Community Broadcasters Association, asked for must-carry protection for low-power stations.

The Wireless Cable Association's Robert Schmidt called for guaranteed access to cable programming on a non-discriminatory basis, as did Bob Phillips, chief executive officer of the National Rural Telecommunications Cooperative. —JM

PETE WILLIAMS DEBRIEFES THE PRESS

Pete Williams, assistant secretary of defense for public affairs and the Pentagon's chief spokesman during the Persian Gulf war, faced another foe last week—the National Press Club (NPC).

Many NPC members attending a Thursday (March 14) luncheon in Washington were strongly opposed to the military's pool coverage rules for the Desert Storm operation, which were drafted in Williams' office before the war.

Williams had nothing but praise for the press. "Some of the critics of the press view the relationship between the military and the media as a zero-sum game. If the military credibility is up, then the press credibility is down," he said. "The military out of all this gained credibility, but that is in part true because the press accurately reported what we did."

Two myths grew out of the coverage of the war, Williams said. The press did a bad job covering the war, and the military did not let the press cover it. After heaping praise on the substance and volume of coverage from the gulf, most of his talk focused on the second myth.

He claimed the pools were necessary to organize the vast numbers of reporters requesting access to the troops. More than 100 reporters were in Saudi Arabia (many obtaining visas with the Penta-



gon's assistance) in December. The military provided a cargo plane to ship several more reporters in the first night of the bombing campaign. The least understood rule, Williams said, was the military's review of press copy. No stories were censored following review, he said. In a few cases, the news organizations involved were asked not to run certain stories for security reasons. Out of more than 200 stories reviewed by the Pentagon, only five reached the highest levels of the process, after which the press organizations involved were asked not to run the stories, he said.

An NPC member asked Williams if TV news organizations covering future

wars have any incentive to adhere to pool rules when they could follow the precedent set by CBS's Bob McKeown and ABC's Forrest Sawyer, who filed live reports from the battlefield after leaving the pools (BROADCASTING, March 4).

There were several TV crews in the Pentagon pool, but "they did not take the portable satellite uplinks because the army was moving so quickly, there was no time to set that stuff up," Williams said. "Some of the other units were moving more slowly, I'll just put it that way," he said. McKeown and Sawyer traveled with Saudi and Egyptian units during the ground campaign. —RMS

PROGRAMING

LIVE ACTION TO DOMINATE SATURDAY MORNING TV

Networks place orders early for children's shows, relying more on pre-sold ideas based on films, prime time television characters, updated versions of classic cartoons

With the network announcements of their respective Saturday morning schedules less than a month away, Saturday morning development slates show that while animation is making a resurgence in prime time, live action continues its popularity in the children's time period. Additionally, the networks are relying more heavily on pre-sold ideas, including children's series based on theatrical movies and characters, prime time television characters, and updated versions of classic cartoon characters.

In an effort to avoid the production glut found in animation houses the past few seasons, the networks are making their new series orders and renewals of existing shows earlier than ever.

"This year especially, the networks are looking to known characters," said Haim Saban, CEO and chairman, Saban Entertainment. "They want popular characters from sports or music to translate to animation," he said.

Mark Young, vice president, animation development, Hanna-Barbera, agreed: "This year the networks are looking more to previously marketed ideas, comic books, features. Something immediately recognizable," he said.

As proof of the popularity of previously marketed ideas, pre-sold projects being considered by the networks include series based on the theatricals "Back to the Future" and "Little Shop of Horrors"; a project based on the child actor Macaulay Culkin, star of "Home Alone"; one based on rap musician M.C. Hammer, and another based on the body-building and wrestling duo "The Barbarians."

While some known commodities in the form of new series are expected to make the fall schedules, there will also be some surprising omissions when the schedules are announced; most notably, *Pee Wee's Playhouse* won't return to CBS's lineup for its sixth season.

In the networks' haste to pursue projects with identifiable characters, Saban cautions that popular characters or per-



CBS's departing Pee Wee



NBC's 'Saved by the Bell'

sonalities don't guarantee success. "Known characters don't always work. You couldn't find a hotter property than the *New Kids on the Block*, but the show didn't work, and won't be back. On the other hand, *Beetlejuice* has worked well for ABC," he said.

Judy Price, vice president, children's programing and daytime specials, CBS Entertainment, agreed: "Although you can insure strong sampling [with a pre-sold idea], you still have to deliver the goods."

Most of the producers said the networks are ordering shows earlier this year to avoid the production delays that have occurred in the past—most recently last year, when Fox's fall launch of its new schedule was problem-filled due to the backup at the animation houses. "Last year there was such a glut on the market, but I don't expect the same thing this season," said Young, adding: "We've asked the networks to give us their orders as quickly as possible."

Below are some of the projects in development for the networks, as well as some series that have been renewed and others that have not.

■ ABC: This season the network is aggressively looking to some live-action on its schedule and is considering at least three such series. Currently, only



NBC's 'Guys Next Door': Evicted?

ABC and Fox have no live-action shows on their Saturday morning lineups. According to sources, live-action projects being considered by ABC include a Hardy Boys detective characters project, a Land of the Lost series, and a show based on The Barbarians.

In addition, animation projects the network is considering include *Pinchot P.I.*, based on the actor Bronson Pinchot, star of ABC prime time series *Perfect Strangers*. If the series is picked up, Pinchot will provide the voice and appear in live-action wrap-arounds for the

program. ABC is also considering a project featuring an animated M.C. Hammer, which will have the musician as a rap-superhero. The network is also apparently still considering a project based on the Steve Urkel character from the network's *Family Matters* prime time series.

Series currently on the schedule that will return for the fall include *A Pup Named Scooby* and *Beetlejuice*. Meanwhile, two high-profile shows now on the schedule that will not return are *New Kids on the Block* and *Little Rosey*, based on the character created by Roseanne Barr.

■ CBS: Although the network will be replacing *Pee Wee's Playhouse* and other shows, Price said the CBS lineup for the fall will have a solid core of returning shows. She said the network made its renewal orders for *Garfield*, *The Teenage Mutant Ninja Turtles* and *Muppet Babies* last November "because we wanted to protect our mainstay shows." Now in its eighth season, *Muppet Babies* will be pared back from an hour to a half-hour next fall, Price said. Also expected to return is *Bill and Ted's Excellent Adventure*, based on the theatrical movie.

Price said that a strong contender to make the fall schedule is an animated series based on the theatrical "Back to the Future." In addition to the series, she said the network is considering live-action wrap-arounds for the projects that teach children simple science experiments.

Despite the popularity of live-action, Price said it can be a long process in trying to find a successful show. "We tried four times before we hit it with *Pee Wee*. It's tough to get kids away from their cartoons," she said. She also said CBS will continue to target children 2-11 as their primary audience, rather than going after older children and teenagers, as NBC has done. "We're going to stay with the 2- to 11-year-olds; that's what really pays the freight. If advertisers paid for 18 to 49-year-olds we'd program for them," she said.

■ FOX: Following the overall Fox philosophy, the network's Saturday morning development slate exhibits a "riskier approach," said Saban.

Margaret Loesch, president, Fox Children's Network, said the network will not have any live-action on the fall schedule, but several projects are in development for 1992. The network is considering an animated project based on the theatrical "Little Shop of Horrors," with "the music being a key element," according to Loesch. She said the comedy will have numerous musical



Fox's Margaret Loesch

segments in each episode and will feature much of the same type of music that was in the movie as well as some updated styles. She said the project was a strong candidate to make the fall lineup and is indicative of the type of shows Fox is looking to schedule. "My philosophy is that you can target shows to children 2 to 11 and still be smart and sophisticated and appeal to many peo-

ple. All of the Fox Saturday morning schedule has an attitude not just for little kids," she said.

In addition, she said a project featuring an animated Macaulay Culkin is a strong contender for the schedule. A project based on "Home Alone" was nixed by the movie department, she said, because a sequel is being planned.

Another project being looked at is a series based on the classic Warner Bros. animated character, the *Tasmanian Devil*. She said a former *Tiny Toons* producer is overseeing the project.

Current series renewed for the fall include *Bobby's World*, *Attack of the Killer Tomatoes*, and *Tom and Jerry's Kids*.

■ NBC: The network's development lineup includes an order for *Yo! Yogi*, a teenage version of *Yogi Bear*, to be produced by Saban Entertainment. In addition, the network is considering *Koosh Toons*, based on the line of *Koosh Kins* toys.

Current series already renewed for the fall include *Camp Candy* and the live-action *Saved by the Bell*. Apparently NBC will expand *Saved by the Bell* to an hour next season. However, *The Guys Next Door*, the network's other live-action show, is expected to be canceled. —SC

'21 JUMP STREET' TO END ORIGINAL PRODUCTION

Cannell offering will continue as strip in syndication

The first-run production of *21 Jump Street* will cease at the end of this season, Pat Kenney, president, Cannell Distribution, told BROADCASTING last week. But with 107 episodes in the can, the show will remain in syndication as a strip.

Meanwhile, Kenney and his sales team are proceeding with a new, first-run hour action-adventure for fall 1991, *Street Justice*, which will assume some of the weekly time periods left open by the departing first-run *Jump Street*. Kenney also reports that Cannell is preparing the sales launch for an off-network package of *Wiseguy* episodes, which will be available to stations in fall 1992. The company is also exploring a possible game show strip with an "interactive" element for 1992.

With *21 Jump Street* averaging a season-to-date 5.7 rating (NTI), Kenney says that "Cannell has met its original

commitment" to its 129 client stations (92% U.S. coverage) for a full complement of 107 episodes for stripping. Previously, 82 episodes were produced for the show's original prime time run with Fox Broadcasting Co. until its cancellation at the end of the 1989-90 season.

"When we made the deals with stations on *21 Jump Street* we had guaranteed and sold the show for stripping, and when Fox ended it early, we always had the intention of delivering that number of episodes to stations," Kenney said. "Production costs are not the issue, because we are now ready to commit over \$800,000 per episode [in production costs] for *Street Justice*."

So far, Cannell has signed 55 stations—18 of the top 20 markets—totaling 70% national coverage for *Street Justice*. The barter show has seven minutes of both local and national time.

Kenney said that Cannell is "hoping"

to make enough money from the domestic barter sales and international station sales to produce three seasons (or 66 episodes) of *Street Justice*. One-year deals are being offered to stations, which would have options of picking up each additional season of the weekly. Stations that pick up all of the first three seasons would be committed to back-end (repeat) episodes for an unknown number of years on "an attractive fixed price structure," Kenney said.

"After three years, I would have to open up bidding, but this way stations have a fixed price going in and we have a guarantee of back-end revenues," Kenney added. In markets where no station has picked up the first three seasons of the show, Kenney said the back-end

episodes would be offered on a bid basis. Kenney estimated that *Street Justice* will be able to guarantee up to a 6 rating to advertisers.

Kenney said Cannell will offer 75 *Wiseguy* episodes (on a cash basis) to stations that already air *Hunter*, the 1989 off-network entry. It is Kenney's feeling that *Wiseguy* will be able to pick up some of *Hunter*'s prime time and access slots on independent stations, in addition to early fringe slots on affiliates. Although 151 episodes of *Hunter* are in syndication (on over 95 client stations domestically), Kenney estimated the series will have completed 780 plays by its fourth season in distribution (1992-93). At that point, he said, even popular off-network properties start "downtrend-

ing" in their ratings.

"*Wiseguy* is primed for entry," Kenney said, "and typical of product from Cannell; good, pure action-adventure, rich characters and story arcs within thematic weeks that stations can promote to keep viewers coming back. Most sitcoms and dramas suffer diminished afterlives as each season passes."

Although details were sketchy, Kenney said Cannell Distribution is developing an interactive game show that could be test marketed as early as this summer. Kenney would only add that it will be an interactive game show that "people will easily know how to play," compared to the "ambiguous and uninteresting" formats of the five syndicated game shows introduced this season to dismal ratings. —MF

MAJOR INDEPENDENTS PLAN MORNING SHOWS

At least five stations have entered morning show race in past three years, showing respectable numbers in competition with network programs

At least five major market independent stations currently have or are planning to launch programs to compete with the network morning news shows. Although February sweeps results for the local shows would seem likely to encourage similar efforts elsewhere around the country, individual market conditions should postpone any additional launches in the near future.

"It's expensive, it's ambitious and you have to live with relatively small ratings," said Steven Bell, senior vice president and general manager, KTLA(TV) Los Angeles. The independent is proceeding with its plans to launch a 7 a.m.-9 a.m. morning show this spring, making it the fifth major market independent station to enter the arena in the last three years. The morning show will launch with about 25 additional staffers and an annual budget of more than \$1.5 million, said Bell.

"I don't think all stations are up to it," said Bell. "It's a slow build; it takes a certain amount of tenacity. But the agencies do specify morning news on their budgets, and those are revenues that we couldn't get a crack at...until now."

There is a market for independent morning shows, said Jim Curtin, vice president, director of program services, Harrington, Righter & Parsons, but a number of conditions should be met,

Continues on page 57.



KTVU's morning team



WWOR's 'Good Day New York'



WSVN's morning entry

RADIO

WAR BOOSTS NEWS NUMBERS IN BIRCH SURVEY

Radio listeners tuning to war news greatly increased news stations' audience, some by more than 50%; early numbers suggest the Urban format may have peaked.

As expected, all-news stations—and, to a lesser extent, talk stations—were the beneficiaries of the Gulf war, according to the winter 1991 (December 1990-February 1991) numbers released last week by Birch Scarborough, Coral Springs, Fla. In nine of the top 10 markets (Houston numbers will be released this week) virtually all news-oriented stations that made the top 10 increased its audience share, with 10 picking up a full point or more. Some talk stations also benefited, while others held steady and a few actually declined in AQH (average quarter hours).

Posting the biggest gains of all news outlets was KYW(AM) Philadelphia,

which jumped 2.8 from a 6.2 in the fall 1990 report to a 9.0 in the winter '91 survey. Other big movers were WMAQ(AM) Chicago, which jumped from 2.3 to 3.9; WINS(AM) New York, which moved from a 3.8 to 5.2; and four stations—KFWB(AM) Los Angeles, KCBS(AM) San Francisco, WWDB(AM) Philadelphia, WTOP(AM) Washington—all picked up 1.3. National Public Radio's affiliate, KQED-FM San Francisco, increased its audience by more than 50%, jumping from a 2.1 to 3.3.

Also notable in this Birch survey was the possible peak of urban radio's growth. In the winter '91 book, urban stations held the top position in only two markets—New York and Chicago—compared with five in fall 1990 (plus Houston). The format increased its numbers slightly in Chicago as WGCI-FM jumped from a 9.3 to a 9.9, and in

Dallas-Forth Worth, where KKDA-FM and KJMZ(FM) both posted gains of 0.4. In other metro markets, however, urban stations remained flat or declined in audience, with WUSL(FM) Philadelphia dropping the most, from its high of 11.8 in the fall of 1990 to a 9.0 in the winter of 1991.

Among those urban stations that dropped half a point or more in this latest survey were KGBT(FM) Los Angeles, dipping from a 6.3 to 5.6; KSOL(FM) San Francisco, which declined from 4.1 to 3.6; WJLB(FM) Detroit, which dropped from 7.9 to 7.2, and WKYS(FM) Washington, which slipped from 6.9 to 6.4. In New York, WRKS(FM) remained the number one station by holding steady with a 7.3.

All numbers represent persons 12-plus, Monday-Sunday, 6 a.m. to midnight. **—REB**

Station	Format	Fall '90	Winter '91
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1. New York

WRKS(FM)	Urban	7.3	7.3
WINS(AM)	News	3.8	5.2
WQHT(FM)	CHR	5.3	5.0
WCBS-FM	Oldies	4.2	4.7
WBLS(FM)	Urban	4.9	4.6
WHTZ(FM)	CHR	4.4	4.4
WNEW-FM	AOR	5.0	4.2
WCBS(AM)	News	3.6	4.1
WLTW(FM)	Soft AC	4.4	4.0
WOR(AM)	Talk	3.7	3.7

2. Los Angeles

KIS-AM-FM	CHR	6.2	5.9
KGBT(FM)	Urban	6.3	5.6
KLDS(FM)	AOR	4.8	5.5
KOST(FM)	Soft AC	5.3	5.3
KABC(AM)	Talk	5.1	5.1
KPWR(FM)	CHR	5.9	5.1
KROQ-FM	AOR	4.2	4.2
KFWB(AM)	News	2.6	3.9
KNX(AM)	News	2.7	3.5
KTWV(FM)	New Age	2.9	3.3

3. Chicago

WGCI-FM	Urban	9.3	9.9
WBBM-FM	CHR	9.1	8.6
WGN(AM)	MOR/Talk	8.0	8.2
WBBM(AM)	News	4.2	5.1
WCKG(FM)	Classic Rock	5.1	4.9
WYAZ(FM)	Black	4.5	4.8
WLUP-FM	AOR	4.4	4.7
WUSN(FM)	Country	4.3	4.2
WMAQ(AM)	News	2.3	3.9
WXRT(FM)	AOR	3.7	3.2

Station	Format	Fall '90	Winter '91
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4. San Francisco-San Jose

KGO(AM)	News/Talk	8.0	9.0
KMEL(FM)	CHR	7.9	7.4
KCBS(AM)	News	3.7	5.0
KITS(FM)	New Rock	4.1	3.9
KSOL(FM)	Urban	4.1	3.6
KQED-FM	News	2.1	3.3
KIOI(FM)	AC	3.5	3.2
KPRC(AM)	Nostalgia	2.7	3.1
KSAN(FM)	Country	3.9	3.1
KBLX-FM	New AC	3.1	2.9
KSJO(FM)	AOR	2.1	2.9

5. Philadelphia

KYW(AM)	News	6.2	9.0
WUSL(FM)	Urban	11.8	9.0
WIOQ(FM)	CHR	7.4	7.8
WMMR(FM)	AOR	8.5	7.8
WEGX(FM)	CHR	4.8	6.1
WYSP(FM)	Classic Rock	5.9	6.0
WWDB(FM)	Talk	3.9	5.2
WPEN(AM)	Nostalgia	4.3	4.5
WDAS-FM	Urban	4.5	4.4
WEAZ-FM	AC	4.0	4.4

6. Detroit

WJR(AM)	MOR/News/Talk	7.6	7.9
WJLB(FM)	Urban	7.9	7.2
WHYY(FM)	CHR	6.9	6.5
WJZZ(FM)	Jazz	5.1	6.4
WOPX(FM)	CHR	5.2	5.9
WWJ(AM)	News	5.2	5.4
WWWW(FM)	Country	5.7	5.3
WRIF(FM)	AOR	5.1	4.3
WCSX(FM)	Classic Rock	3.9	3.8
WKQI(FM)	CHR	3.5	3.8
WNIC(FM)	AC	4.3	3.8
WXYT(AM)	Talk	3.6	3.8

Station	Format	Fall '90	Winter '91
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7. Washington

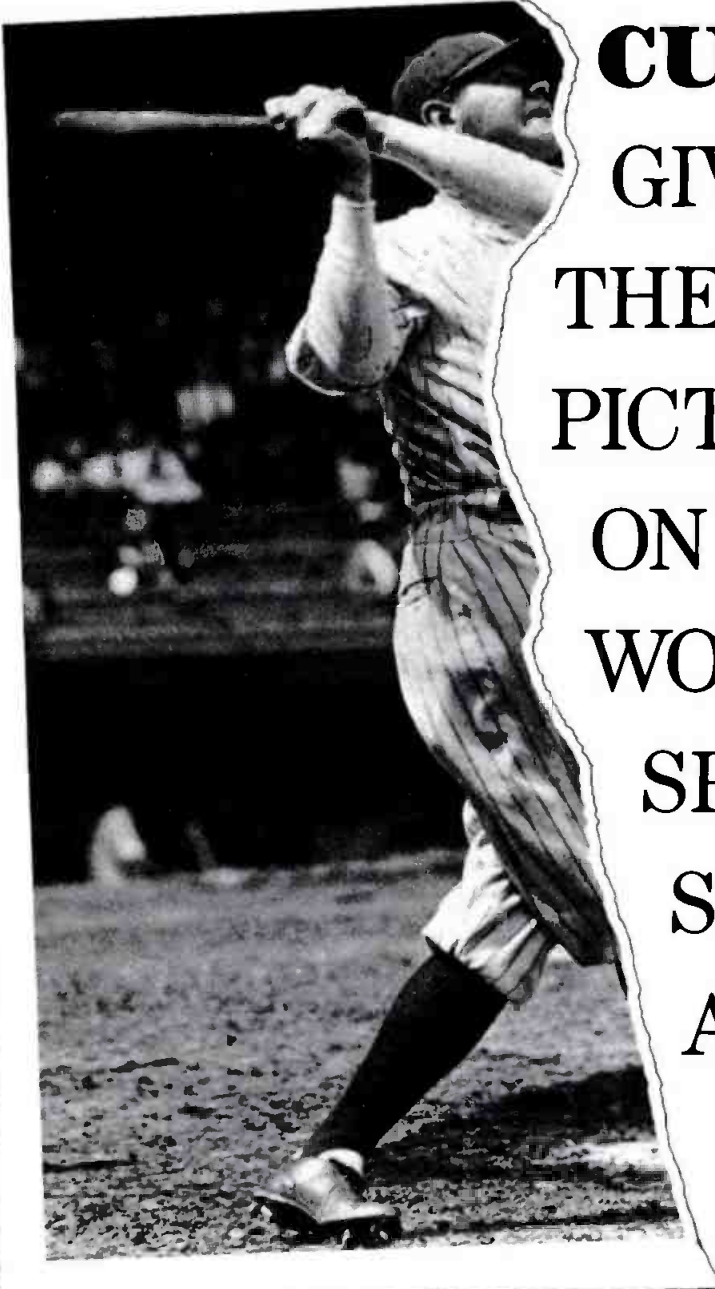
WPGC-FM	CHR	10.8	11.8
WKYS(FM)	Urban	6.9	6.4
WMZQ-AM-FM	Country	5.9	5.2
WAVA(FM)	CHR	4.9	4.6
WWDC-FM	AOR	4.2	4.5
WMAL(AM)	AC	4.5	4.3
WTOP(AM)	News	2.9	4.2
WHUR(FM)	Urban	4.1	3.9
WEXR(FM)	Classic Rock	3.1	3.8
WGAY(FM)	Easy	5.0	3.8

8. Dallas-Fort Worth


KSCS(FM)	Country	10.9	10.9
KKDA-FM	Urban	6.9	7.3
KPLX(FM)	Country	6.1	6.9
KVIL-AM-FM	AC	7.0	6.2
KRLD(AM)	News	4.4	5.3
KTXQ(FM)	AOR	7.0	5.0
KJMZ(FM)	Urban	4.5	4.9
WBAP(AM)	Country	4.0	4.6
KEGL(FM)	CHR	4.4	4.4
KHYI(FM)	CHR	5.1	3.8

9. Boston

WZLX(FM)	CHR	9.2	7.9
WBCH(FM)	AOR	6.7	5.6
WBZ(AM)	AC	5.2	5.6
WXKS-FM	CHR	8.0	5.1
WRKO(AM)	Talk	6.3	5.0
WAAF(FM)	CHR	4.0	4.6
WODS(FM)	Oldies	4.3	3.8
WZLX(FM)	Classic Rock	5.1	3.7
WSSH-FM	Easy	3.5	3.5
WEEI(AM)	News	2.8	3.0
WMJX(FM)	AC	3.0	3.0



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COUNTRY MUSIC SEMINAR GATHERS ITS FOLD

Management tactics and creative brainstorming among highlights of 22nd CRS

Randy Travis, Tammy Wynette, Vern Gosdin, Mark O'Connor and The New Nashville Cats helped kick off the 22nd annual Country Radio Seminar. The artists were the first of many country music celebrities who participated in the four-day seminar, held in Nashville, March 6-9, at the Opryland Hotel and Convention Center. Total attendance for the seminar was 1,299 registrants, including broadcasters, music industry executives and exhibitors.

The board of directors of the Country Radio Broadcasters elected two new members during its meeting, held in conjunction with the seminar. Elected were Tim Murphy, program director, KMP5(FM) Seattle, who will serve as agenda committee chairman for the 1992 Country Radio Seminar, and Eddie Mascola, vice president of national country promotion, RCA Records, Nashville. Larry Daniels, general manager, KNIX-AM-FM Phoenix, who has been serving as interim president of the association, was officially elected to the position.

Music highpoints of the seminar included the annual Artist-Radio Tape Session and the Artist-Attendee Welcome Reception that drew artists Reba McEntire, Barbara Mandrell, Ricky Van Shelton, Billy Joe Royal, Garth Brooks, The Kentucky Headhunters and Marie Osmond. The Super Faces Show featured George Strait and his Ace in the Hole Band, as well as the presentation by Unistar President and CRB board member Ed Salamon of the second Country Radio Broadcasters Humanitarian Award to Rosanne Cash for her outspoken support of environmental causes and her opposition to record labeling.

CRB also announced the introduction of a new Humanitarian Award for



Backstage (l-r): Vern Gosdin, Larry Daniels, Tammy Wynette, Randy Travis and Corinne Baldassano, VP, programming, ABC Radio Networks and CRS 22 agenda chairwoman



Charles Garfield

country radio stations, to be given for the first time in 1992. It will be presented to full-time country radio stations in recognition of outstanding public service performed between November 1990 and November 1991. Entries must be received by CRB by Dec. 1. Awards will be given in three market categories: small, medium and large.



Rosanne Cash (l), Ed Salamon

Another first for the seminar was a session titled, "Case Study: Programming War Games, or a Tale of Two Stations." The highly energized session divided the panelists and the audience into two camps, each side representing either an established market leader or a newcomer to the format. The session was moderated by Susquehanna Broadcasting's Dan Halyburton, vice president and general manager of KPLX(FM) Dallas. The panel was designed to give attendees a real working atmosphere with pertinent and topical tactics and advice for specific market situations. Consensus among the audience was that the panel was both entertaining and informative.

Two long-form sessions were included in this year's agenda, one on management tactics and one on creative brainstorming. In the first long-form session, Charles Garfield, author and lecturer specializing in the study of high achievers in the business world, outlined what he sees as the three major forces shaping the workplace in the 1990's. The most

TNNR SWITCHES TO DISK

The Nashville Network Radio's four-hour country music program, *The Nashville Record Review*, currently fed to stations via Satcom 1R, will switch its method of distribution to vinyl disk beginning April 6. According to Stephen Soule, vice president of affiliate relations, Group W Satellite Communications, which co-produces the program with Opryland USA, the switch was made to enable stations without satellite dishes to receive the program and for all stations to be able to air the program Friday through Sunday each week.

Currently, the program is fed on Saturday afternoon. A company spokeswoman said the switch to disk "was not a cost-saving measure at all" and that the intent of the move was strictly to "sign up additional stations that previously couldn't receive the show."

valuable resource in the 1990's will be people, said Garfield. "The success of the enterprise will be due to the ability to hire, train and reward peak performers," he said. The second force will be the sweep of technological change. "The generation that grew up with the new technology will be knocking on our doors for jobs," he said. Thirdly, Garfield sees the old "command and control" management style as dead. "The organization of the 1990's," he said, "will be a partnership across the board."

Of crucial importance to success in the new decade, said Garfield, will be outlining a game plan with five key elements: First, a mission must be articulated; goals and objectives contributing to the mission must be shared by all; there must be constant feedback; resources—including technology and training—must be provided so that everybody can work toward goals. And last, there must be a system of rewards for peak performance.

Country performer Merle Haggard delivered the seminar's closing address, which was followed by a video tribute to the late Danny Thomas, who had been confirmed as a speaker for the Country Radio Seminar before his death. —tc

GROUP W RADIO'S HARRIS RETIRES

He will continue to work as consultant for Group W and will remain on NAB board and All Industry Radio Music Licensing Committee

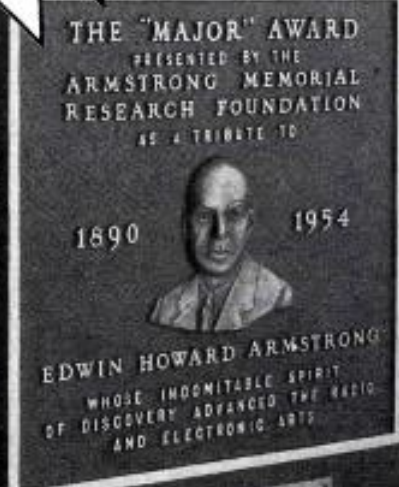
Dick Harris is retiring after 27 years in the broadcasting business and after 25 years with Westinghouse Broadcasting, the last two as chairman of Group W Radio. Harris will continue to work for the company as a consultant, will remain on the board of the National Association of Broadcasters and will fulfill his duties as chairman of the All Industry Radio Music Licensing Committee.

In an interview with BROADCASTING last week, Harris outlined some of his projects for the next few years and reflected on the industry. "It gives me a great deal of pride to know that I could join a company and finish a career with that same company," he said, "primarily because of the people and the facilities that we have and the commitment

that Westinghouse has had to the radio business in general. In this day and age, I think we have been the steady ship of the industry. And I've had the opportunity to grow the company and renew it....I will remain on the board of Jazz FM [Group W's London investment], and I will be an independent contractor or consultant with Group W."

Harris will retain his seat on the NAB board, to which he was elected two years ago. "I have also announced that I am running for vice chairman of the radio board," he said. "That election will be in June and it is my hope that I will be elected to that job." Harris would like to tackle the issues facing the radio industry, issues that will be in the forefront for a while, such as digital audio broadcasting and the possibility of

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some re-regulation of the industry or the imposition of fees on operators.

There is a question about Harris's run for the vice chairmanship. Tom Goodgame, retired Group W Television chairman, is running for the position of chairman of the joint board of the NAB. According to NAB bylaws, both men cannot be elected because they both work for the same company. Said Harris: "Tom and I have talked about it, and I don't want to do anything that will hurt Tom and I am sure that he won't want to do anything to hurt me. As it gets closer, we will see what happens."

The All Industry Radio Music Licensing Committee is working around the clock in its efforts to conclude negotiations with ASCAP. Harris believes the "end is in sight" as far as ASCAP goes. BMI negotiations will begin soon—the current contract expires Dec. 1. The committee, under Harris's stewardship, has been involved in a fund-raising effort that has given the organization better leverage, said Harris. "It has gotten us out of debt, and it has given us the wherewithal to be able to stand up and negotiate. If we had to go to court, we knew we could afford to do that," Harris said.

The other "love of my life," said Harris, is WSPB(AM) Sarasota, Fla. Harris bought the station last year and is now programming it with a classical music format (BROADCASTING, April 2, 1990). His son and son-in-law are currently operating the station, and it has gone from a "no show" in the ratings books to over one share point in one period.

Harris has served in various capacities since joining the company in 1965 as general manager of its WBZ(AM) Boston. He has also served as general manager of WIND(AM) Chicago, KYW(AM) Philadelphia and KPDX(TV) San Francisco. In 1969, Harris was named president of the Radio Advertising Representatives and, in 1973, president of Group W Radio, of which he was named chairman in February 1989.

Harris was honored at a luncheon in New York last Wednesday, March 13, at the Helmsley Palace Hotel. Eddie Fritts, president of the National Association of Broadcasters, read an NAB proclamation praising Harris. Also, George Hyde, executive vice president, Radio Advertising Bureau, presented Harris with a plaque for his contributions to RAB and the industry, which included founding the RAB Managing Sales Conference. Westinghouse Broadcasting Chairman Burton Staniar hosted the presentation, which featured a video montage of recollections of company executives about Harris. —C

RIDING GAIN

NAB NAMES RADIO'S BEST

The National Association of Broadcasters has chosen nine winners of its "Radio's Best of the Best" contest. The competition recognizes NAB member radio stations for successful promotions in community service, station enhancement and sales. One winner in each category was selected from small, medium and large markets. Winners receive \$250, a plaque and free registration to the NAB's annual convention April 15-18 in Las Vegas, where each will be recognized during the Radio Leadership luncheon.

The winners are: *large market:* community service, WCAO(AM)-WXYV(FM) Baltimore; station enhancement, WRDU(FM) Wilson, N.C. (Raleigh); sales, KRBE-FM Houston. *Medium market:* community service, WUSY(FM) Cleveland, Tenn.; station enhancement, KBFX(FM) Anchorage; sales, KWNZ(FM) Carson City, Nev. *Small market:* community service, WKXL-AM-FM Concord, N.H.; station enhancement, WIRD(AM)-WLPW(FM) Lake Placid, N.Y.; sales, KLAW(FM) Lawton, Okla.

BACK FROM THE FIELD

Group W's flagship news station, WINS(AM) New York, hosted a breakfast briefing for clients last



Tuesday (March 12) at the Parker Meridien Hotel in New York. Jay Bushinsky (above, left), Middle East correspondent and Israel bureau chief for the station since 1969,

shared his impressions of the Persian Gulf war. He was joined by Warren Maurer (r), WINS vice president and general manager and Group W vice president of news.

PLAY BALL

CBS Radio has announced programming plans for the CBS Hispanic Radio Network's coverage of the 1991 baseball season. Billy Berroa, Jaime Jarrin, Gustavo Lopez Moreno and Edgar Perea will call the games for the network and share the duties, on a rotating basis, of anchoring "Pennant Fever," a series of daily broadcasts focusing on the pennant races and the top Hispanic stars of the game. "Pennant Fever" will air Sept. 2 through the conclusion of the World Series. A series of one-hour broadcasts titled *Meet the Team* will precede the All Star game and games one, three and five of the World Series. *Meet the Team* features leading players and coaches from both National and American League teams.

CHILDREN AND RADIO?

The Interep Radio Store, marketing division of Interep, is planning to study the children's marketplace, it said last week. In an effort to demonstrate the viability of the radio market of children aged 6-11, Interep has formed a coalition through its Radio 2000/An Alliance for Growth program, to tap into the multibillion dollar market.

Members of the coalition include: Erica Farber Viola, executive vice president, Interep Radio Store; Judy Ellis, vice president and general manager, WQHT(FM) New York; Charles Warfield, vice president and general manager, WRKS-FM New York; Joanne Taub, vice president and assistant media director, Grey Advertising; Sam Michaelson, vice president, radio, Saatchi & Saatchi Advertising; Pierre Bouvard, vice president and general manager, Coleman Research, and Phillip Beswick, senior vice president, broadcast groups, Birch/Scarborough Research.

SATELLITE

HSN TO INVEST \$30 MILLION IN SKYPIX

Deal contingent on offering compression technology to cable operators; Rock Associates' 'striking' 8-to-1 test results to be unveiled at NCTA

Three months after its negotiations with Comsat Video Enterprises broke down, and several weeks short of its own deadline to gain \$100 million to \$200 million in startup equity, SkyPix has signed another letter of intent that could make Home Shopping Network, based in St. Petersburg, Fla., a \$30-million equity partner in the proposed launch of SkyPix's midpower direct broadcast satellite (DBS) television service this summer.

Subject to "agreement on certain conditions," HSN said that, in exchange for approximately 21% interest in the proposed joint venture, it has agreed to provide the \$30 million in services and capital. HSN Chairman and Chief Executive Officer Roy Speer said he foresees no impediments to reaching a final contract.

The \$30 million "is all equity, really," said Speer. "If they didn't get it [billing and authorization services] from us, they'd have to pay for it elsewhere." Providing SkyPix's 800 telephone ordering, billing and up- and downlinking will stretch HSN's current back-office volume by no more than 2% or 3%, Speer said.

But one informed source said, "There is no [HSN] money in the deal." For SkyPix "to give away 21% of their company for backroom services, which should be a cost of doing business, is a desperation move."

In any case, the deal apparently marks a fundamental change in SkyPix's strategy of targeting every U.S. home, in and out of cabled areas, to buy its \$700 home satellite receive system and impulse pay-per-view and subscription services.

Said Speer of his negotiations with SkyPix founder and chairman, A. Frederick Greenberg: "He and I could not make a deal until he agreed to make [the SkyPix technology] available to cable. And he did. I think they are now cable friendly, definitely," he said.

Indeed, said SkyPix spokesman Harvey Bolgla, SkyPix is now making not

only its eight-to-one digital video compression technology, but also its programming, available to cable operators.

And, when HSN hosts a SkyPix demonstration in its booth at the National Cable Television Association trade show in New Orleans, March 24-27, the parties will be joined by cable operator Gordon Rock, who is prepared to testify on how well SkyPix's compression technology has been working in a 37-channel system in Coeur d'Alene, Idaho.

The results of several weeks' testing, Rock told BROADCASTING, "have been



HSN's Roy Speer

striking." Rock said his engineers have run eight SkyPix digital channels through "a variety of environments," including microwave hops and amplifier cascades. At 480 lines of resolution and "extremely robust," the signal "certainly exceeds" the quality of the 37 analog signals and has suffered no degradation, even through a simulated cascade of 500 amplifiers. The digital signals have also co-existed well with the analog signals, causing no interference, he said.

Rock said the cost of the SkyPix receiver has been estimated at \$150, plus installation, per sub.

According to Speer, the Compression Labs developed technology that will add 40 to 50 additional channels to nonfibered cable systems and up to 200 channels to systems with fiber.

Speer also said that, over the past six months, HSN has tested the compression and impulse ordering technology using its own video signals and satellite capacity to Speer's total satisfaction. "I don't think the technology is going away. And in contrast to General Instrument, SkyPix's system is working now," he said.

Saying that the \$30 million, 21% ratio does not mean SkyPix needs five times that much to start the business, Speer said SkyPix has sufficient funds to launch between June and September 1991. By July, he said, a still unnamed manufacturer will issue more than 100,000 SkyPix receivers per month. "There are already enough orders for a year," from consumer electronics and home dish distributorships, he said, "on the table, signed, sealed, delivered."

Speer also said HSN will launch a new infomercial dominated service to cable and broadcast outlets, perhaps by the end of April (page 37).

Initially, SkyPix proposes to offer 80 channels via eight transponders on Hughes Communications' SBS 6. At least 50 channels would offer impulse pay-per-view movies, perhaps at a window on or near current home video rental releases. An optional package, priced at \$12.95 per month, would include 10 superstations and six unspecified other services. HSN, said Bolgla, would not be part of the optional package.

In 1993, SkyPix plans to move to Hughes' Galaxy IV satellite and expand to 250 channels, with pay per view continuing to dominate the lineup. Speer estimated it will take SkyPix two years to gain six to eight million home dish subs.

HSN I currently reaches only 17.7 million subscribers, HSN II 5.25 million subs—in contrast to 37 million for competitor QVC, owned by MSO's Comcast (27.7%), TCI (26.3%) and Time Warner (11%). But according to Speer, HSN, with \$1 billion revenue in 1990, versus \$776 million for QVC, "is not hurting for market share."

—PDL

CABLE

CABLE TO PURSUE COMPRESSION STANDARD

CableLabs, General Instrument, Scientific-Atlanta leading development consortium; HDTV tests also in offing

Competitors General Instrument Corp. and Scientific-Atlanta Inc. have joined with the cable-industry funded CableLabs to form a consortium to advance the development of digital compression for use in cable systems, the parties announced at a New York press conference last week.

One of the major goals of the consortium is to develop a de facto standard for the equipment necessary to handle compression. Such a standard would speed up the expansion of the technology, which would in turn bring the cost down. The consortium is looking to other manufacturers as well to join in the effort.

In addition, CableLabs has announced that it will begin testing HDTV on several cable MSO's beginning by the end of the third quarter of this year. At the outset, an HDTV programing service will be aired for one hour a week, but by the end of the year, daily service will be offered. The HDTV signal will be distributed via satellite to cable headends. Cable operators will, in turn, deliver the signal over their systems to high traffic areas such as shopping centers and airports. The service will be offered to all cable operators who wish to participate.

Richard Green, CableLabs president and chief executive officer, stressed that the HDTV test is not related to the newly formed consortium. CableLabs hopes to get programing for the test from existing cable networks. Edward Horowitz, Viacom International's senior vice president and chairman of the CableLabs advisory group, said Viacom, for one, would provide assistance as both an operator and programmer.

The consortium will have a briefing and a demonstration—featuring as much as 5-1 compression—at the National Cable Television Association convention in New Orleans later this month. But no one is promising that the marriage of digital and cable technology will be a revolution. According to William Johnson, chairman and chief executive officer, Scientific-Atlanta, digital compression



Horowitz, Krisbergh, Johnson, Malone and Green

is "technology that will take off in an evolutionary way," with the gradual installation of fiber providing the impetus to get compression off the ground. For example, the first model for a system with digital compression might be as follows, according to Johnson: a 550 mhz system with 60 broadband analog channels and a 20-channel layer above that, compressed 3 to 1, creating 60 channels that would likely offer pay per view or other on-demand subscription programing services. As the technology evolves and the bandwidth of systems increases to 1 ghz—as Time Warner plans to do in its Queens, N.Y., system (150 channels, 40 for PPV; see BROADCASTING, March 11)—compression will mean the creation of systems with hundreds of channels.

According to John Malone, president and chief executive officer, Tele-Communications Inc., and chairman of CableLabs, several cable MSO's will be making a spate of announcements in the next few weeks regarding the development of experimental cable systems with higher channel capacity, such as the one Time Warner made two weeks ago. The motive will not be rooted in technological experimentation, but will be primarily to establish market demand for PPV or niche channels. "Time Warner knows if they get any reasonable re-

sponse [to their PPV channels], developing this cable system becomes a very incrementally profitable thing for them to do," said Malone. While rebuilding cable systems and adding fiber and compression is not a hugely expensive incremental issue, according to Malone, it still requires an additional revenue stream that PPV can potentially provide. The incremental costs of building such systems will be about \$50 to \$100 per home, which can easily be covered by "a couple of bucks a month per subscriber," said Malone.

Hal Krisbergh, president of GI's Jerrold Communications, stressed that Time Warner's announcement of a fiber and coaxial hybrid to create a 150-channel system does not supercede attempts to develop digital compression. "They see compression as married to the technology they are pursuing," he said.

Compression in its early stages will occur on the satellite, according to members of the consortium. That will prove cost-effective both to cable operators and programmers, who will find themselves needing fewer transponders. Malone said TCI, which has 28 transponders, could go down to perhaps six or seven. Compression at the satellite would also help programmers afford transponder space for West Coast and other time zone feeds, which would improve

ratings in those regions of the country. Compression on the satellite could be a reality in 12 to 15 months, said Viacom's Horowitz.

The demand for programing that compression will create will be largely dependent on the price of the in-home converter needed to access digital signals. According to Horowitz, if manufacturers can get the in-home unit down to \$50,

distribution will grow; but on the other hand, if converters cost \$200 and they don't interface with a consumer's existing remote control or VCR, distribution will be limited, he said.

With compression likely to become the primary means for increasing channel capacity, fiber is losing its role as primarily a means of adding channels, since compression can triple channel ca-

capacity without even rebuilding a cable system.

"If operators knew for sure [that] compression would be ready in two years, they'd do compression first and then fiber second," said Malone. But he said he believes operators will still rebuild with fiber anyway, since it is not only more reliable than coaxial cable, but is now also cheaper. **-SBM**

CHICAGO, THAT TODDLIN' NEWS TOWN

Proposed cable news services battle for carriage

The proposed local cable news services vying for carriage in Chicago are trying to elbow their way through what has become quite a crowd. TCI and Fox's 24-hour Chicago Cable Network, due to launch in May, is offering cable operators something new, Tribune Broadcasting's 24-hour Chicagoland might be close to a carriage deal, and NBC O&O WMAQ-TV, which wants to add localized cable inserts to its news shows, is finding that it may have to offer cable operators ad avails and the Headline News insert many say they want.

According to Chicago area cable operators, TCI is offering them a total of 25% equity, and is retaining only a 25% equity stake in the channel, leaving its one-time 50-50 partner Fox with its 50% intact. As to why only TCI gave up some of its stake to the cable operators, and Fox retained its portion, it is possible, say sources, that Fox is getting the bigger share because it is putting up most of the money for the service, and TCI is primarily providing its 300,000 area cable subscribers.

TCI is looking for cash in return for any equity, which is based on the number of an operator's subscribers. For example, Metrovision, one of the smaller operators in the region with 51,000 subscribers, would probably be entitled to about 3½ percent equity, said Ron Murray, general manager. TCI is not offering a reduced rate card in exchange for the equity, said Murray, and although that amount "has changed a couple of times, it is still in the ballpark of 20 cents," which is what TCI first announced.

According to sources, Tribune's Chicagoland, whose rate card is also said to be in the neighborhood of 20 cents, is close to signing a carriage deal with Continental. Steve Reimer, vice president, district manager, would only say

that the MSO is still talking with both Tribune and TCI/Fox. With 200,000 subscribers, Continental is the second largest Chicago area cable operator after TCI and would be a big boost for Chicagoland, which has said it will not launch until it gets carriage.

Tribune has in the past said it would give minority equity to cable operators, but has refused to give up majority ownership of its 24-hour local news channel. Bob Gremillion, vice president and general manager of Chicagoland, would not comment on what equity arrangements it is currently offering. Jones Intercable, which with TCI and Continental claims the bulk of Chicago area cable subscribers, apparently has made no move toward either channel, preferring to sit on

the sidelines a bit longer.

If Tribune is in fact close to a deal with Continental, it has done so at the expense of the smaller operators in the area. Many say they haven't had recent presentations from Tribune, as they have from TCI and Fox. There is still some concern that Chicagoland, which will carry 18 Chicago Cubs games this year and repeat sister WGN-TV's Cubs games at midnight, will carry more sports. But Gremillion said operators are being guaranteed that that will be the extent of sports on the channel.

WMAQ-TV, which is not competing with the two proposed 24-hour services, is having its own problems. It was set to launch February 4, but as of last week, will not launch for another two to four weeks, according to Robert Morse, WMAQ-TV vice president and general manager. Part of the delay is because all the equipment is not yet available, but the station has also not gotten any of the area cable operators to sign up to take the insert. Operators were dismayed when WMAQ-TV joined forces with the *Chicago Sun-Times*' suburban newspapers, who gave financial support in exchange for selling the ad time—two 30-second spots in each of the 4½ minute news briefs, scheduled for four times a day, which WMAQ-TV was originally supposed to sell itself.

But WMAQ-TV seems ready to make some changes. The station is willing to give cable operators some portion of the advertising time, said Morse. Morse said the NBC affiliate is also willing to do five-minute Headline News inserts and split the advertising time with the cable operator. WMAQ-TV has never been interested in getting involved in HL News because it did not see a lot of benefit in it, said Morse, but will change its mind if it encourages cable operators to pick up the WMAQ-TV news insert. **-SBM**

HSN INFOMERCIAL PLANS

Home Shopping Network Chairman and Chief Executive Officer Roy Speer said HSN will launch an as yet unnamed infomercial service (to replace Spree), perhaps as soon as May 1. HSN, which last week announced it will invest \$30 million in the proposed launch this summer of midpower Ku-band direct broadcast satellite service SkyPix (page 35), will market the new service to cable and broadcast outlets. All three HSN services would continue on C-band and become part of SkyPix's Ku-band lineup.

Construction of new studios, the last impediment to launch, may or may not be finished by the end of April, Speer said. The 24-hour-a-day service will be dominated by infomercials from 6 a.m. to midnight ET each day, with HSN programing running overnight, he said.

CABLECASTINGS

NICK AT MORNING

After a year of development, Nickelodeon is getting into the animation business. Starting August 11, it launches an animated block from 10:30 a.m. to noon Sundays, featuring three programs: *Rugrats*, *The Ren and Stimpy Show*, and *Doug*. Each episode runs 11 minutes, and will be mixed and matched throughout the 1½ hour block. Twenty-six episodes of *Rugrats* and *Doug* have been ordered, along with 13 episodes of *Ren and Stimpy*. Eight other pilots for animated shows were produced—and several are going into the next stage of development—which at some point will be added to the block according to Geraldine Laybourne, Nickelodeon/Nick at Nite president. The cost of the animated shows is on par with what Disney spends and exceeds what the broadcast networks spend on cartoons, according to Laybourne. But the similarity with the networks' cartoons ends there, she said. "The styles of our animated programs are sophisticated," said Laybourne. "Over the years we have introduced kids to such art styles—and they like it." The cartoons are geared to children ages eight to 12, but Laybourne said younger children would also be likely viewers.

NEW NUMBERS

Madison Square Garden Network has done a demographic survey of its viewers in an attempt to attract new advertisers. The study, conducted by MediaMark Research Inc., covers 3,300 product and demographic categories and surveys product usage by non-cable households, cable households, MSG subscribers and MSG viewers. In many categories, MSG viewers had the highest likelihood to purchase those products, said Cheryl Brown, director of corporate research. MSG first did such a study in 1987, covering 1,500 product categories. The study could not only bring in new advertisers, but could justify a higher cost-per-thousand (CPM) rate because it qualifies the audience, said Douglas Moss, senior vice president, advertising sales.

BOND SCORES FOR TURNER

One of the jewels in the MGM-Pathé library that enticed Turner Broadcasting System into purchasing it was the James Bond series. Turner expectations were more than met as the first James Bond movie week helped WTBS to score an average 5.6 rating/8.9 share in prime time the week of March 4, the second highest weekly rating ever for a cable network and more than double WTBS's 2.4 average prime time rating. (Only CNN's coverage the first week of the Persian Gulf War scored higher.)

The Bond week was backed by a heavy promotional campaign—print advertising, a radio spot buy, local radio trivia contests and cross-promotion on all Turner services. Terry Segal, senior vice president and general manager of TBS, said no one element stood out in the campaign, with the key being how the overall pieces fit together.

Segal said WTBS would likely repeat the Bond theme week in some form, but would look to schedule Bond movies only two to three times per year. Although the ratings ranged as high as a 7.9 for "Diamonds Are Forever" on March 6, WTBS realized no increase in advertising revenue. But Segal said the track record "allows us to be more aggressive" in advertising pricing the next time out.

NCTA UNVEILS AWARD WINNERS

National Cable Television Association has announced the winners of its Vanguard and President's Awards, which will be bestowed at its annual convention, next week in New Orleans.

Under the Vanguard banner, the Leadership Award winners will be Robert Miron, president, Newhouse Broadcasting, and Ruth Otte, president and chief operating officer, Discovery Channel. Brian Roberts, president of Comcast, will be honored with the Young Leadership Award. Discovery Chairman John Hendricks will win the Programers Award. The Associates Award goes to Hal Krisbergh, president, Jerrold

Communications. The Science and Technology Award goes to Dan Pike, vice president, engineering, Prime Cable. Memphis CATV President Dean Deyo will receive the State-Regional Association Award. The Marketing Award goes to Matthew Blank, executive vice president, marketing, Showtime.

The 1991 President's Award winners are Ralph Baruch, former chairman of the National Academy of Cable Programming; James Chiddix, senior vice president, engineering and technology, American Television & Communications, and June Travis, president and chief operating officer, Rifkin & Associates.

ZENITH LOGS IN ON INTERDICTION

Zenith and AM Communications announced a new Port Authority interdiction system that cable operators can integrate into their existing plant. John Bowler, president of Zenith's cable products division, said the new design has a per subscriber cost that is less than or equal to addressable decoders and about one-third less than the cost of other interdiction approaches.

The four-port module can be strand mounted quickly and simply, according to Henry Boreen, chairman of AM Communications. The modules are controlled by Zenith's "Command Series" addressable system controllers, which provides "expanded reporting capabilities, advance scheduling of PPV" and Zenith's Phonevision ANI PPV ordering system. The integration with Command means existing Zenith addressable customers can make the switch to interdiction smoothly, said Bowler.

QVC NUMBERS

QVC reported fourth-quarter net income of \$9 million on revenues of \$250 million, compared to year earlier figures of \$3.4 million for net income and \$283 million in revenue.

For its fiscal year ended Jan. 31, revenues rose 71%, to \$776 million, while QVC posted a net

loss of \$17 million, compared to a profit of \$6.3 million, the year before. The loss was attributed to interest expense and amortization related to the purchase of CVN.

BEST OF BASEBALL

Major League Baseball and Prime Ticket are teaming up to produce and carry 24, two-hour specials, "MLB Presents the Greatest Games Ever Played." MLB will pick the games from the 50's through the 80's, and provide a script, describing the importance of the contest. Steve Garvey will host the specials, which will be carried at 7:30 p.m. on Sunday.

SUBSCRIBERS GROW

NuStar said it passed the 24 million mark in subscriber commitments on its second anniversary this month, with United Artists (1.6 million subscribers) the latest affiliate. NuStar is currently before 17 million

homes....International Channel said launches by United Artists and Continental Cablevision have pushed it past 1.2 million subscribers, which puts the network on course to reach 2.1 million by year's end, according to George Leitner, senior vice president and general manager. The UA systems are in the Bay area, while Continental's are in eastern Massachusetts.

NOTES FROM ALL OVER

Request TV is participating in Paramount Pictures' marketing campaign for "Ghost," which makes its Request PPV premiere in May. Systems that earn buy rates between 3.1% and 5.9% will keep 52.5% of gross revenue. Those above 6% will keep 55% of revenue....Monitor Channel is offering scholarships up to \$5,000 to graduating high school seniors in cable operator franchises as part of launch incentive. Operators need to begin carrying service on its

launch date, May 1, to qualify. Service has signed affiliation deal with Telesynergy Inc., small MSO consortium (Armstrong, Buckeye, Coaxial, Colony, King Video, Omega, Palmer, Rifkin, Sonic, Summit and Western) serving more than two million subscribers....WTVR-TV Richmond, Va., is producing five-minute local Headline News insert for Continental Cablevision, which serves 110,000 subscribers in area....VISN will carry mini-series, *The Traditional World of Islam*, beginning March 21 at 9:30 p.m., with half-hour episodes carried at same time throughout ensuing five weeks....HBO has signed four-title movie pact with Moviestore Entertainment, for "All's Fair," "Another Chance," "Beyond the Stars" and "Nobody's Perfect"....International Channel has signed deal with Hong Kong-based Television Broadcasts Ltd. that will bring 14 hours weekly of Cantonese programming to network.

CABLE READY TO SHOWCASE ITS WARES DURING NATIONAL CABLE MONTH

The cable industry is putting a greater local spin on this year's National Cable Month, set to begin April 1. Nearly 60 networks will participate in what has become one of the industry's showcases for the promotion of its programming.

Many networks will premiere special programming throughout the month. In past years, one network was highlighted each night, but since many operators did not necessarily carry all the networks, the schedule has been expanded so that several networks are often highlighted in a given night, giving operators several program promotion options.

The theme of NCM is "TV You've Gotta See," with weeks one and four devoted to entertainment programming and weeks two and three devoted to sports, news and information.

Among the programming highlights are original movies from HBO (*One Man's War*, starring Anthony Hopkins, Norma Aleandro and Ruben Blades) and Lifetime (*The Killing Mind*, starring Stephanie Zimbalist and Tony Bill).

Specials include Disney Channel's *Billy Joel Live at Yankee Stadium*; Nickelodeon's *Tales from the Whoop*, star-



ring Whoopi Goldberg; TBS's *Portrait of Castro's Cuba*, hosted by James Earl Jones and Learning Channel's examination of drugs and the young, *Society's Child*.

There will be special installments of series, including A&E's *Hollywood Detective* and Bravo's *The South Bank Show: Steve Martin*.

In sports, ESPN opens the Major League Baseball season with a tripleheader, USA continues coverage of the inaugural season of the World League of American Football and regional sports networks will carry late-season and playoff action in professional basketball

and hockey.

PPV premieres include "Presumed Innocent" on Request TV and the April 19 TVKO heavyweight championship bout on Viewer's Choice between George Foreman and Evander Holyfield.

NCM has become more than just a month-long program promotion, however, as many MSO's and marketing coops plan spring marketing campaigns for the month. Richebourg Marketing is again providing an NCM marketing kit with nonsubscriber direct mail pieces, last-chance postcards, tune-in retention bill stuffers, caps and T-shirts.

The Cabletelevision Advertising Bureau is offering systems an April tune-in kit, which includes ads from participating networks. CAB will also showcase NCM programs at its annual convention in New York, April 7-9. Billing services CableData and American Express Cable Services Group are offering special NCM messages in their billing statements.

Pizza Hut returns as national sponsor, creating cross-promotional opportunities for local cable systems. Pizza Hut has purchased a two-page tune-in spread in March 24 Sunday newspapers.

WASHINGTON

AD RESTRICTIONS, TAXES POSSIBLE IN 1991

AAF conference finds legislators poised to seek revenue through tax codes, curb alcohol marketing; FTC to hold 'green marketing' hearings

If federal legislation aimed at restricting advertising of alcoholic beverages or tobacco products becomes law this year, "I would think we will not stop there," House Energy and Commerce Committee member Terry Bruce (D-Ill.) told attendees of the American Advertising Federation's annual government affairs conference in Washington last Tuesday (March 12).

But if several proposed ad bans or restrictions stand a chance on Capitol Hill this year, that is only one front on which the advertising community will find itself fighting regulators, cautioned a full day's slate of speakers.

Efforts to "unstrangle the economy by choking advertising" said outgoing AAF President Howard Bell, may also include new federal taxes on advertising and/or the broadening of state consumption tax codes to include the sale of advertising and other services, as well as tangible goods.

State and federal budget deficits, combined with pressure to provide new or increased government programs, are driving legislators at all levels to seek new revenue, said Bruce, Representative Donald Pease (D-Ohio) and Harley Duncan, executive director for the Federation of Tax Administrators.

At least 30 states face deficits in fiscal year 1991 and "more trouble" in 1992, said Duncan, as they face pressure to provide health care, long-term care for the elderly, more prisons and equal financing for schools. Between 20 and 25 states with tax laws restricted to retail goods are losing revenue and considering proposals to change 60-year-old codes to catch up with the service economy, he said. But noting that even states with the broadest codes now exempt advertising, Duncan predicted that few states will attempt to restrict network or national ads, but may "look to in-state media."

On the federal level, last year's budget agreement freezes spending for the next five years. Through those years, said Pease, advertisers, ad agencies and television and radio networks and sta-

tions airing their ads "will be on the shopping list," as Congress seeks new revenue to offset losses of \$6 billion in 1991 and \$22 billion through 1995. Although any 1991 tax bill "is likely to be modest in dimension," the House Ways and Means Committee senior member told AAF members, ideas for ad taxes circulating on Capitol Hill include a levy



Representative Terry Bruce

on the estimated \$16 billion in revenue that television is expected to reap from advertising in 1991.

However, said Senate Commerce Committee Chief Counsel Kevin Curtin, there is "great resistance" on the committee to impose on broadcasters additional burdens, including a user fee. Chairman Ernest Hollings (D-S.C.), he added, may also fight a bill sponsored by Senator Edward Kennedy (D-Mass.) that would give localities the power to restrict the time, location or manner of presenting tobacco product ads—in part because inclusion of ad restrictions in a Labor Committee bill "would be a distortion of committee jurisdiction," and because giving localities preemptive powers over ads raises "First Amendment concerns."

Nevertheless, said Bruce, with no money to spend, lawmakers will turn their energies to regulation "to create policy. For traditional aggressive spenders," he said, "there is little left to do."

"Five years," Pease agreed, "is a long time to have no new initiatives in Congress." To pay for a national health program, he said, Congress is "likely to take a look at ad deductibility" for tobacco and alcoholic beverages.

And because ad bans and restrictions "are popular for many legislators," said Bruce, a bill to be reintroduced by Rep. Joseph Kennedy (D-Mass.) requiring tombstone visual and audio health and safety warning "labels" in TV and radio ads for alcoholic beverages "has a pretty good chance of being passed."

Given success for the Kennedy bills, Bruce said: "If you believe the move to ban tobacco and alcohol advertising is the end, you're mistaken. I think you are going to see a great deal more activity. Ads for McDonald's would be a good target," he warned.

Also in 1991, said Commerce's Curtin, there is the potential for broadening the Federal Trade Commission's "unfairness authority," allowing it to make industrywide rulings that go beyond case-by-case precedent setting, if that agency is reauthorized for the first time since 1980. Although the committee is likely to attempt reauthorizing the FTC this year, he said, Hollings opposes any efforts to give it any but case-by-case authority. Finally, he said, despite committee support for lowest-unit-rate and "clean campaign" proposals, "the fear" is they will "die in a larger campaign reform bill."

Also a speaker at the conference, FTC Chairwoman Janet Steiger said her agency will hold hearings this spring to establish standards for environmental claims in marketing—a trend she said will equal the emphasis on food and health in the 1980's.

The FTC's increased enforcement activity over the past year—including final decrees holding infomercial producers and large advertisers, such as Kraft and R.J. Reynolds, as well as an advertising agency, liable for deceptive advertising—demonstrates a "reasonableness" clearly understood by the industry, said Steiger.

-PDL

BILL INTRODUCED THAT WOULD AUCTION SPECTRUM FOR PRIVATE USE

Measure favored by White House would permit competitive bidding of government spectrum

The battle lines are being drawn over plans to reallocate government spectrum for private use. On one side is the administration, which wants to see the new spectrum auctioned off, with the revenues going to the U.S. Treasury. On the other side are House and Senate communications policymakers who oppose the concept of spectrum auctions.

Last week, the debate heightened with the introduction of a bill on behalf of the White House by Republicans Michael Oxley (Ohio) and Don Ritter (Pa.), who serve on the House Telecommunications Subcommittee. The measure would permit auctions of nonbroadcast spectrum that has been reassigned from the government for private use. Democrat Billy Tauzin (La.) is also a co-sponsor of the Oxley-Ritter bill.

Also last week, Subcommittee Chairman Ed Markey (D-Mass.) convened a hearing on his spectrum reallocation bill, H.R. 531, which does not permit auctions. John Dingell (D-Mich.), chairman of the parent Commerce Committee, is a co-author and has never been a proponent of auctions. The lead witness was Janice Obuchowski, assistant secretary of Commerce for communications and information, National Telecommunications and Information Administration.

Obuchowski said she recognized there are concerns about the "competitive bidding" approach. Such concerns—that only those with "deep pockets" would be able to bid for the spectrum and that it would be "warehoused"—could be addressed, she said. For example, Obuchowski suggested that competitive bidding could include royalty payments or lease-type payments spread over the term of the license.

Markey was visibly irritated by the White House's auction proposal. He said the administration equates the public interest with "money." Their plan, he said, "would auction off our precious national resource to the highest bidder, in a sense subjecting small companies and new innovative products to survival of the richest."

Both the Markey bill and the Republican's proposal call for reallocating 200 mhz of government spectrum for such

new technologies as high-definition television, digital audio broadcasting and personal communications service. But the White House suggests that an initial 30 mhz would be distributed by the FCC through "competitive bidding" between 1994 and 1996. The remaining spectrum would be reallocated over a 15-year period. In a statement from Oxley on the bill, he said an estimated \$2.5 billion would be raised during that two-year period.

Also testifying at the hearing was W. P. Williamson III, president of WKBN-TV

Youngstown, Ohio, on behalf of the Association for Maximum Service Television. MSTV supports the Markey bill. "Sufficient spectrum is key to insuring that the American public will continue to receive its local television service through the new technology of HDTV," stated Williamson. In addition, he stated his opposition to auctions. "Auctions are an inadequate substitute for public interest determinations in allocating or assigning spectrum for local commercial and noncommercial broadcast use," Williamson said. -KRM



POWER WATCHERS

Congressional members and staff view Kentucky Educational Television's exhibit at the Hart Senate office building last week, part of a two-day Capitol Hill event entitled "Learning Solutions: The Educational Power of Public Television." The March 6-7 show also included demonstrations of interactive videodisc technology based on *The Civil War* and other programming and South Carolina ETV's Early Childhood Professional Development Network. "It really is a major new breakthrough," said Senator John Danforth (R-Mo.), "a technological breakthrough [that is] going to make first-rate teaching available in every classroom in the country." Senators Danforth, Ernest Hollings (D-Mass.) and Daniel Inouye (D-Hawaii) and Representatives John Dingell (D-Mich.) and Ed Markey (D-Mass.) were among 20 congressional co-sponsors. "I didn't realize," said Inouye, "our children have all of this."

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NTIA ASKS CONGRESS FOR \$18 MILLION FOR '92

The National Telecommunications and Information Administration is seeking \$18.7 million for fiscal 1992. While making the request last Wednesday (March 13) to the House Appropriations Subcommittee on Commerce, Janice Obuchowski, NTIA director, also reminded the committee that NTIA's proposal to have future spectrum allocations decided by "competitive bidding could generate considerable revenues" for the U.S. Treasury.

She said the "status quo is the lottery" and that the company with the resources to implement the service usually ends up with the license. "When 900 people file for a [single license]," she said, "not everyone is interested in actually providing a service... That kind of speculation is rampant right now."

She said smaller companies that may not have as much up-front capital may nevertheless submit winning bids because the FCC (which would ultimately decide the bidding procedure) could accept bids based on royalties or on some kind of installment plan. She said the FCC would need to consider whether bidders with little or no up-front payment can subsequently sell the newly gained license.

The auction and other proposed spectrum management changes, Obuchowski said, are needed because federal use of spectrum has increased by 55% and private use by 60% in the last 10 years and is expected to continue expanding. She said \$1.982 billion more is needed to develop "a long-range spectrum plan that satisfies present users and allows for the flexible accommodation of future requirements."

NTIA received \$15.3 million in fiscal 1991 and \$14.2 million in 1990.

Although the agency is hoping to play a greater role in the research and standard setting of HDTV, it did not request additional funds specifically for HDTV. However, NTIA's budget request did ask for an additional \$615,000 for the Institute for Telecommunications Sciences to expand "the current telecommunications research program."

NTIA did not ask for money for implementation of the National Endowment for Children's Television, which has \$2 million authorized for 1992 and \$4 million for 1993. The Endowment was part of the Children's Television Act of 1990. It is uncertain whether that money will actually be appropriated. Said Chairman Neal Smith (D-Iowa): "It would have been better to have vetoed [the bill] instead of letting people

think there was something to it."

Obuchowski did not disagree, but said, "It was part of a larger measure that [the Bush administration] did not put forward... President Bush in deference to Congress did not veto it."

In what is becoming an annual tradition, NTIA did not request any funds for the Public Telecommunications Facilities Program (PTFP) because, Obuchowski said, "since 95% of the United States receives public broadcast programming, the original goal of extending public broadcasting has essentially been accomplished." Congress has always maintained PTFP's funding.

NTIA also suggested that funding for the Pacific Education and Cultural Experiments by Satellite Program (PEACESAT) be eliminated as well. **-PJS**

COMMITTEE TRACKS BUSH RECORD ON PRESS, PUBLIC ACCESS

The Reporters Committee for Freedom of the Press has released its second annual list of Bush administration actions restricting public and media access to government information. According to the report, released March 12, there have been 135 actions by the Bush administration since the 1990 report that restricted access and intruded on editorial freedom.

The FCC figured prominently in the report's "Policing Thought" section. In the two years since the committee first published a report, the FCC has been involved in 13 of the 31 actions listed, and five of 16 in the last year. According to the report, the FCC levied fines

for indecency to eight stations totalling \$52,000. Other incidents include a statement by FCC Chairman Alfred Sikes in October 1989 that "broadcasters should have less protection from indecency charges than print media.... [the] FCC will continue to cite 'gross stuff' that is broadcast." The report also said FCC Commissioner Ervin Duggan's statement that newscasts should not be exempt from indecency standards qualifies as restricting editorial freedom.

The report cites nine acts of disinformation, 11 Freedom of Information denials and eight instances where drastic measures were taken to "plumb" leaks. It also said there were 10 cases where efforts were made to limit public knowledge or protect what the administration considers secret, including comments by Commissioners Duggan and James Quello that the Sunshine Act needs revision because it limits the number of commissioners who can meet privately at one time. The report also mentioned CIA attempts to prevent disclosure of its radio broadcast to Nicaragua from Costa Rica.

In what the report describes as two of 14 efforts to limit press access, it said Bush has only had two prime time news conferences since taking office, that cameras were excluded from the Neil Bush hearings on the failed Silverado Savings and Loan in Denver, and radio access to Camp David was limited to one network (later rescinded). **-PJS**

NOT NECESSARILY A NEWS EXEMPTION

Although an FCC spokesman said an indecency exemption for news programs has not necessarily become a blanket policy, in the last two months the commission has dismissed indecency complaints against ABC's *Nightline*, CBS's *60 Minutes* and KARK(TV) Little Rock, Ark.'s evening news broadcast. *Nightline* aired Madonna's "Justify My Love" video, and the *60 Minutes* segment on the Motion Picture Association of America's revised ratings system included excerpts from various films that might be affected by the new system. The KARK news contained footage of game four of the American League Championship Series, in which Boston Red Sox pitcher Roger Clemens was ejected after using profanities during an argument with an umpire.

In the *Nightline* complaint, the FCC did not determine whether "Justify My Love" was indecent because the commission said it "lacks enforcement authority against indecent material broadcast" at 11:30 p.m. PT. The *60 Minutes* and KARK segments were considered not "actionably indecent" by the FCC.

BUSINESS

ELECTRONIC DELIVERY UNITES, DIVIDES REP FIRMS

Donovan Data Systems Inc. system has backing of four reps and many agencies; other reps either undecided on system or against concept in general; Jefferson-Pilot and Group W working on similar approaches

In a move that may say as much about the relationships among rep firms as it does about technological advancement, Donovan Data Systems Inc. (DDS)—with the backing of four rep firms and a number of ad agencies—is preparing to roll out its electronic communications system designed to eliminate paper work and telephone tag between reps and agencies.

Blair Communications, Katz Communications, MMT Sales Inc. and NBC Spot Television Sales announced an agreement last week to jointly develop DDS's Advertising Document Delivery System (ADDS). DDS is financing the project. Development costs were not disclosed.

ADDS, according to DDS, will automate the agency's avails request; create an electronic contract/order; link automatically to the rep's station clearance system; automate schedule change and makegood notification, and improve discrepancy resolution.

The announcement has been endorsed by many advertising agencies, including N.W. Ayer, BBDO Worldwide, Saatchi & Saatchi and J. Walter Thompson. DDS hopes to start rolling out the system this summer and wants to have the full system on line within the next two years.

How DDS will be compensated for its service when it goes on line has not been determined. One plan has DDS considering a pay-per-transaction system. Others speculate that DDS will eventually set rates based on traffic and/or dollar volume. Compatibility with other systems that may appear also has not been addressed.

Whether the list of reps supporting ADDS will grow during the next two years remains to be seen. Among the conspicuously absent: CBS Television Station National Sales, Capital Cities/

ABC National Television Sales, Seltel Inc., Petry Inc., Telerep, HRP and Group W Television Sales. Some are very interested in ADDS, but are not ready to commit. Others have in-house systems or are developing similar systems, and still others are adamantly against any system that they see as intruding on relationships and negotiations between the rep salesperson and the agency media buyer.

DDS has stressed that ADDS is strictly an administrative tool and that it is not designed to eliminate or replace any part of the sales negotiation process, except for reducing the burden of paperwork. However, some reps fear that the system can and/or will be expanded to include negotiations and could eventually phase out fundamental parts of the rep business.

For example, one burden ADDS will handle is the avail request, and that has some reps concerned. Harry Stecker, executive vice president and director of client services, Petry Inc., said that "starting out with the electronic avail request eliminates contact between the salesperson and the agency, and pre-selling is one of the strategies before the buy is initiated." Petry, Stecker added, is "opposed to any system that diminishes the important function that the salesperson plays in marketing spot television." Currently, Petry is lined up with Jefferson-Pilot Data Services Inc. and its Electronic Data Exchange Network that it is planning to launch. Petry also reps the Jefferson-Pilot TV stations.

Other sales organizations are still undecided about who, among the various companies competing in the electronic invoicing industry, is offering the best system. John Watkins, president, Capital Cities/ABC National Television Sales, said he is "looking into it very carefully, and I certainly think that di-

SOLD!

WUSQ-AM/FM, Winchester, Virginia from The Holt Corporation of Virginia, Arthur Holt, President to Benchmark Communications, Joe Mathias and Phillip Rainwater, Partners for \$3,650,000.

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rect link-up is a good idea." Watkins is concerned, he added, at "how far it is it goes." While he is not as worried about avail requests, he does have concern about "DDS running the world." Currently, ABC National Television Sales has its own in-house system. CBS, too, is said to be reluctant about giving passive approval to one company.

Neither CBS nor ABC may have anything to worry about. Besides Jefferson-Pilot's EDEN system, Group W Television Sales is also working on its own interactive system.

Although, as one industry executive said, it is "painfully clear" that downsizing agencies can't continue to underwrite a large staff to handle paperwork, which service will become the system of choice remains to be seen. Those reps involved with one operation tend to put down other operations, and it may be quite a while until all parties involved decide on one system. The fact that four rep firms have reached an agreement on ADDS is considered by some to be a minor miracle. It remains to be seen whether there will be any more miracles down the road. —JF

CHANGING HANDS

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

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$1,377,000 □ 5

FM's □ \$6,159,000 □ 7

AM-FM's □ \$1,516,437 □ 6

TV's □ \$1,400,000 □ 1

Total □ \$10,452,437 □ 19

Year to Date:

AM's □ \$11,487,639 □ 43

FM's □ \$46,628,103 □ 54

AM-FM's □ \$90,229,054 □ 46

TV's □ \$87,874,000 □ 18

Total □ \$236,218,787 □ 161

For 1990 total see Jan. 7, 1991 BROADCASTING.

KYEL(TV) is NBC affiliate on ch. 13 with 316 kw visual, 31.6 kw aural and antenna 1,700 feet above average terrain. *Broker for seller: The Bob Connelly Co.*

WSYN(FM) Georgetown, S.C. □ Sold by Beach Broadcasting of SC Inc. to Sunny Broadcasters Inc. for \$1.1 million cash at closing. Seller is headed by Barry Brown, receiver, and has no other broadcast interests. Buyer is headed by Richard T. Laughridge (33.3%), Charles S. Morris (33.3%) and J. Lewis Cromer (33.3%). Laughridge is general manager of WLTX(TV) Columbia, S.C., owned by Lewis Broadcasting Corp. of Savannah, Ga. Laughridge is vice president of, but has no ownership interest in, Lewis Broadcasting. WYSN has CHR format on 106.5 mhz with 50 kw and antenna 530 feet above average terrain.

KWLM(AM)-KQIC(FM) Willmar, Minn. □ Sold by Business Music Inc. to Steven W. Linder for \$691,937. Price includes \$107,937 cash at closing and \$584,000 15-year promissory note at 10%. Seller is headed by H. Willard Linder, and has no other broadcast interests. Buyers are Steven W. Linder (90.5%) and Paul R. Linder, brothers, and Paul R. Linder Trust (9.5%). Steven Linder is 20% owner of Lakeland Broadcasting Co., stations' licensee. KWLM is fulltimer with full service format on 1340 khz and 1 kw. KQIC has adult contemporary format on 102.5 mhz with 100 kw and antenna 830 feet above average terrain.

KCSY(AM)-KUHK(FM) Soldotna, Alaska □ Sold by Eagle Rock Broadcasting Inc. to King Broadcasters for \$283,000, assumption of liabilities. Seller is headed by Paul Barr, and has no other broadcast interests. Buyer is headed by Sally Blakeley, and has no other broadcast interests. KCSY is fulltimer with adult contemporary format on 1140 khz with 10 kw. KUHK is CP on 96.5 mhz with 10 kw and antenna 79 feet above average terrain.

KARV(AM) Russellville, Ark. □ Michael Horne, trustee, to KARV Inc. for \$250,000. Price includes \$200,000 cash at closing and \$50,000 three-year noninterest bearing note. Seller has no other broadcast interests. Buyer is headed by Imogene S. Horne, mother of seller, and has no other broadcast interests. KARV has adult contemporary and oldies format on 610 khz with 1 kw day and 500 w night.

For other proposed and approved sales see "For the Record," page 61.

WZNY(FM) Augusta, Ga. □ Sold by Arrow Communications to Benchmark Communications for \$5 million. Station was purchased in 1986 for \$4.5 million ("Changing Hands," Dec. 29, 1986). Seller is headed by Paul Rothfuss, and owns WRLX(AM)-WFFX(FM) Tuscaloosa, Ala.; KMJC-FM Clinton, Iowa; WHDL(AM)-WPIG(FM) Olean and WFRG-AM-FM Rome, both New York. Buyer is headed by Philip Rainwater and Joe Mathias, and also owns WDOV(AM)-WBSD(FM) Dover, Del., as well as cable systems in Virginia and California. WZNY has adult contemporary format on 105.7 mhz with 66 kw and antenna 1,168 feet above average terrain. *Broker: H.B. La Rue Media Brokers.*

KYEL-TV Yuma, Ariz. □ Sold by Beacon Broadcasters Ltd. to KB Media Inc. for \$1.4 million. Sale by Beacon Broadcasters to Southwest Triangle Television Co. for \$900,000 ("Changing Hands," March 4) did not close. Station was purchased in 1983, with WCFT-TV Tuscaloosa, Ala., WDAM-TV Laurel/Hattiesburg, Miss. for \$25 million ("Changing Hands," Aug. 15, 1983). Seller is headed by Robert C. Gilbertson and Duncan Fraser, and is subsidiary of Beacon Communications Corp. Beacon Broadcasters is licensee of WCFT-TV Tuscaloosa, Ala., which is being sold to Federal Broadcasting Co. for \$7.5 million ("Changing Hands," Jan. 28). Buyer is headed by John Radeck, William H. Sanders and Kenneth Bazzle, and has interests in KTVH(TV) Helena, Mont.



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REGIONAL ADVERTISING: DIVIDED THEY STAND

As newspapers lose clout and direct/bulk mail becomes costly, TVB and reps are going after the dollars that local stations cannot always get—regional advertisers

With national spot advertising growing by less than 1% in the fourth quarter 1990, broadcasters are going to have to turn elsewhere to find new dollars in the marketplace. One market into which rep firms, the Television Bureau of Advertising and others are trying to tap more often is regional television advertising.

No one definition applies to all regional advertisers. Usually, regional advertising is advertising that impacts on more than one television market, but there are wide fluctuations when one considers that some regional advertisers have operations in three states while others are in 33. Also, there are national and/or network advertisers who often do regional advertising to target certain marketplaces. Either way, with readership and circulation of newspapers in much of the country on the decline and advertisers possibly tiring of dealing with only one major source for their advertising, the time may be right for the television industry to move in on an area that may be under-served by the Fifth Estate. Another factor that could help broadcasters is the recent postal rate increase that, according to one retail operator, has raised the rates for third class bulk mailings by as much as 25% to 30%, depending on the mailing list.

Sensing that regional advertisers might be ready to look at television, the TVB has made an active effort to sell the medium to these advertisers. Almost a year ago, the association announced that it would target 47 advertisers in five retail categories. Since then, the association has been on the road meeting with advertisers, making presentations at trade shows and talking to trade associations. Matt Kreiner, senior vice president, sales development, TVB, described the association's work as a "development effort to get these companies into television in the first place."

Just as there are many different kinds of regional advertisers, there are also many different needs for those advertisers. For example, Haverty's Furniture Companies, with 87 stores in 47 Southeast-Southwest markets, has a decentralized management philosophy. That means the local manager for each outlet buys the space and time on the local station. However, the retailer does produce nonselling ads that can be used for all the stores. About 25% of the retailer's ads are nonselling and those that TV

budgets have increased over the last year.

Heilig Meyers, a Virginia-based furniture company, just added a fifth flight of television advertising to its traditional four per year, and also added more TV markets to the flights. Sandy Nunnally,

*The time may be
right for the
television industry to
move in on an area
that may be
underserved by the
Fifth Estate.*

assistant vice president of advertising projects for the 323-store Southeastern chain, said television has traditionally

been used in conjunction with direct-mail campaigns. The company decided to add TV markets that were previously considered too expensive—relative to the stores' saturation of the market—after discovering that local managers would spend just as much money on additional direct mail or other media. The company, she added, is "still not a big television spender."

One retailer, after years of using newspaper, has come to the conclusion that it is "cheaper and easier to go through television." The retailer said the paper was fine for the city where the store was based, but it had a small circulation in the outside areas where the television stations also reached.

Although many regional advertisers have in general increased spending over the last three to five years, that was not the case for everyone in 1990. For example, according to Arbitron's Broad-

Continued on page 49.

NATIONWIDE COMMUNICATIONS INC.

has acquired

KMGC-FM

Dallas, Texas

from

SHAMROCK BROADCASTING, INC.

in exchange for

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San Jose, California

and other valuable consideration

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FOCUS ON FINANCE

Most media stocks were off, along with general market indices that were down roughly 1%. Network television stocks fell noticeably, with Capital Cities/ABC down 4.2%, while CBS dropped 8.9%. If market was reacting to FCC's fin-syn deliberations, it appears to have had delayed reaction, since reports of Barrett plan appeared in several newspapers on Friday morning, while stocks did not suffer until Monday. Some major studio stocks were up slightly for week, while several smaller production stocks were off. MSO stocks were off generally as well, including even Cablevision Systems, where short squeeze is rumored to be under way. Minor short

squeeze may be under way at Adelphia Communications, where stock left 23%, to \$12, more than double price of just over month ago. As of year's end, 19 institutions held 88% of MSO's stock, according to CDA Investment Technologies. Among other stocks showing increase were cable manufacturer, C-Cor, which jumped 32%, coincident with company's announcement it had developed and patented one gigahertz amplifier of type Time Warner is requesting for channel expansion (BROADCASTING, March 11). WPP Group jumped 30%, coincident with announcing 20% increase in pre-tax profit.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard and Poor's or as obtained by Broadcasting's own research.

	Closing Wed Mar 13	Closing Wed Mar 6	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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	Closing Wed Mar 13	Closing Wed Mar 6	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

A (BHC) BHC Comm.	53	1/4	53	3/8	-	1/8	-00.23	13	1,559
N (CCB) Cap. Cities/ABC	479	500			-21		-04.20	16	8,302
N (CBS) CBS Inc.	169	1/4	185	7/8	-16	5/8	-08.94	13	4,006
A (CCU) Clear Channel	10	7/8	11		-	1/8	-01.13	-120	62
O (JCOR) Jacor Commun.	2	7/8	2	7/8			00.00	-2	28
O (OSBN) Osborn Commun.	7	1/8	7			1/8	01.78	-10	49
O (OCOMA) Outlet Comm.	11	1/2	11			1/2	04.54	14	75
N (PL) Pinelands	15	1/8	15	1/2	-	3/8	-02.41		255
A (PR) Price Commun.		5/8		5/8			00.00	133	7
O (SCRIP) Scripps Howard	45	49			-4		-08.16	16	464
O (SUNNC) SunGroup Inc.		3/4		3/4			00.00	-16	5
O (TLMD) Telemundo	4	3/4	4	3/4			00.00	-2	108
O (UTVI) United Television	30	1/2	32		-1	1/2	-04.68	3	331

PROGRAMING

O (IATV) ACTV Inc.	2	7/8	2	3/4		1/8	04.54		2
O (AACI) All American TV	1	3/8	3	5/8	-2	1/4	-62.06		2
N (CRC) Carolco Pictures	8	1/2	9		-	1/2	-05.55	13	257
O (DCPI) dick clark prod.	3	1/4	4		-	3/4	-18.75	20	26
N (DIS) Disney	125	1/8	126	5/8	-1	1/2	-01.18	21	16,639
O (FNNIC) FNN	11/32		11/32				00.00	1	6
A (FE) Fries Entertain.		5/8		5/8			00.00		3
A (HHH) Heritage Ent.	13/16		7/8		-	1/16	-07.14	-1	6
N (HSN) Home Shop. Net.	6		5	3/8		5/8	11.62	17	541
O (IBTV) IBS	1	5/8	1	5/8			00.00	20	5
N (KWI) King World	29	5/8	32	3/4	-3	1/8	-09.54	13	1,125
O (KREN) Kings Road Ent.		1/8		1/8			00.00		0
N (MC) Matsushita	134		138	1/2	-4	1/2	-03.24	18	278,751
A (NNH) Nelson Holdings	1	1/2	1	1/4		1/4	20.00	-1	6
O (NNET) Nostalgia Net.	7/16		5/8		-	3/16	-30.00		2
N (OPC) Orion Pictures	10		10	1/2	-	1/2	-04.76	25	224
N (PCI) Paramount Comm.	41	5/8	41	1/2		1/8	00.30	28	4,907
N (PLA) Playboy Ent.	5	5/8	5	5/8			00.00	29	105
O (QNTXQ) Qintex Ent.		1/8		1/8			00.00		26
O (QVCN) QVC Network	11		10	5/8		3/8	03.52	-28	190
O (RVCC) Reeves Commun.	6	3/4	6	3/4			00.00	-16	85
O (RICA) Republic Pic.'A'	7	1/2	8		-	1/2	-06.25	41	32
A (SP) Spelling Ent.	5	3/8	5	1/4		1/8	02.38	35	177
O (JUKE) Video Jukebox	4	5/8	4	3/4	-	1/8	-02.63	-35	43
O (WONE) Westwood One	2	1/8	2	3/8	-	1/4	-10.52	-1	31

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	29	3/8	31	1/4	-1	7/8	-06.00	22	548
A (AK) Ackerly Comm.	3	3/4	3	3/4			00.00	-4	57
N (AFL) American Family	22	1/8	23		-	7/8	-03.80	16	1,800
O (ACCMA) Assoc. Comm.	30		28	3/4	1	1/4	04.34	76	559
N (CCN) Chris-Craft	30	3/4	31		-	1/4	-00.80	2	783
O (DUCO) Durham Corp.	27	3/4	27			3/4	02.77	14	234
N (GCI) Gannett Co.	39	3/4	41		-1	1/4	-03.04	16	6,281
N (GE) General Electric	69	1/4	68	1/2		3/4	01.09	14	61,536
O (GACC) Great American	2	1/8	3	1/8	-1		-32.00		74
A (HTG) Heritage Media	4	1/4	4			1/4	06.25	-6	192
N (JJP) Jefferson-Pilot	41	5/8	40	1/8	1	1/2	03.73	10	1,487
N (LEE) Lee Enterprises	27	3/4	29	7/8	-2	1/8	-07.11	16	647
N (LC) Liberty	40	7/8	43	1/8	-2	1/4	-05.21	9	319
O (LINB) LIN	64		69	1/2	-5	1/2	-07.91	-17	3,288
N (MHP) McGraw-Hill	57	5/8	58	1/2	-	7/8	-01.49	122	2,805
A (MEGA) Media General	20	1/4	22	1/8	-1	7/8	-08.47	24	512
N (MDP) Meredith Corp.	27	3/4	27	1/2		1/4	00.90	-22	500
O (MMEDC) Multimedia	70	7/8	73		-2	1/8	-02.91	18	802
A (NYTA) New York Times	22		23		-1		-04.34	48	1,675
N (NWS) News Corp. Ltd.	13	7/8	14	1/4	-	3/8	-02.63	8	3,724
O (PARC) Park Commun.	15	3/4	15	1/2		1/4	01.61	17	326
O (PLTZ) Pulitzer Pub.	23	1/4	23	1/4			00.00	9	243
O (SAGB) Sage Bsg.	1	1/8	1	1/8			00.00	-1	4
O (STAUF) Stauffer Comm.	117		117				00.00	48	144
N (TMC) Times Mirror	29	3/8	30	7/8	-1	1/2	-04.85	18	3,775
N (TRB) Tribune Co.	43	7/8	43	3/4		1/8	00.28	16	2,889
A (TBSA) Turner Bstg.'A'	13		14	3/4	-1	3/4	-11.86	-86	1,939
N (WPO) Washington Post	245		241		4		01.65	16	2,948
N (WX) Westinghouse	29	1/4	30	1/8	-	7/8	-02.90	8	8,514

CABLE

A (ATN) Acton Corp.	4	3/4	5	1/8	-	3/8	-07.31	-3	7
O (ATCMA) ATC	40	7/8	42	1/4	-1	3/8	-03.25	39	4,457
A (CVC) Cablevision Sys.'A'	26		27	3/4	-1	3/4	-06.30	-2	577
A (CTV) Century Comm.	9	1/4	9	5/8	-	3/8	-03.89	9	604
O (CMCSA) Comcast	14	3/4	15	1/4	-	1/2	-03.27	-10	1,665
A (FAL) Falcon Cable	8		7	3/4		1/4	03.22	-6	51
O (JOIN) Jones Intercable	9	1/2	9	1/2			00.00	-6	118
N (KRI) Knight-Ridder	51	1/2	49	3/4	1	3/4	03.51	15	2,583
T (RCLA) Rogers'A'	13	1/2	12	1/2	1		08.00	-17	349
O (TCAT) TCA Cable TV	14	1/2	15		-	1/2	-03.33	63	351
O (TCOMA) TCI	15	3/8	15	7/8	-	1/2	-03.14	-22	5,473
N (TWX) Time Warner	108	3/4	108			3/4	00.69	-7	6,250
O (UAECA) United Art.'A'	13	1/8	13			1/8	00.96	-19	1,843
A (VIA) Viacom	23	3/4	24	3/8	-	5/8	-02.56	-79	2,534

STOCK INDEX (CONT.)

	Closing Wed Mar 13	Closing Wed Mar 6	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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EQUIPMENT & MANUFACTURING

N (MMM) 3M	90	5/8	90	5/8		00.00	15	20,116	
N (ARV) Arvin Industries	22	5/8	22	5/8		00.00	20	425	
O (CCBL) C-Cor Electronics	6	1/4	4	3/4	1	1/2	31.57	6	26
O (CTEX) C-Tec Corp.	15	1/2	16	3/4	-1	1/4	-07.46	-29	255
N (CIY) Chyron		15/16		13/16		1/8	15.38	-2	10
A (COIF) Cohu	12	1/8	12	1/4	-	1/8	-01.02	9	23
N (EK) Eastman Kodak	45	1/4	45	7/8	-	5/8	-01.36	46	14,680
N (HRS) Harris Corp.	27	1/4	25	1/2	1	3/4	06.86	8	1,092
N (IV) Mark IV Indus.	11	3/8	11	5/8	-	1/4	-02.15	2	154
O (MATT) Matthews Equip.	1	3/4	1	7/8	-	1/8	-06.66	87	10
O (MCDY) Microdyne	8	1/4	8	3/8	-	1/8	-01.49	117	34
O (MCOM) Midwest Comm.	1		23/32			9/32	39.13	2	3
N (MOT) Motorola	61	3/4	64	1/4	-2	1/2	-03.89	15	8,121
A (PPD) Pico Products		15/16	1		-	1/16	-06.25		3
N (SFA) Sci-Atlanta	16	3/8	15	3/4		5/8	03.96	9	367
N (SNE) Sony Corp.	50		51	3/4	-1	3/4	-03.38	26	16,596
N (TEK) Tektronix	22	3/8	22	1/4		1/8	00.56	-7	650
N (VAR) Varian Assoc.	41	1/2	42	1/2	-1		-02.35	-197	794
O (WGNR) Wegener		7/8		3/4		1/8	16.66	-5	6
N (ZE) Zenith	8	3/4	8	1/4		1/2	06.06	-3	233

	Closing Wed Mar 13	Closing Wed Mar 6	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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SERVICE

O (AFTI) Am. Film Tech.	6	5/8	6	1/4		3/8	06.00	22	64
O (BSIM) Burnup & Sims	8	7/8	9	1/2	-	5/8	-06.57	98	111
A (CLR) Color Systems	3	1/2	3	3/4	-	1/4	-06.66	-3	32
N (CQ) Comsat	26	5/8	28	3/8	-1	3/4	-06.16	8	497
N (CDA) Control Data	12	1/8	13		-	7/8	-06.73	-3	515
N (DNB) Dun & Bradstreet	45		47	5/8	-2	5/8	-05.51	16	8,211
N (FCB) Foote Cone & B.	25	1/2	25	1/2			00.00	13	275
O (GREY) Grey Adv.	145		145				00.00	13	163
O (IDBX) IDB Commun.	8		8	3/4	-	3/4	-08.57	88	50
N (IPG) Interpublic Group	42	3/4	43	1/2	-	3/4	-01.72	19	1,462
N (OMC) Omnicom	26	3/4	27	1/8	-	3/8	-01.38	13	701
O (RTRSY) Reuters	49	3/8	47	1/2	1	7/8	03.94	23	21,284
N (SAA) Saatchi & Saatchi	1	3/8	1	3/8			00.00	-1	217
O (TLMT) Telemation		1/4		1/4			00.00		1
O (TMCI) TM Commun.		1/4		1/4			00.00	-1	5
A (UNV) Unitel Video	8	3/8	7	7/8		1/2	06.34	-14	12
O (WPPGY) WPP Group	6	1/16	4	11/16	1	3/8	29.33	2	249

Standard & Poor's 400 445.33 447.26 -1.93 -0.44%

REGIONAL ADVERTISING

Continued from page 47.

cast Advertisers Reports. Levitz Furniture Stores spent \$10.5 million on regional advertising in 1988; \$16.5 million in 1989, a 58% increase. But, in 1990, the company cut its regional ad budget by 9.2% to \$12.8 million. Levitz was not the only furniture store to cut back in 1990. Ortho Factory Showrooms, which increased spending from \$1.5 million in 1988 to \$6.7 million in 1989 (a 355% increase), cut back by 59% in 1990 to \$2.7 million.

The outlook for spending, at least for the first half of this year, may not be much brighter although some retailers such as David Huskey, senior vice president, corporate sales promotion, Belks Department Stores, said he is starting to see consumer confidence return. However, he still anticipates that his regional advertising totals will be flat in 1991. Belks has 307 stores in four Southern states.

Rep firms, too, are looking to capitalize on any regional advertising growth. Seltel Inc. recently opened up new offices in Tampa and Cleveland where there are several regional advertising agencies. Of course, the offices also keep the local stations and agencies from doing as much business. —JF,GF

SABO LICENSES TROUT & RIES

New York-based radio consultant Walter Sabo has entered into an arrangement with marketing firm Trout & Ries to market the company's Market Positioning Techniques on a market-exclusive basis to radio stations. Sabo Media will offer a package of marketing and research principles developed by Trout & Ries, including marketing a "war college," an on-line consultancy, market research and television production techniques.

Sabo told BROADCASTING that today's focus on management and programming has eliminated the "bad stations" from the airwaves. "We are at a point where competent programming is assumed," he said. "And as stations have grown more competent with research and with programming techniques, the differentiation between them in the diary-keeper's mind is diminished."

Sabo, who opened Sabo Media seven years ago, previously had worked with Trout & Ries in 1978, when Sabo was marketing the Adult Contemporary format with the NBC-owned New York FM stations.

Jack Trout and Al Ries are the authors of such books as "Positioning: The Battle For Your Mind" and "Marketing Warfare."

TWO-MINUTE MONEY MANAGER

Your Personal Finance is a nationally syndicated radio program designed to give listeners advice on consumer and personal finance matters such as investments, managing credit, buying a house and starting a business. Host of the two minute vignettes is Charles Ross, president of Financial Media Services Inc. Said Ross: "Urban America wants to have hope about its financial future." The program currently airs on 50 stations nationally, as well as internationally on the Armed Forces Radio Network. It is sponsored by Chrysler Motors Corp.

INTERNATIONAL

MICO: BANKING ON A CREATIVE JAPAN

Offshoot of NHK hopes to become worldwide force in television and film programing

Japan's newest entertainment powerhouse, Media International Corp. (MICO) has made good on its pledge to enter the global programing arena in a big way. Last week, MICO said it would join Japanese public broadcaster NHK's commercial enterprises arm and other investors in backing a \$600 million Hollywood film production venture with producer Thom Mount, maker of "Bull Durham" and "Tequila Sunrise." And in a separate deal, MICO will co-produce programing with Viacom (see story, page 51).

MICO, whose principals outlined the company's goals in a recent interview with BROADCASTING, was formed last year by one of Japan's largest banks, Sumitomo, with broadcaster NHK and 47 other Japanese powerhouses, including C. Itoh, Dai-Ichi Kangyo Bank, the Seibu Saison Group and other major banks, insurance firms and manufacturers.

According to MICO President Takao Yoshiki, his second-in-command Kijiro Shikano and head of MICO's U.S. operations Yoshio Uchida, the company's aim is nothing less than to internationalize the Japanese program production and distribution business.

In Japan, MICO has set out to take full advantage of the market's commercial possibilities, including the buying, selling and producing of high-quality, inexpensive software for NHK and emerging media channels in Japan.

Beyond its home turf of Japan, however, MICO hopes to project across a global stage not only the potential fiscal power of its 47 backers, but also a creative know-how previously left to Hollywood and the major European producers.

The new player's efforts have not been without controversy. Opposition has been heard from Japan's powerful commercial broadcasters and even, according to some, from within NHK itself, from which MICO appears to have taken some key functions.

According to Yoshiki, the company was formed after an attempt to revitalize NHK's commercial subsidiary, NHK Enterprises, was unable to overcome NHK's noncommercial mandate. If MICO repre-

sents some loss of stature for NHK's commercial arm, Yoshiki argues it has at the same time drawn on top-level NHK executives to accomplish its tasks.

Yoshiki himself had left a powerful post and 34-year career at Sumitomo to join NHK Enterprises in April 1989 at the behest of Sumitomo's chairman (a member of NHK's board), during the attempted remaking of that unit. When MICO was formed last spring, he took over the helm there.

Among its 40 or so staff, half have come from NHK, including both Shikano, senior executive vice president and chief

"We are not here purely to invest and wait for a return. It is not the cliché of 'here's Japanese money, let's get it.'"

—Kijiro Shikano

operating officer, and Uchida, president of MICO's U.S. subsidiary.

Shikano had been with NHK since 1960 in news production, and before leaving held primary responsibility for NHK's direct broadcast satellite and high-definition television effort. Uchida came out of NHK's news division and, before joining MICO, had served as president of NHK Enterprises USA.

Funded with \$50 million in seed money in a kind of media venture think tank, MICO plans to focus its attentions in five interrelated areas, according to Shikano. The first, he said, is to work with overseas broadcasters and producers to co-produce programs that appeal to a worldwide market; the second is the sales and acquisition of software; the third is investment in "visually oriented" businesses, including movies and musicals; the fourth is the utilization of new media, including HDTV and "virtual reality" computer graphics, and the

fifth is the dissemination of information about Japan to the worldwide market.

Yoshiki expressed MICO's goals this way: "We would like to make MICO one of the most creative companies in the worldwide market, and recognized as such. I would like MICO to be a company where the world's leading producers or directors or actors would like to work for MICO's projects. It doesn't have to be a rich company, but it should be an excellent company."

Shikano stressed that MICO will not simply be an investment company: "We are not here purely to invest and wait for a return. It is not the cliché of 'here's Japanese money, let's get it.'"

In particular, added Yoshiki, the company has no current intention to acquire or back the acquisition of a major studio for its production capacity or library.

But the financing of films, which often helps the makers derive rights and revenue from a number of different media, has been in the works for MICO from the start.

Another specific effort is a plan to co-produce with ABC and the Soviet national broadcasters a series of documentary programs on the 20th Century.

But MICO's goals, and those of its backers, are more far-reaching, according to company principals. "The fact that \$50 million was raised from 47 companies, which are first-class multinational companies, is evidence that these companies don't look at the future of business as just selling cars or selling televisions or buying real estate from overseas," said Yoshiki. "These companies value the importance of media in the future to come."

Added Shikano: "When we look at the world from a Japanese perspective, this last decade of the 20th Century is a time of epoch making. There will be a drastic change for media. Coming from NHK, I feel it is our responsibility to make sure that NHK will grow or be updated enough to be able to ride with this changing trend of the media world. NHK shouldn't be left behind in this ongoing, emerging change to come."

For Shikano, a key role in that media



MICO's power trio (l-r): Yoshio Uchida, president of MICO's U.S. subsidiary; Kiujiro Shikano, senior executive vice president and chief operating officer, and MICO President Takao Yoshiki.

transformation will be played by HDTV, which he said is "sure to be the star of 21st century media," and from which will derive "drastic" change.

Another long-term goal for MICO is to bring Japan's version of the world to the world. After the subject drew a flurry of debate last fall with remarks by NHK head Keiji Shima critical of the import of CNN into Japan and proposing a 24-hour global news service with NHK and European and American partners, MICO has taken pains to emphasize its search for a workable business approach to such a news channel and acknowledged the length of time needed to develop such a project.

Uchida clarified Shima's statements by saying his "intention is not to have this global network of news as a propaganda means. It is a way to understand the world. By having this kind of free exchange of information and news, Mr. Shima believes there will be less likelihood of war and we could understand each other."

Yoshiki said, in part, the need for information exchange is to change international perceptions of Japan. "Unfortunately, when we go to a small town in a rural area of the United States, people's image of Japan will be Mount Fuji and a woman in a kimono."

Continued Yoshiki: "In reality, it is important for Americans to have a true picture of Japan and Asia overall, and NHK feels responsible for that mission. MICO, being the biggest affiliated company to NHK, feels responsible for collaborating to realize this mission. We would like to tell the true picture of the United States, or Japan, or Asia or Europe in a worldwide market." —AAG

MICO IN TV DEAL WITH VIACOM

First-run series, Perry Mason movie are first projects of co-financing arrangement between partners

Media International Corp. (MICO) of Japan said it has reached its first major deal to co-finance U.S. entertainment television projects—with Viacom International. The agreement calls for MICO to co-finance a new first-run series from Viacom, *Lightning Force*, as well as a *Perry Mason* made-for-TV movie.

Lightning Force, cleared in about 50% of the country so far, is the third in a series of weekly action shows from Viacom that also includes *Superboy* and *Super Force*. The *Lightning Force* series is scheduled to debut Oct. 5.

According to Michael Gerber, Viacom president, first-run, international distribution and acquisitions, the origins of the deal go back to conversations about a year ago with NHK, which expressed interest in *Perry Mason*. "But it really started taking off at [last January's] NATPE," said Gerber, when a number of MICO executives met with Gerber and other Viacom officials.

"Our relationship with NHK goes back about 20 years," said Gerber. In exchange for the co-financing support, MICO receives an equity interest in the series and the movie and distribution rights to the Japanese market. Viacom retains distribution rights for both projects for the rest of the world, said Gerber.

Details of the *Perry Mason* movie project are not all in place. But Gerber said half of the movie will be shot on

location in Japan, with a storyline that ties the action to that country. The deal also calls for the movie to be shot in high-definition television, using NHK technology. The *Mason* movie will air on NBC domestically.

"Everyone has been knocking on [MICO's] door for money," said Gerber. As to why the company decided to back *Lightning Force*, Gerber said the reason, in part, was that "action travels well."

As to the *Mason* project, Lucy Chudson, director of sales and marketing, MICO America, said *Perry Mason* has proven to be a successful TV format for the Japanese. NHK has purchased at least five earlier *Mason* made-fors, and they've all been widely viewed on both the NHK terrestrial network and satellite service.

Both Viacom and MICO officials declined to say how much money MICO was investing in the series or the movie, or how large an equity interest in the properties the company would receive in return. "With both projects, it is a major interest, not a minor one," said Chudson. As for the specifics, Gerber said it covers an interest in the movie as well as the first season's worth of production for the series including 22 half-hour episodes and the one-hour kick-off special.

MICO has done several smaller U.S. TV deals, including one for a four part mini-series called *Iran* with Consolidated Productions, Los Angeles, and a documentary series with ABC Distribution. —SM

MEDIA

NETWORKS, HSN TOP TV GROUP OWNERS LIST

The three networks remain the top commercial TV station holders in the Fifth Estate, according to BROADCASTING's exclusive compilation of the top 20 television group owners, ranked by the percentage of television homes they reach.

Although the cast of characters remains primarily the same as when BROADCASTING last ranked the top 20 (May 22, 1989), there were a few additions and some rank shuffling. This year, the Home Shopping Network (HSN Communications Inc.) captured the number four spot from Fox after Fox's sale of WFXT(TV) Boston (Fox also purchased KSTU(TV) Salt Lake City), leaving Fox at number five, HSN's old rank. NBC hung onto number two, even though it sold controlling interest in WKYC-TV Cleveland to Multimedia, narrowing NBC's penetration edge over CBS to just three hundredths of a percent. Capacities remained at number one

with 24.335% coverage, just under the FCC's 25% cap on total TV households.

The next 16 on the list were all here last time, with the exception of Pinelands Inc., Paramount and Providence Journal. Pinelands comprises the former shareholders of MCA, to whom MCA spun off WWOR-TV to clear the way for MCA's takeover by Matsushita. (FCC rules limit foreign ownership of broadcast stations.) It comes in at number 15, down one from MCA's old ranking.

Paramount, which bought 79% of the TVX Broadcast Group in 1989 and the balance three weeks ago, enters the chart at number 19. TVX had held the number 18 slot, but had slipped, due to its sale of stations in New Orleans and Norfolk, Va. Disney takes over 18.

With the purchase of King Broadcasting last week, Providence Journal rounds out the list, edging out Post-Newsweek by one hundredth of a percent for a place in the top 20.

In the wings are (stations/market penetration) Post-Newsweek (4/4.78%), Great American (4/4.76%), H&C Communications (6/4.74%), LIN Broadcasting (7/4.605%), Gaylord (4/4.515%), Multimedia (5/4.19%), Times Mirror (4/4.04%), Meredith (7/3.865%), Pulitzer (7/3.785%) and Hubbard (5/3.65%). For half of these companies, the purchase of a UHF station in the top 50 markets could move them into the top 20.

The following groups are ranked according to their penetration of the U.S. The number in parentheses to the right of the group name is the 1989 rank. Individual stations are listed by calls, ADI city, channel and ADI rank/percentage penetration, according to Arbitron's Jan. 1, 1991, market and ADI household figures.

UHF stations are computed with a 50% reduction in coverage, according to FCC rules. -JG

1. CAPITAL CITIES/ABC (1) (8 stations/24.335%)

KFSN-TV Fresno, Calif. □ Ch. 30 □ 59/2.235%
KABC-TV Los Angeles □ Ch. 7 □ 2/5.52%
KGO-TV San Francisco □ Ch. 7 □ 5/2.39%
WLS-TV Chicago □ Ch. 7 □ 3/3.38%
WABC-TV New York □ Ch. 7 □ 1/7.62%
WTVD-TV Durham, N. C. □ Ch. 11 □ 34/1.74%
WPVI-TV Philadelphia □ Ch. 6 □ 4/2.95%
KTRK-TV Houston □ Ch. 13 □ 10/1.6%

Capital Cities/ABC Inc. New York. NYSE. Officers: Thomas S. Murphy, chairman; Daniel B. Burke, president/CEO. Radio holdings: 11 AM and 10 FM. KABC (AM)-KLOS(FM) Los Angeles and KGO(AM) San Francisco; KRXY-AM-FM Lakewood, Colo. (Denver); WMAL(AM)-WRQX(FM) Washington; WKHX-AM-FM Atlanta; WLS(AM)-WYTZ(FM) Chicago; WJR(AM)-WHYT(FM) Detroit; KQRS-AM-FM Golden Valley, Minn.; WABC(AM)-WPLJ(FM) New York; WPRO-AM-FM Providence. R.I.; WBAP(AM)-KSCS(FM) Fort Worth. Other media: publishes 8 daily and 28 weekly newspapers, and over 30 trade publications. Fairchild Publications, which publishes 21 trade papers and 9 trade magazines.

2. NBC (2) (6 stations/20.83%)

WNBC-TV New York □ Ch. 4 □ 1/7.62%
WMAQ-TV Chicago □ Ch. 5 □ 3/3.38%
KCNC-TV Denver □ Ch. 4 □ 19/1.13%
KNBC-TV Los Angeles □ Ch. 4 □ 2/5.52%
WTVJ-TV Miami □ Ch. 4 □ 15/1.43%
WRC-TV Washington □ Ch. 4 □ 9/1.85%

National Broadcasting Company, New York, a subsidiary of General Electric. NYSE. Officers: John F. Welch, chairman; Robert C. Wright, president/CEO.



3. CBS (3) (5 stations/20.8%)

KCBS-TV Los Angeles □ Ch. 2 □ 2/5.52%
WCIX-TV Miami □ Ch. 6 □ 15/1.43%
WBBM-TV Chicago □ Ch. 2 □ 3/3.38%
WCBS-TV New York □ Ch. 2 □ 1/7.62%
WCAU-TV Philadelphia □ Ch. 10 □ 4/2.95%

CBS Broadcast Group, a division of CBS Inc., New York. NYSE. Officer: Laurence Tisch, chairman, president/CEO. Radio Holdings: 7 AM, 12 FM. KNX(AM)-KODJ(FM) Los Angeles and KCBS(AM)-KRQR(FM) San Francisco; WYNF(FM) Tampa, Fla.; WBBM-AM-FM Chicago; WLTT(FM) Bethesda, Md.; WODS(FM) Boston; WWJ(AM)-WJOL(FM) Detroit; KMOX(AM)-KLOU(FM) St. Louis; WCBS-AM-FM New York; WOGL-AM-FM Philadelphia; KTXQ(FM) Fort Worth and KLTR(FM) Houston.

4. HSN COMMUNICATIONS (5) (12 stations/19.115%)

KHSC(TV) Ontario (Los Angeles), Calif. □ Ch. 46 □ 2/2.71%
WYHS(TV) Hollywood, Fla. □ Ch. 69 □ 15/7.15%
WBHS(TV) Tampa, Fla. □ Ch. 50 □ 13/7.33%
WEHS(TV) Aurora (Chicago), Ill. □ Ch. 60 □ 3/1.69%
WH5W(TV) Baltimore □ Ch. 24 □ 22/5.1%
WHSB(TV) Marlborough (Boston), Mass. □ Ch. 66 □ 6/1.14%
WHSE(TV) Newark, N.J. □ Ch. 68 □ 1/3.81%
WHSP(TV) Vineland (Philadelphia), N.J. □ Ch. 65 □ 4/1.475%
WHSI(TV) Smithtown (New York), N.Y. □ Ch. 67 □ 1/3.81%
WQHS(TV) Cleveland □ Ch. 61 □ 11/7.78%
KHSB(TV) Alvin (Houston), Tex. □ Ch. 67 □ 10/7.8%
KHSX(TV) Irving (Dallas), Tex. □ Ch. 49 □ 7/9.45%

HSN Communications Inc., Newark, N.J., is wholly owned by the Home Shopping Network Inc. NYSE. Officer: Roy M. Speer, chairman and CEO.

5. FOX (4) (7 stations/18.965%)

KTTV(TV) Los Angeles □ Ch. 11 □ 2/5.42%
WTTG(TV) Washington □ Ch. 5 □ 9/1.85%
WFLD(TV) Chicago □ Ch. 32 □ 3/1.69%
WNYW(TV) New York □ Ch. 5 □ 1/7.62%
KDAF(TV) Dallas □ Ch. 33 □ 7/9.45%
KRIV(TV) Houston □ Ch. 26 □ 10/7.8%
KSTU(TV) Salt Lake City □ Ch. 13 □ 4/1.6%

Fox Television Stations Inc., Los Angeles. Officers: Barry Diller, chairman; Greg Nathanson, president.

6. TRIBUNE BROADCASTING (6) (6 stations/18.66%)

KTLA(TV) Los Angeles □ Ch. 5 □ 2/5.42%
KWGN-TV Denver □ Ch. 2 □ 19/1.13%
WGNX(TV) Atlanta □ Ch. 46 □ 12/7.65%
WGN-TV Chicago □ Ch. 9 □ 3/3.38%

WGNO(TV) New Orleans □ Ch.26 □ 361.345%
WPIX(TV) New York □ Ch.11 □ 17.62%

Tribune Broadcasting Co., Chicago. NYSE. Officer: James Dowdle, president/CEO. Radio holdings: 2 AM and 2 FM. KYMX(AM)-KCTC(FM) Sacramento, Calif.; WGN(AM) Chicago, and WQCD(FM) New York. Tribune Broadcasting owns the *Chicago Tribune*, and has interlocking ownership with 6 daily newspapers.

7. CHRIS CRAFT INDUSTRIES (9) (7 stations/10.78%)

KUTP(TV) Phoenix □ Ch.45 □ 201.555%
KCOP(TV) Los Angeles □ Ch.13 □ 215.42%
KBHK-TV San Francisco □ Ch.44 □ 51.195%
KMSP-TV Minneapolis □ Ch.9 □ 141.46%
KPTV(TV) Portland, Ore. □ Ch.12 □ 271.88%
KMOL-TV San Antonio, Tex. □ Ch.4 □ 421.63%
KTVX(TV) Salt Lake City □ Ch.4 □ 411.64%

Chris Craft Industries Inc., New York. NYSE. Herbert J. Siegel, chairman and president.

8. UNIVISION STATION GROUP (8) (9 stations/10.755%)

KFTV(TV) Hanford (Fresno), Calif. □ Ch.21 □ 591.235%
KMEX-TV Los Angeles □ Ch.34 □ 272.71%
KDTV(TV) San Francisco □ Ch.14 □ 51.195%
WLTN(TV) Miami □ Ch.23 □ 151.715%
WXTV(TV) Paterson (Secaucus), N.J. □ Ch.41 □ 173.81%
KLUZ-TV Albuquerque, N.M. □ Ch.41 □ 521.275%
KUVN(TV) Garland (Dallas), Tex. □ Ch.23 □ 71.945%
KWEX-TV San Antonio, Tex. □ Ch.41 □ 421.315%
KTVW-TV Phoenix □ Ch.33 □ 201.555%

Univision Station Group, New York, is part of Univision Holdings Inc. Officers: William J. Grimes, president and CEO. Univision Holdings: Joaquin Blaya, president, station group.

9. GILLETT HOLDINGS (7) (11 stations/10.49%)

KSBW(TV) Salinas, Calif. □ Ch.8 □ 1101.23%
KSBY-TV San Luis Obispo, Calif. □ Ch.6 □ 1121.22%
WTVT(TV) Tampa, Fla. □ Ch.13 □ 131.46%
WMAZ-TV Baltimore □ Ch.2 □ 221.02%
WOKR(TV) Rochester, N.Y. □ Ch.13 □ 1461.15%
KNSD(TV) San Diego □ Ch.39 □ 251.49%
WAGA-TV Atlanta □ Ch.5 □ 121.53%
WSBK-TV Boston □ Ch.38 □ 61.14%
WJBK-TV Detroit □ Ch.2 □ 81.86%
WJW-TV Cleveland □ Ch.8 □ 111.56%
WITI-TV Milwaukee □ Ch.6 □ 281.83%

Gillett Holdings Inc., Denver. Officer: George N. Gillett Jr., chairman. Radio holdings: 1 AM, 1 FM. KBIZ(AM)-KTWA(FM) Ottumwa, Iowa.

10. GANNETT BROADCASTING (10) (10 stations/10.135%)

KPNX-TV Mesa (Phoenix), Ariz. □ Ch.12 □ 201.11%
KUSA-TV Denver □ Ch.9 □ 191.13%
WUSA(TV) Washington □ Ch.9 □ 91.85%
WTLN(TV) Jacksonville, Fla. □ Ch.12 □ 551.51%
WXIA-TV Atlanta □ Ch.11 □ 121.53%
WLVI-TV Cambridge (Boston), Mass. □ Ch.56 □ 61.14%
KARE(TV) Minneapolis □ Ch.11 □ 141.46%
WFMY-TV Greensboro, N.C. □ Ch.2 □ 481.56%
KOCO-TV Oklahoma City □ Ch.5 □ 401.65%
KVUE-TV Austin □ Ch.24 □ 721.195%

Gannett Broadcasting, division of Gannett Co. Inc., Washington. NYSE. Officers: John J. Curley, chairman and CEO. Radio holdings: 7 AM and 8 FM. KHS-AM-FM Los Angeles and KSDO-AM-FM San Diego; WDAE(AM)-WUSA-FM Tampa, Fla.; WGC1-AM-FM Chicago; KCMO-AM-FM Kansas City and KUSA(AM)-KSD-FM St. Louis, both Missouri, and KOAI(FM) Denton. KKBQ(AM) Houston and KKBQ(FM) Pasadena, all Texas. Gannett also publishes 85 daily newspapers and 1 national daily, *USA Today*.

11. GROUP W (11) (5 stations/9.89%)

WJZ-TV Baltimore □ Ch.13 □ 221.02%
WBZ-TV Boston □ Ch.4 □ 62.28%
KYW-TV Philadelphia □ Ch.3 □ 472.95%
KDKA-TV Pittsburgh □ Ch.2 □ 171.25%
KPIX(TV) San Francisco □ Ch.5 □ 52.39%

Westinghouse Broadcasting Co. (Group W), wholly owned subsidiary of Westinghouse Electric Co., New York. NYSE. Officers: Burton B. Stanier, chairman and CEO; William Korn, president, Group W Television. Radio holdings: 10 AM and 10 FM. WCPT(AM) Alexandria, Va.; WBZ(AM) Boston; WMAQ(AM) Chicago; KRSR(FM) Dallas; WLLZ(FM) Detroit; KILT-AM-FM Houston; KFWB(AM)-KTWV(FM) Los Angeles; WINS(AM) and WNEW-FM New York; KYW(AM) and WMMR(FM) Philadelphia; KMEQ-AM-FM Phoenix*; KDKA(AM) Pittsburgh; KFBK(AM)-KGBY(FM) Sacramento, Calif.; KQXT(FM) San Antonio, Tex., and WCXR-FM Woodbridge, Va.
* Sold pending FCC approval.

12. TELEMUNDO GROUP (12) (6 stations/9.545%)

KVEA(TV) Corona (Los Angeles), Calif. □ Ch.52 □ 272.71%
KSTS(TV) San Jose, Calif. □ Ch.48 □ 51.195%
WSCV(TV) Fort Lauderdale, Fla. □ Ch.51 □ 151.715%
WNJU(TV) Linden (Newark), N.J. □ Ch.47 □ 173.81%
KTMD(TV) Galveston (Houston), Tex. □ Ch.48 □ 101.8%
KVDA(TV) San Antonio, Tex. □ Ch.60 □ 421.315%

Telemundo Group Inc., New York. Officers: Saul P. Steinberg, chairman. Donald G. Raider, executive VP and COO.

13. COX ENTERPRISES (13) (7 stations/8.43%)

WSB-TV Atlanta □ Ch.2 □ 121.53%
WSOC-TV Charlotte, N.C. □ Ch.9 □ 311.8%
WHIO-TV Dayton, Ohio □ Ch.7 □ 51.55%
WKBD(TV) Detroit □ Ch.50 □ 81.93%
KTVU(TV) Oakland, Calif. □ Ch.2 □ 572.39%
WFTV(TV) Orlando, Fla. □ Ch.9 □ 241.98%
WPIX(TV) Pittsburgh □ Ch.11 □ 171.25%

Cox Enterprises Inc., Atlanta. Officers: James C. Kennedy, chairman and CEO; Nicholas D. Trigony, president, broadcasting division. Radio holdings: 6 AM and 8 FM. WSB-AM-FM Atlanta; WSOC-AM-FM Charlotte, N.C.; WHIO(AM)-WHKO(FM) Dayton, Ohio; WCKG(FM) Elmwood Park (Chicago), Ill.; KFI(AM)-KOST(FM) Los Angeles; WIOD(AM)-WFLC(FM) Miami and WSUN(AM)-WWRM(FM) St. Petersburg, both Florida, and KLRX(FM) Dallas. Cable: 23 systems. 1.616 million subscribers. Newspapers: 17 daily.

14. SCRIPPS HOWARD (15) (9 stations/7.665%)

KNXV-TV Phoenix □ Ch.15 □ 201.555%
WFTS(TV) Tampa, Fla. □ Ch.28 □ 131.73%
WPTV(TV) West Palm Beach, Fla. □ Ch.5 □ 461.57%
WXYZ-TV Detroit □ Ch.7 □ 81.86%
KSHB-TV Kansas City, Mo. □ Ch.41 □ 291.41%
WCPO-TV Cincinnati □ Ch.9 □ 301.81%
WEWS(TV) Cleveland □ Ch.5 □ 111.56%
KJRH(TV) Tulsa, OK □ Ch.2 □ 561.51%
WNC-TV Memphis □ Ch.5 □ 381.66%

Scripps Howard Broadcasting Co., owned by E.W. Scripps Co., Cincinnati. NYSE. Officers: Jack R. Howard, chairman; Richard J. Janssen, president and CEO. Radio holdings: WBSB(FM) Baltimore; KUPL-AM-FM Portland, Ore., and WMC-AM-FM Memphis. Tenn. Cable: 8 systems, 613,228 subscribers. E.W. Scripps also publishes 19 daily newspapers and 6 weekly or twice weekly newspapers.

15. PINELANDS (‡) (1 station/7.62%)

WWOR-TV New York □ Ch.9 □ 17.62%

Pinelands Inc., Secaucus, N.J. NYSE. Lawrence P. Fraiberg, chairman; Michael B. Alexander, president.

16. HEARST BROADCASTING (16) (6 stations/6.75%)

WBAL-TV Baltimore □ Ch.11 □ 221.02%
WCVB-TV Boston □ Ch.5 □ 62.28%
WDTN(TV) Dayton, Ohio □ Ch.2 □ 511.55%
KMBC-TV Kansas City, Mo. □ Ch.9 □ 291.82%
WISN-TV Milwaukee □ Ch.12 □ 281.83%
WTAE-TV Pittsburgh □ Ch.4 □ 171.25%

Hearst Broadcasting Group, division of Hearst Corp., New York. Officers: John G. Conomikes, VP, general manager of broadcasting. Radio holdings: 3 AM and 3 FM. WBAL(AM)-WYY(FM) Baltimore; WISN(AM)-WLTQ(FM) Milwaukee, and WTAE(AM)-WHTX(FM) Pittsburgh. Hearst Corp. also publishes 16 daily newspapers, 13 magazines and 18 trade publications.

17. A.H. BELO (17) (5 stations/5.72%)

KXTV(TV) Sacramento, Calif. □ Ch.10 □ 211.1%
KOTV(TV) Tulsa, Okla. □ Ch.6 □ 561.51%
WFAA-TV Dallas □ Ch.8 □ 71.89%
KHOU-TV Houston □ Ch.11 □ 101.6%
WVEC-TV Hampton, Va. □ Ch.13 □ 431.618%

A.H. Belo Corp., Dallas. NYSE. Officers: Robert W. Decherd, chairman; James P. Sheehan, president/CEO. A.H. Belo publishes 8 daily newspapers.

18. DISNEY (19) (1 station/5.42%)

KHJ-TV Los Angeles □ Ch.9 □ 215.42%

Walt Disney Co., Los Angeles. NYSE. Officers: Michael Eisner, chairman; Frank Wells, president/CEO.

19. PARAMOUNT (‡) (6 stations/4.83%)

WDCA-TV Washington □ Ch.20 □ 91.925%
WLFL-TV Raleigh, N.C. □ Ch.22 □ 341.37%
WTFX-TV Philadelphia □ Ch.29 □ 41.475%
KTXA(TV) Fort Worth □ Ch.21 □ 71.945%
KTXH(TV) Houston □ Ch.20 □ 101.8%
KRRR(TV) Kerrville (San Antonio), Tex. □ Ch.35 □ 421.315%

Paramount Communications Inc., New York. NYSE. Officer: Martin S. Davis, chairman and CEO.

20. PROVIDENCE JOURNAL (‡) (Includes stations purchased from King Broadcasting Co., subject to FCC approval) (9 stations/4.781%)

KING-TV Seattle □ Ch.5 □ 161.41%
KGW-TV Portland, Ore. □ Ch.8 □ 271.88%
KREM-TV Spokane, Wash. □ Ch.2 □ 781.35%
KTVB(TV) Boise, Idaho □ Ch.7 □ 1361.17%
KHNL(TV) Honolulu □ Ch.13 □ 701.386% *
KMSB(TV) Nogales (Tucson), Ariz. □ Ch.11 □ 801.34%
WHAS-TV Louisville, Ky. □ Ch.11 □ 471.57%
KGSW-TV Albuquerque, N.M. □ Ch.14 □ 521.275%
WCNC-TV Charlotte, N.C. □ Ch.36 □ 311.4%

Providence Journal Broadcasting Corp., owned by Providence Journal Co., Providence, R.I. Officers: Jack C. Clifford, VP broadcasting and cable TV. Radio holdings: 3 AM and 3 FM. KSFO(AM)-KYO(FM) San Francisco; KGW(AM)-KINK(FM) Portland, Ore.; KING-AM-FM Seattle. Cable: 16 systems with 500,000 subscribers. Newspapers: Providence Journal-Bulletin.

‡ New to chart

* According to Nielsen, January 1991.

TECHNOLOGY

**ON THE
ROAD
TO
NAB**



DIGITAL TO DOMINATE RADIO EQUIPMENT DEMONSTRATIONS

Eureka 147 and Gannett DAB demonstrations planned for convention; new digital studio gear to be introduced by several companies

It may seem like digital audio Disneyland for radio engineers attending the 1991 National Association of Broadcasters convention and equipment exhibition. Demonstrations of digital audio transmission, recording, playback and storage systems are expected to be main attractions at the April 15-18 show at the Las Vegas Convention Center.

NAB itself has become an active player in digital audio broadcasting (DAB). The association endorsed the European-developed Eureka 147 DAB system during its last board meeting (BROADCASTING, Feb. 4), and is organizing a demonstration of the system for the convention. At least one rival DAB technology, an FM in-band system supported by Gannett Radio, will also be demonstrated.

The NAB endorsement of Eureka 147 was reinforced earlier this month following a two-day demonstration of the system in Rennes, France, observed by a nine-man delegation of engineers from NAB's DAB technical advisory committee and NAB staff. "I personally came

away from this trip feeling very good about the concept," Don Wilkinson, vice president, Fisher Broadcasting Inc., Seattle, and chairman of the NAB delegation, said last week.

The system the group observed "is light years ahead of any other system we know of....It is not perfection, but it is close to perfection," said NAB Executive Vice President John Abel. Enhancements added to the system since a series of tests and demonstrations in Canada last summer include "unequal channel coding," a technique allowing for graceful failure on the edges of DAB signal coverage and for adjusting signals within the same transmission "pod" to different coverage distances.

But there are aspects demanding further development, the team concluded. The most pressing need is for testing in the L band (frequencies near 1500 mhz). All tests and demonstrations of Eureka 147 so far have been in the UHF-TV band. But the propagation characteristics of transmissions in L band are still an unknown. (L band is currently believed

to be the most likely possibility for international DAB allocation.)

NAB is organizing terrestrial DAB tests for L band, tentatively to be held this summer. "We're designing the tests now. We've had several offers for transmitter sites from broadcasters," said Michael Rau, NAB senior vice president, science and technology. Rau expects to complete the draft test within a few weeks after the convention.

In the more immediate future is the Las Vegas demonstration. "It is designed to expose DAB to a large number of broadcasters," said Alan Box, president, EZ Communications Inc., Fairfax, Va., and chairman of NAB's DAB task force. Although it will not be as extensive as the Rennes demonstration, it is expected to show some of the more attractive features of the second-generation Eureka system.

The Eureka signal, operating under temporary call sign KS2XAJ, will be transmitted on the UHF-TV band (479 mhz) at 200 watts from the roof of the Las Vegas Hilton. Every half hour dur-

ing convention hours, a 40-passenger bus equipped with a DAB receiver will drive through the city to give listeners a sense of Eureka's audio quality in environments with various levels of multipath reception. A static-reception demonstration will be held at the convention center booth. The Hilton pod will transmit nine signals: seven different music formats, the retransmission of KLUC-AM-FM Las Vegas, and a recorded explanation of the demonstration.

The one member of the Rennes delegation not endorsing Eureka last week was Paul Donohue, vice president, engineering, Gannett Radio, Los Angeles. He will release "a minority opinion" on Eureka to the DAB task force, Wilkinson said. (Donohue could not be reached for comment last week.) Gannett's demonstration of its DAB system for the FM band will be transmitted at low-power from a convention center booth. "We're asking for an experimental license for a little mini-broadcast station, and we'll basically broadcast from one end of the booth to the other," said Gannett's Dan Ehrman.

Supporters of other rival DAB technologies will also be present at the convention. A panel discussion on the various technologies will be held during the NAB technical conference on April 17. Along with Eureka and Gannett, the panel will include representatives from Stanford Telecom Inc. (supported by Satellite CD Radio Inc.), Radio Satellite Corp., Kintel Technologies, Mercury Digital and Radiotechniques.

By the time digital radio transmission becomes a reality in the late 1990's, compact disk players and recorders, professional digital audio tape recorders and other digital studio equipment will be well established products. Several digital studio systems will be making their debut at NAB, such as the D740 CD-R compact disk recorder from Studer Revox America Inc., Nashville. D740 plays back standard CD's at 20 khz frequency response, is compatible with professional and consumer players and records on write-once disks. (Studer Revox is also introducing a line of professional write-once CD's. The most common applications for the recorder, the company says, will be for custom, in-house production of jingles, commercials and sound-effects and for archival applications. Deliveries will begin in late summer 1991. No price has been set.

The PCM-7010 professional R-DAT recorder will be foremost among a number of new digital audio products from Sony Corp. "It has an instant start option which allows the audio to



Studer D740 CD recorder



Sony PCM-7010 DAT recorder

be cued with no wow or start-up artifacts for cart machine applications," said Courtney Spencer, vice president, audio product marketing. The \$3,900 recorder has a SMPTE timecode option for double duty in audio for video post-production. The PCM-2700 R-DAT deck without timecode but with many of PCM-7010's features will sell for \$2,999. Both decks will be ready for shipment in July.

Also scheduled for July delivery will be Sony's CDP-2700 compact disk player, featuring an auto-cue function, similar to the PCM-7010's instant start. "The CD format puts start codes on the disk, but there may be a lag between the start ID and the actual audio. [The CDP-2700] allows the cueing to actually go to the start of sound," Spencer said. It is list priced at \$1,299.

Perhaps the largest number of digital systems on the NAB floor will be shown by Harris Allied Broadcast Equipment, Quincy, Ill. It has been licensed to market an R-DAT-based digital logger, manufactured by Eventide Inc., Little Ferry, N.J. "A large number of radio stations log not only their own stations

for legal reasons, but also their competition," said Harris Allied's Dave Burns. "Historically, people have used these great big dictaphone machines with 10.5-inch reels," a space-consuming storage system, he said. Seven and a half days can be recorded on one DAT cassette with the Eventide system. The logger (also to be shown in the Eventide booth) starts at \$9,999, with several options available.

Harris Allied has exclusive, worldwide marketing rights to the DigiLink system from Arrakis Systems, Fort Collins, Colo. "DigiLink is working toward what I call the totally networked radio station. It will do some programing, automation, some satellite, live assists and limited waveform editing," Burns said. The system starts at \$12,000 and can be expanded to almost unlimited capacity, he said. Other established digital products scheduled for display in the Harris booth include the AUDISK digital satellite music automation system, the AKG DSE digital audio workstation at a much-reduced price (down \$8,000 to \$29,000) and the Century Systems hard-disk-based digital audio storage

NBC TO USE HALF-INCH TAPE FOR OLYMPICS COVERAGE

NBC said last week that it will use Matsushita's half-inch composite digital videotape equipment for its coverage of the 1992 summer Olympics in Barcelona, Spain. Through Matsushita's U.S. subsidiary, Panasonic Broadcast Systems, Secaucus, N.J., NBC purchased half-inch digital camcorders, studio recorders and digital processing studio cameras.

Shipments of equipment in the new format began late last year. Other major customers so far include the BBC, which is building a new half-inch digital post-production facility, and Radio Televisio Olympica '92, the host broadcaster for the 1992 games, which will receive 400 recorders and camcorders for the Olympic International Broadcast Center.

The half-inch digital equipment is based in part on the design of Matsushita's MII half-inch component analog equipment. NBC has been a major MII customer, purchasing more than 2,000 pieces of equipment from Panasonic over the past five years.

NBC also has bought a PESA System 5 100 MHz routing switcher from PESA America Inc., Huntsville, Ala. The system, which routes 192 input/272 output video signals and 240 input/336 output audio signals, will be installed at NBC's broadcast center in Barcelona. PESA will also supply NBC 200 remote control panels and its MC5000 digital machine control for the games.

system.

Among the analog-based systems at the convention, one of the more visible technologies will be radio data systems (RDS), providing radio listeners with messages on LCD screens and automatic tuning to preselected formats. Several European-developed systems already in operation in Europe will be demonstrated at an NAB-sponsored booth. In addition, Modulation Sciences Inc. (MSI), Somerset, N.J., will introduce its own RDS generator. "It will be significantly less expensive than any other [RDS] product on the market because of something very innovative that we're doing," said MSI's Eric Small, who declined to elaborate further on the cost-cutting techniques.

FMX, the NAB-CBS-developed technology for extending FM stereo coverage, will continue to seek a foothold in the radio industry. Delays in the system's early introduction due to technical flaws have damaged its marketability, even after those flaws appear to have been corrected. Broadcast Technology Partners (BTP), Bloomfield, Mich., which holds the FMX patents, will show a new consumer receiver for the system at the show.

BTP will also share the results of a recent FMX study conducted by the Canadian Broadcasting Corp., in Victoria, British Columbia. CBC had been conducting tests of its FM stereo service in conjunction with RDS, second-language



France's Thomson Consumer Electronics has introduced its new line of wide-screen consumer television receivers for the European market. The 34-inch, 16:9 Space System receivers will begin appearing in French retail stores next month and in Italy and Germany this summer. The \$6,500 sets receive current 4:3 PAL and SECAM signals in a letterbox format (demonstrated above). A decoder and satellite dish to receive D2MAC enhanced-definition television signals in a 16:9 format will be sold for an additional \$1,000. Some European satellite programming services already deliver D2MAC. Italy's RAI and France's Antenne2 and TDF2 broadcast networks plan to begin D2MAC service by the end of 1991. Space System sets are designed to interface with full HDTV decoders that are expected to be available in the late 1990's.

broadcasts and other sideband technologies, according to Brian Sawyer, manager, standards and methods, CBC, Montreal. Some of those systems were tested with FMX-encoded signals on receivers both with and without FMX de-

coders. "In the actual FMX mode, there is no question there are benefits to be gained. There's an extension to the threshold that stereo can be gained. We experienced anywhere from 4 dB to 12 dB improvement," Sawyer said. —RMS

MSTV SEEKS MORE LAND-MOBILE PROTECTION

Recent FCC initiatives to insure protection of UHF-TV stations from land-mobile radio interference do not go far enough, according to Margita White, president of the Association for Maximum Service Television (MSTV). White raised the issue of land-mobile licensing procedure last year in a letter to FCC Private Radio Bureau Chairman Ralph Haller. White cited a case documented by MSTV in which eight land-mobile stations in the geographic area of WNDU-TV South Bend, Ind. (ch. 16), were licensed in violation of FCC policy (BROADCASTING, Dec. 10, 1990).

"The pace of new licenses [in the UHF] band has slowed considerably.... We, therefore, do not foresee many additional grants in this band," Haller wrote in a January response to White. In the meantime, Haller said the FCC would release a public notice reminding mobile radio operators licensed within 90 miles of a UHF-TV

station that their base stations should not be within 60 miles of the TV transmitter and must protect the TV station's signal to the Grade B contour. Local frequency coordinators were to be reminded of their responsibilities in assuring that shared TV and land-mobile licenses are in conformance with the FCC's rules.

"These initiatives fall somewhat short of the steps required to insure full compliance with the FCC rule and prevent future licensing violations," White said. She cited the commission's internal audit of land-mobile station licenses, finding 132 stations within 90 miles of adjacent-channel UHF-TV stations, including 70 licensed without the proper waiver. "Such evidence suggests a serious breakdown in the commission's licensing process and its monitoring of rules governing the TV shared bands," White said.

MSTV asked the FCC to reissue the improperly licensed land-mobile sta-

tions with limited coverage areas and put future requests for sharing of land-mobile and UHF TV spectrum on public notice.

White raised a new concern "that the bureau appears to be applying a more lenient standard with respect to protecting the currently inoperative allotment of WHED-TV Hanover, N.H." In his January letter to White, Haller said 47 of the 132 land-mobile licenses located within 90 miles of a UHF station were in the geographic area of WHED-TV, which has been dark for several years.

"The interference-protection standards were, of course, intended to protect the integrity of...the future potential of the system as well as operational stations," White said. "At the very least, we would hope that the [Private Radio] Bureau is expressly conditioning such licenses with the requirement that they restore full protection to the Hanover allotment when the station returns to the air." —RMS

MORNING SHOWS

Continued from page 29.

including: the station should be in a market large enough to support more than one independent; the station should have the financial resources to get the show off the ground and the station should already have a strong news presence in the market.

The oldest of the major market independent shows, *Good Day New York* on Fox flagship WNYW(TV) New York, continued to hold its own among the network morning shows in the February sweeps. The show's chatty mix of news and features gave the program a 2.3 rating and a 10 share in February 1991, up from 1.4/8 the previous year, according to A.C. Nielsen Co. data. On competing channels, *CBS This Morning* had a 2.2/9 on WCBS-TV; *The Today* show had a 2.4/10 on WNBC-TV and *Good Morning, America* showed a 5.3/22 on WABC-TV.

Fox Morning News, launched on Fox-owned WTTG(TV) Washington last June had a 2.3 rating and a 9 share in the



WOLF TO PLAY APE MAN

Worldvision announced last week that Wolf Larson (above) has been signed to play the lead in *Tarzan*, the company's new first-run, half-hour weekly adventure of the same name. Lydie Denier has been tapped to play Jane. Larson's credits include *Dynasty* and *Simon and Simon*. Denier's credits include *China Beach* and *General Hospital*. With about 70% of the country cleared, *Tarzan* is scheduled to debut next fall.

'RECALL' RECALLED

King World Production executives have started spreading word that *Instant Recall*, the magazine strip, will not be back for a second season, according to a source who said he received that word directly from Scott Towle, KWP's senior vice president in charge of station sales. "It will not come back in the fall," the source said. Towle was not available for comment at deadline last week. The show's ratings have been mediocre throughout much of the country, due in part to poor time period clearances. In November, for example, in seven of the top 20 markets, the show aired at midnight or later, or not at all. Also, preemptions due to war coverage hurt syndicated shows generally in the first quarter 1991. A KWP spokeswoman said the company had no comment on the report that the show would not be back for a second year. The program is hosted by John Palmer, who is reported to have a three-year, no-cut contract with KWP. No word on what Palmer would do next, but Michael King, president and chief executive officer of the company, several weeks ago strongly denied rumors that Palmer would become the next anchor of KWP's *Inside Edition*. "We already have an anchor for *Inside Edition*, and that's Bill O'Reilly," said King. *Edition*, now in its third season, has grown to be a solid performer in syndication, usually in or around the top-15 ranked syndication shows each week.

February sweeps. The show trailed behind NBC affiliate WRC-TV with 3.0/12; CBS affiliate WUSA(TV) with 3.6/14 and ABC affiliate WJLA-TV with 4.8/19. But if progress by established independent morning shows on WNYW and WSVN(TV) Miami are any indication, a slow start does not necessarily dictate long-term low ratings.

Today in Florida, the two-year-old morning show on Fox affiliate WSVN Miami, scored an impressive 4.4/18 in the February sweeps, outpaced only by the 5.0/21 earned by *Good Morning, America* on ABC affiliate WPLG(TV). *Today* had a 3.0/13 on NBC affiliate WTVJ(TV) and *CBS This Morning* scored a 1.3/5 on WCIX(TV). WSVN's ratings were up from February 1990, when the show had a 2.7/13.

The youngest of the independent morning shows, the two-month-old *Mornings on 2* on Fox affiliate KTVU(TV) Oakland (San Francisco), had a 1.1/5 in the February sweeps. Among the network morning shows in the market, NBC's *Today* show had a 3.7/16 on KRON-TV; ABC's *Good Morning, America* had a 3.5/15 on KGO-TV and *CBS This Morning* showed a 1.9/8 on KPIX-TV.

Fox-owned KTTV(TV) Los Angeles continues to seriously consider launching its own morning show in the time period, according to station executives, but no decision has yet been made.

At KRIV(TV) Houston, another Fox-owned station, news director Will Wright said the station was with "great interest" tracking progress at the existing Fox morning shows. While the station has not yet made a decision to go ahead with its own morning show, he said, the news staff has worked out a

hypothetical budget and continues to meet bimonthly.

Fox affiliate WTXF(TV) Philadelphia, with its nightly 10 p.m. newscast, would seem the most likely in the market to launch an independent morning show. News director Roger LaMay said a morning show would be a "logical" place for expansion, but there are no immediate plans. "We do not have any plans at this time, but we plan to look at the early track record of the stations that have done it," he said.

Among other top 10 cities, the possibility of launching a morning show appears to be less imminent. Launching an independent morning news show in Boston, for example, seems remote, as the city remains in its current economic slump. But the Fox station in the market has its eyes on developing such a show in the long-term, according to Gerald Walsh, vice president and general manager, WFXT(TV) Boston. "It takes time and a lot of money, and with this economy, we have to be careful," said Walsh.

In Chicago, Tribune-owned independent WGN-TV has had no serious discussions about launching a morning show, according to Paul Davis, news director. Market observers said the only other possible player in the market, Fox-owned WFLD(TV), would not be a likely candidate because the station has not yet tackled expanding its evening newscast to weekends.

Dallas appears far from launching an independent morning show. Gaylord Broadcasting independent KTVT(TV) Fort Worth, the only independent with a news presence in the market, wants to maintain the high ratings scored by its block of animated programming in the

morning, said Ed Trimble, general manager.

Fox affiliate WKBD(TV) Detroit, the only independent in the market actively involved in news, does not have any

immediate plans to enter the morning show arena, said Duane Kell, vice president and general manager. The station's current block of animated morning fare continues to be profitable for the station,

he said, adding that WKBD's news efforts are focused on developing its 10 p.m. newscast, which in January was expanded from Monday-Friday to seven nights a week.

-RB

RATINGS ROUNDUP

Week 25

NTI Network Prime Time Report for week of March 4 - March 10

1st column tells rank. 2nd column tells position compared to last week: ▼-Down in rank from last week. ▲-Up in rank from last week.
 ■-Premiere broadcast. 3rd column tells rating. 4th column tells network. 5th column tells show.

1	▲	20.6/32	N	Cheers
2	▲	19.2/29	A	Roseanne
2	▼	19.2/32	C	60 Minutes
4	▲	18.6/28	A	Amer. Funniest Videos
5		17.9/27	N	A Different World
5	▲	17.9/27	A	Amer. Funniest People
7	▲	17.6/26	C	Murder, She Wrote
8	▼	17.3/27	C	Movie: Test Of Love
9		17.1/30	A	Full House
10		17.0/29	A	Baby Talk Special
11	▼	16.7/26	N	The Cosby Show
12	▲	16.6/25	C	Designing Women
12	▼	16.6/25	C	Murphy Brown
14	▲	16.5/29	N	Golden Girls
15	▼	16.1/27	A	Fmily Matters
16		15.9/25	A	Davis Rules Special
16	▲	15.9/28	N	Empty Nest
18		15.7/25	N	Wings
19	▼	15.3/24	C	Major Dad
20	▲	15.2/24	N	Movie: Hell Hath No Fury
21	▼	14.7/23	C	Rescue: 911
22	▲	14.5/23	A	Movie: Married/The Mob
22	▼	14.5/22	N	Matlock
22	▼	14.5/23	N	Unsolved Mysteries
25	▲	14.3/22	A	Davis Rules
26	▼	14.2/22	C	Evening Shade
27		14.0/22	A	Who's The Boss?
28	▲	13.8/22	A	Growing Pains
28	▼	13.8/23	A	Wonder Years
30	▲	13.7/21	F	The Simpsons

31	▲	13.6/24	C	Knots Landing
32		13.4/22	N	Heat Of The Night
33	▼	13.2/24	A	20/20
34	▼	12.5/21	A	Going Places
34	▲	12.5/21	N	Night Court
36	▲	12.0/19	N	Three Men And A Baby
37		11.8/22	N	Quantum Leap
38	▼	11.6/18	N	Fresh Prince Of Bel Air
39	▼	11.5/19	C	Movie: Red Heat
40		11.2/18	A	Movie: Earth Angel
40	▼	11.2/21	N	Carol & Company
42		10.6/17	A	Doogie Howser, M.D.
43	▲	10.5/19	N	Down Home
44	▲	10.3/19	A	Movie: Beverly Hills Cop
44		10.3/16	A	Macgyver
46	▲	10.2/16	N	Blossom
46	▼	10.2/18	C	Jake And The Fatman
48	▲	10.1/19	N	Amen
48	▲	10.1/15	A	Father Dowling
48		10.1/18	N	L.A. Law
51		10.0/16	C	Pres. Bush Analysis
52	▲	9.6/16	C	Dallas
53	▼	9.5/17	A	Primetime Live
54	▲	9.3/15	A	Gabriel's Fire
54	▼	9.3/16	A	thirtysomething
56	▼	9.2/14	F	In Living Color
57	▼	9.1/16	N	Hunter
57	▼	9.1/14	F	Married...With Children
59	▲	8.7/16	A	Young Riders

60	▲	8.6/14	A	Life Goes On
61	▼	8.5/14	C	48 Hours
61		8.5/15	N	Unsolved Mysteries Spec.
61		8.5/14	C	WIOU Special
64	▼	8.4/13	C	Top Cops
65	▼	8.3/12	N	Real Life/J. Pauley
66		8.2/13	F	Yearbook Preview
67	▲	7.9/14	C	Guns Of Paradise
68		7.6/14	C	I Love Lucy: 1st Show
69	▲	7.5/14	N	Dark Shadows
70	▲	7.4/14	A	Equal Justice
71	▼	7.3/11	F	Get A Life
72		7.0/11	N	Exposé
73	▼	6.8/11	C	Flash
74	▲	6.7/10	F	Beverly Hills, 90210
74	▼	6.7/11	N	Super Bloopers & Jokes
76	▼	6.6/12	C	Movie: La Bamba
77	▲	6.3/10	F	Parker Lewis
78	▲	6.0/11	F	Cops 2
79	▼	5.5/8	F	Movie: Earth Girls/Easy
80	▲	5.4/9	F	Cops
81	▼	5.2/9	F	True Colors
82	▲	4.9/9	F	Totally Hidden Video
83	▲	4.7/8	F	America's Most Wanted
84	▲	4.5/8	C	Uncle Buck
84	■	4.5/8	F	Yearbook
86	▲	4.3/8	C	Lenny
87		4.2/6	F	Good Grief
88	▲	3.2/5	F	Comic Strip Live
89	▲	2.6/4	F	Against The Law

FREEZE FRAMES: Syndication Scorecard *

Week ended March 3

Rank	Program (Syndicator)	Rtg	Stns	Covg				
1	Wheel of Fortune, syn. (King World)	12.1	201	89	8	TV Net Movie (MCA)	7.9	149 92
2	Star Trek: Next Generation (Paramount)	11.4	228	97	9	Current Affair (20th Century Fox TV)	7.2	179 91
3	Jeopardy! (King World)	11.1	212	91	10	Columbia Night At Movies (Columbia)	6.5	163 92
4	Oprah Winfrey (King World)	9.9	223	99	11	Donahue (Multimedia)	6.4	230 98
5	Wheel of Fortune, wknd. (King World)	8.9	183	85	12	Pegasus II (Columbia)	6.2	104 82
6	Cosby Show (Viacom)	8.6	208	98	13	Inside Edition (King World)	5.6	125 77
7	Entertainment Tonight (Paramount)	8.4	179	94	14	21 Jump Street, syn. (Cannell)	5.4	121 88
					15	Star Search (TPE)	5.0	172 95

* Nielsen weekly pocketpiece

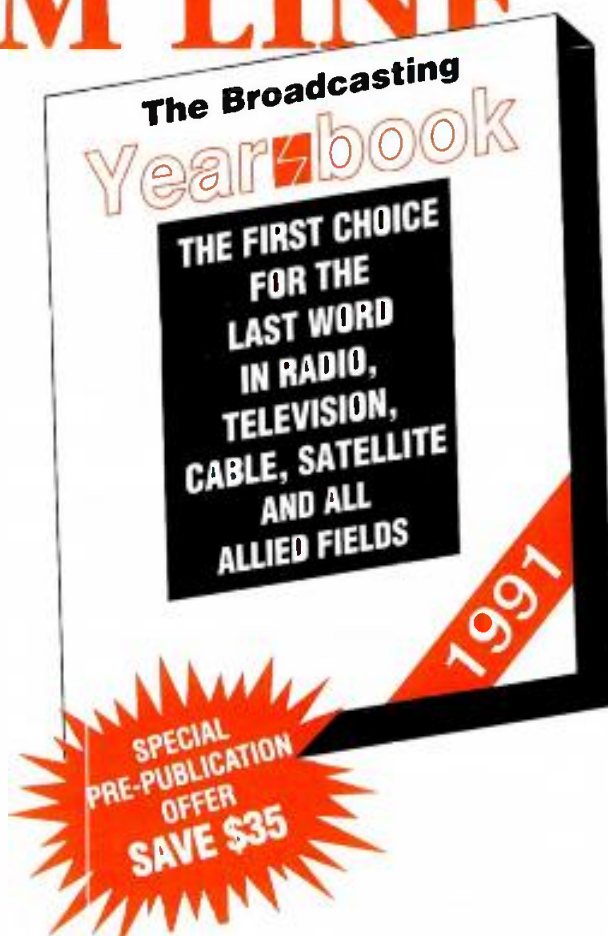
Source: Nielsen and Broadcasting's own research.

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DATEBOOK

Continued from page 14.

March 27-31—"Cross Country with Mike Leonard," freelance reporter for NBC, screenings at *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

March 28—*Illinois Broadcasters Association* college seminar. Illinois State University, Normal, Ill. Information: (217) 753-2636.

March 28—Upfront '91, annual syndication conference for the advertising community, sponsored by the *Advertiser Syndicated Television Association*. Waldorf-Astoria, New York. Information: (212) 245-0840.

March 28—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Alan Wagner, Boardwalk Entertainment, on "TV Production in the 90's...Who's Reaching for the Check?" Copacabana, New York. Information: (212) 768-7050.

■ **March 28**—*Academy of Television Arts and Sciences* forum luncheon. Speakers include actress Sharon Gless and producer Barney Rosenzweig. Beverly Hilton Hotel, Los Angeles. Information: (818) 953-4182.

March 29—Deadline for entries in summer John H. Mitchell Student Internship Program offered by *Academy of Television Arts and Sciences*, which includes 28 television internships. Information: (818) 953-4182.

March 29-30—13th annual Black College Radio convention. Paschal's Hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

■ **March 22-24**—*Society of Professional Journalists* regional conference. Topic: "It's Lonely in the Trenches," an insight into the FOI battle. Salt Lake City Marriott, Salt Lake City. Information: John Gholdston, (801) 967-2246.

March 30—Deadline for entries in 30th annual International Gold Medallion Awards, sponsored by *Broadcast Promotion and Marketing Executives*. Information: (213) 288-0481.

March 31—Deadline for entries in Dateline Awards competition, sponsored by *Washington Chapter, Society of Professional Journalists*. Information: Pamela Dockins, (703) 685-2090.

APRIL

April 1—Deadline for proposals for the development and production of native American programs for national public television audiences, sponsored by *Native American Public Broadcasting Consortium*. Information: (402) 472-3522.

April 1—Deadline for entries in Mencken Awards for "outstanding writing and cartooning that illustrates human rights issues, exposes governmental abuses of power and champions defense of individual rights," sponsored by *Free Press Association*. Information: Mencken Awards, P.O. Box 15548, Columbus, Ohio, 43215.

April 2—*Radio Advertising Bureau* radio market-

ing workshop. Ramada Inn/South Denver, Denver. Information: (212) 254-4800.

April 3—*Radio Advertising Bureau* radio marketing workshop. Benson Hotel, Portland, Ore. Information: (212) 254-4800.

April 3—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Laurence Caso, executive producer, *As the World Turns*. Copacabana, New York. Information: (212) 768-7050.

April 3—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (818) 792-0421.

April 4—*Radio Advertising Bureau* radio marketing workshop. Ramada Hotel/Fisherman's Wharf, San Francisco. Information: (212) 254-4800.

April 4-5—*International Radio and Television Society's* eighth annual minority career workshop. Viacom Conference Center, New York. Information: (212) 867-6650.

April 5—*NATPE Educational Foundation* regional seminar. Sessions: "Reading and Righting the Ratings" and "Breaking Up and Making Up: Current Affairs Between Local Stations and Cable." Chicago. Information: (213) 282-8801.

■ **April 5**—Opening reception for "Aces in April: Cable's Best," exhibition sponsored by *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

April 5-7—"Urban Growth and Poverty in the Economy," economics conference for journalists sponsored by *Foundation for American Communications, Ford Foundation* and *Atlanta Journal and Constitution*. Colony Square Hotel, Atlanta. Information: (213) 851-7372.

April 6—*Radio-Television News Directors Association* region-five super regional conference in conjunction with *Northwest Broadcast News Association*. Minneapolis. Information: Penny Parish, (612) 925-4636.

April 6—Second annual Pennsylvania area regional conference of *National Association of College Broadcasters*. Luzerne County Community College, Nanticoke, Pa. Information: Ron Reino, (717) 821-0932, or Carolyne Allen, (401) 863-2225.

April 7-9—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 8—*NATPE Educational Foundation* regional seminar. Sessions: "Reading and Righting the Ratings" and "Breaking Up and Making Up: Current Affairs Between Local Stations and Cable." Washington. Information: (213) 282-8801.

■ **April 8**—"Ramifications of the antitrust exemption for sports on television," symposium sponsored by *Cardozo Arts and Entertainment Law Journal*. Speakers include Thomas Newell, director of business affairs, NBC, and Edwin Durso, executive vice president, network marketing, and general counsel, ESPN. Cardozo Law School, New York. Information: (212) 790-0292.

April 8-11—*Electronic Industries Association*

spring conference. Washington. Information: (202) 457-4900.

April 9—*Electronic Industries Association* government/industry dinner, during association's spring conference (see listing above). Washington. Information: (202) 457-4900.

April 9—*American Women in Radio and Television, New York City Chapter*, breakfast, "Media Issues—Some Hot, Some Not." Marriott hotel, New York. Information: (212) 572-9832.

April 9—"Winning New Business," seminar sponsored by *American Association of Advertising Agencies*. Hotel Nikko, Chicago. Information: (212) 682-2500.

April 9-10—"Living with the New Clean Air Law: Costs vs. Benefits," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

April 9-11—*Cable Television Administration and Marketing Society* service management master course. Chicago. Information: (703) 549-4200.

April 10—Presentation of RadioBest Awards, sponsored by *Twin Cities Radio Broadcasters Association*. Minneapolis Convention Center, Minneapolis. Information: (612) 544-8575.

■ **April 10**—Deadline for nominations for 11th annual Buccaneer Awards for national and local TV and radio public service announcements, sponsored by *Public Interest Radio and Television Education Society*. Information: (800) 752-6515.

■ **April 10**—Presentation of 34th annual New York Emmy Awards, presented by *National Academy of Television Arts and Sciences, New York chapter*. Marriott Marquis, New York. Information: (212) 768-7050.

April 10-13—*National Broadcasting Society, Alpha Epsilon Rho*, 49th annual convention. Sheraton Universal Hotel, Los Angeles. Information: G. Richard Gainey, (803) 777-3324.

April 11—55th annual Ohio State Awards banquet and ceremony, sponsored by *Institute for Education by Radio-Television*, Columbus, Ohio. National Press Club, Washington. Information: (614) 292-0185.

April 11—Forum on digital audio broadcasting, sponsored by *Annenberg Washington Program*. Annenberg office, Willard Office Building, Washington. Information: (202) 393-7100.

April 11—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Phil Beuth, president, early morning and late night TV, ABC-TV, and Jack Reilly, executive producer, ABC's *Good Morning, America*, present: "An Update on Morning Television." Copacabana, New York. Information: (212) 768-7050.

■ **April 11**—*Royal Television Society* Alistair Cooke Lecture, to be delivered by Jack Valenti, president, Motion Picture Association of America, on "The Magic of the Movies: The Impact of Hollywood on the World Through TV." Cosmos Club auditorium, Washington. Information: (202) 429-0190.

■ **April 11-12**—*Indiana Broadcasters Association* spring conference. Muncie, Ind.

FOR THE RECORD

As compiled by BROADCASTING from Mar. 7 through Mar. 13 and based on filings, authorizations and other FCC actions.

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

OWNERSHIP CHANGES

Applications

■ **KCSY(AM)-KUH(K)FM** Soldotna, AK (AM: BA-L910225EB; 1140 khz; 10 kw-U; FM: BAP-H910225EC; 96.5 mhz; 10 kw; ant. 79 ft.)—Seeks assignment of license and CP from Eagle Rock Broadcasting Inc. to King Broadcasters for \$283,000. Seller is headed by Paul Barr and has no other broadcast interests. Buyer is headed by Sally Blakeley and has no other broadcast interests. Filed Feb. 25.

■ **KRVZ(AM)-KQAZ(FM)** Springville-Eagar, AZ (AM: BAL910228EB; 1400 khz; 1 kw-U; FM: BAL-H910228EC; 101.7 mhz; 3 kw; ant. -97 ft.)—Seeks assignment of license from Radio Paradise Inc. to Double Z Enterprises Inc. for \$130,000. Seller is headed by William S. Gardner Jr. and Michaellette Gardner, husband and wife, and has no other broadcast interests. Buyer is headed by Theodore M. Barbone (25%), Jack A. Fansher (25%), Bert H. Wunderlich (25%) and Michael J. Barbone (25%), and has no other broadcast interests. Filed Feb. 28.

■ **KARV(AM)** Russellville, AR (BAL910222EA; 610 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Michael Home, trustee, to KARV Inc. for \$250,000. Seller has no other broadcast interests. Buyer is headed by Imogene S. Home, mother of seller, and has no other broadcast interests. Filed Feb. 22.

■ **KNUS(AM)** Denver (BTC910301EH; 710 khz; 5.00 kw)—Seeks transfer of control from Boulder Broadcasting Corp. to Paul Stebbins for \$900,000. Seller is headed by David B. Corman, and has no other broadcast interests. Buyer has no other broadcast interests. Filed March 1.

■ **WZMF(FM)** Danville, IL (BAPH910220GY; 94.9 mhz; 6 kw; ant. 100 ft.)—Seeks assignment of CP from Kathleen D. Rollings to Rollings Communications of Danville Inc. for nominal consideration. Buyer is headed by Dale L. Rollings (80%) and Mark Rollings (10%), father and son, and Kathleen Rollings (10%), wife of Mark Rollings, and is licensee of WUF(AM)-WZNF(FM) Rantoul, IL. Filed Feb. 20.

■ **WJAA(FM)** Austin, IN (BAPH910301HS; 96.3 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Power Communications Inc. to Midland Media Inc. for \$15,000. Seller is headed by Linda Burbridge and Paul J. Levine, and has interests in WGZB(AM) Corydon, IN. Buyer is headed by Tracie Becker (50%)

and Robert Becker (50%), and has no other broadcast interests. Filed March 1.

■ **WBJC(FM)** Baltimore (BALED910228HT; 91.5 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from Community College of Baltimore to New Community College of Baltimore for no cash consideration. Seller is headed by Community College board of trustees and has no other broadcast interests. Buyer is headed by James D. Tschechtelin and Marion W. Pines and has no other broadcast interests. Filed Feb. 28.

■ **KARL(FM)** Tracy, MN (BTCH910226HE; 105.1 mhz; 3 kw; ant. 325 ft.)—Seeks transfer of control from Karon Lundeen to Brad and Joyce Strootman, husband and wife, for \$1. Licensee, Plum Creek Broadcasting Co., is headed by Brad Strootman. Transferor has no other broadcast interests. Transferees Brad and Joyce Strootman (50% each), have no other broadcast interests. Filed Feb. 26.

■ **KWLM(AM)-KQIC(FM)** Willmar, MN (AM: BTC910222EB; 1340 khz; 1 kw-U; FM: BTCH910222EC; 102.5 mhz; 100 kw; ant. 830 ft.)—Seeks transfer of control from Business Music Inc. to Steven W. Linder for \$691,937. Seller is headed by H. Willard Linder, and has no other broadcast interests. Buyers are Steven W. Linder (90.5%) and Paul R. Linder, brothers, and Paul R. Linder Trust (9.5%). Steven Linder is 20% owner of Lakeland Broadcasting Co., stations' licensee. Filed Feb. 22.

■ **WLLN(AM)** Lillington, NC (BAL910301EB; 1370 khz; 5 kw-D, 49 w-N)—Seeks assignment of license from Hammet Broadcast Inc. to Christian Purities Fellowship Inc. for \$155,000. Seller is headed by Bobby Etheridge, Faye C. Etheridge and Edward H. McCormick, and has no other broadcast interests. Buyer is headed by O. Talmadge Spence (25%), H.T. Spence (25%), Michael E. Hannon 25% and Anthony Little (25%), and has no other broadcast interests. Filed March 1.

■ **KOKC(AM)** Guthrie, OK (BTC910225EA; 1490 khz; 500 w-U)—Seeks transfer of control from OKC Ltd./Ralph Tyler to Larry Jones International Ministries as donation. Seller is headed by Larry Jones and has no other broadcast interests. Buyer is headed by Dan Mugg and has no other broadcast interests. Filed Feb. 25.

■ **WKRU(AM)** Burnetown, SC (BAL910226EL; 1510 khz; 1 kw-D, 250 w-CH)—Seeks assignment of license from Robert S. Cannella to John E. Dalton for \$72,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 26.

■ **WSYN(FM)** Georgetown, SC (BALH910301HR; 106.5 mhz; 50 kw; ant. 530 ft.)—Seeks assignment of license from Beach Broadcasting of SC Inc. to Sunny Broadcasters Inc. for \$1.1 million. Seller is headed by Barry Brown, receiver, and has no other broadcast

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interests. Buyer is headed by Richard T. Laughridge (33.3%), Charles S. Morris (33.3%) and J. Lewis Cromer (33.3%). Laughridge is general manager of WLTX(TV) Columbia, SC, owned by Lewis Broadcasting Corp. of Savannah, GA. Lewis Broadcasting also owns WJCL-FM-TV Savannah and WLTZ(TV) Columbus, both Georgia; WSTZ-FM Vicksburg and WZRX-AM Jackson, both Mississippi. Laughridge is vice president of but has no ownership interest in Lewis Broadcasting. Filed March 1.

■ **KOES(AM)-KCLW-FM Hamilton, TX** (AM: BAL910221EA; 900 khz; 250 w-D; FM: BALH910221EB; 92.1 mhz; 3 kw; ant. 299 ft.)—Seeks assignment of license from Abelardo Beltran to Gary L. Moss for \$175,000. Seller has no other broadcast interests. Buyer is vice president of Fletcher Broadcasting Inc., licensee of KCLE(AM) Cleburne, TX. Filed Feb. 21.

■ **WLL(AM)-WGOL(FM) Lynchburg, VA** (AM: BTC910226HF; 930 khz; 5 kw-D, 49 w-N; FM: BTC910226HG; 98.3 mhz; 3 kw; ant. 240 ft.)—Seeks transfer of control from Douglas Broadcasting Inc. to Hong-Cuthrell Communications Inc. for \$1. Transferor is headed by George B. Douglas III and Megan Douglas and has no other broadcast interests. Transferee is headed by James M. Hong, Donald W. Cuthrell Jr., Charles E. Coreth, Hong-Cuthrell Communications Inc. (22.1%) Hong-Management Corp. (43.7%), and has no other broadcast interests. Filed Feb. 26.

■ **WLDY-AM-FM Ladysmith, WI** (AM: BTC910226HK; 1340 khz; 1 kw-U; FM: BTC910226HL; 92.7 mhz; 1.7 kw; ant. 377 ft.)—Seeks transfer of control from Ruth A. Jonassen to Gary R. Johnson and Bernice C. Beyer for \$236,500. Seller has no other broadcast interests. Buyers are Johnson (50%) and Beyer (50%). Johnson is 90% stockholder of both WAGN(AM) Menominee and WHYB(FM) Peshtigo, both Wisconsin, and 33% stockholder of WKTS(AM) Sheboygan, WI. Filed Feb. 26.

■ **KMUS(FM) Burns, WY** (BTC910226HH; 101.9 mhz; 50 kw; ant. 150 ft.)—Seeks transfer of control from William L. Moir to Frederick J. Berger and Richard M. Reizman for \$44,000. Licensee, KMUS Inc., is headed by William L. Moir, Frederick J. Berger and Richard M. Reizman. Moir is 100% stockholder of WDXR(AM) Paducah, KY, and WDXR(FM) Golconda, IL. Buyers Reizman (50%) and Berger (50%) have no other broadcast interests. Filed Feb. 26.

Actions

■ **KDAN(AM) Williams, AZ** (BAL900129EA; 1180 khz; 5 kw-D)—Granted assignment of license from Soho Broadcasting to Szoelloesi Broadcasting Co. for \$70,000. Seller is headed by Benita Soho and Stanley Soho and has interests in KGUS(AM) Florence, AZ and KPUB-AM-FM Winters, TX. Buyer is headed by Crystal A. Szoelloesi (60%), Barbara L. Szoelloesi (20%) and Philip Szoelloesi (20%), and has no other broadcast interests. Action Feb. 28.

■ **KTIP(AM)-KIOO(FM) Porterville, CA** (AM: BAL901228EE; 1450 khz; 1 kw-U; FM: BALH901228GL; 99.7 mhz; 24 kw; ant. 690 ft.)—Granted assignment of license from Porterville Broadcasting to Double M Broadcasting Inc. for \$91,453. Seller is headed by Euphonic Broadcasting Inc., Peninsula Radio Investor, Kagan Venture Fund, Kagan Capital Management, Norman Glaser and Paul F. Kagan. Kagan Venture Fund owns 99% interest in Premier Cable Ltd. II, which operates cable TV systems in California, Montana and Idaho. Buyer is headed by Monte Moore (54%), Frank Haas (44%) and Larry Cotta (2%), and has no other broadcast interests. Action Feb. 20.

■ **KZIQ-AM-FM Ridgecrest, CA** (AM: BAL910116EA; 1360 khz; 1 kw-U; FM: BALH910116EB; 92.7 mhz; 3 kw; ant. -134 ft.)—Granted assignment of license from Bel Air Broadcasting Corp to Blessing Broadcasting Co. for \$682,500. Seller is headed by Robert E., Thomas E. and James D. Ingstad, brothers, and Randy Holland, who have interests, through various licensees, in 24 AM's and 24 FM's. Buyer is headed by Patrick F. Michaels and Paula N. Michaels and has no other broadcast interests. Action Feb. 26.

■ **KVOR(AM)-KSPZ(FM) Colorado Springs** (AM:

BTC910115EQ; 1300 khz; 5 kw-D, 1 kw-N; FM: BTC910115ER; 92.9 mhz; 53 kw; ant. 2,130 ft.)—Granted transfer of control from Unistar Holdings Inc. to SPZVOR Inc. for \$1.5 million in stock purchase agreement; 100% of stock will be transferred. Transferor is headed by Carl T. Robinson and William C. Moyes. Transferee is headed by Robinson (50%), Moyes (50%) and Kenneth Weiland, and has no other broadcast interests. Action Feb. 26.

■ **KDEN(AM) Denver** (BAL901228EC; 1340 khz; 1 kw-U)—Granted assignment of license from Karen J. Mathis, receiver, to Cashel Inc. for \$575,000. Seller has no other broadcast interests. Buyer is headed by John J. and Shirley A. McGuinness, husband and wife, and has no other broadcast interests. Action March 1.

■ **WQBQ(AM) Leesburg, FL** (BTC910117EB; 1410 khz; 5 kw-D, 90 w-N)—Granted application for transfer of control of 100% of shares from WQBQ Radio Corp. to H & N Holdings Inc. Licensee is headed by Hugh G. and Nilda M. McComas, husband and wife, who are 100% stockholders of H & N Holdings Inc., and have no other broadcast interests. Action Feb. 28.

■ **WSPH(TV) Murray, KY** (BAPCT881223KG; ch 38; 425.7 kw-V, 85.1 kw-A; ant. 1,653 ft.)—Dismissed app. of assignment of CP from WML-LPTV Company to Life Anew Ministries Inc. for \$85,000. Seller is headed by Sammy J. Parker, who has interest in WSPJ(AM)-WBLN(FM) Murray, KY. Buyer is headed by John W. Stalls, John R. Price and Linda M. Stalls, and has no other broadcast interests. Action Feb. 28.

■ **WLOL(FM) Minneapolis** (BALH901221HN; 99.5 mhz; 100 kw; ant. 880 ft.)—Granted assignment of license from Emmis FM Broadcasting Corp. of Minnesota to Minnesota Public Radio Inc. for \$12 million. Seller is headed by Doyle Rose and has interests in WENS(FM) Shelbyville, IN; WQHT(FM) New York; KNRI(FM) Houston; KSHE(FM) Crestwood, MO; KPWR(FM) Los Angeles; WFAN(AM) New York; WAVA(FM) Arlington, VA; WJIB(FM) Boston; KXXX-FM San Francisco; and WKQX(FM) Chicago. Buyer is headed by Daniel J. Schmidt, Addison L. Piper, Joanne Von Blon, William H. Kling, Robert Auritt, John A. Rollwagen, William J. Cosgriff, H. George Anderson. Minnesota Public Radio is licensee of noncommercial radio stations KBPR(FM) Brainerd; KCCM(FM) Moorhead; KCRB Bemidji; KGAC(FM) St. Peter; KLSF(FM) Rochester; KRSU(FM) Appleton; KNSR(FM) and KSJR(FM), both Collegeville; KRSW(FM) Worthington/Marshall; KNOW(AM) and KSJN(FM), both Minneapolis/St. Paul; KZSE(FM) Rochester; WIRR(FM) Virginia/Hibbing; WSCDFM) Duluth, and WSCN(FM) Cloquet, all Minnesota; KLLD(FM) Decorah, IA; WGGL(FM) Houghton, MI, and KRSD(FM) Sioux Falls, SD; and is also licensee of noncommercial educational FM translators K269DW Albert Lee, K249BK International Falls, K232AQ Autin, K292CT Winona, K212AT Marshall, K257AH Morris and K215BL Alexandria, all Minnesota; K269BK La Crosse, WI; W224AO Houghton, MI and K205BW Sun Valley, ID, and has applications pending for 5 new FM's. Action Feb. 26.

■ **WCSA(AM) Ripley, MS** (BAL901012ED; 1260 khz; 500 w-D)—Granted assignment of license from Tippah Broadcasting Co. to DBA Keyboard Broadcasting Communications for \$25,000. Seller is owned by Jesse R. Williams, who also has interests in WJRK(AM) Calhoun City, MS. Buyer is headed by Lillie S. Jubert, and has no other broadcast interests. Action Feb. 26.

■ **WROQ(AM)-WZZG(FM) Charlotte, NC** (AM: BTC910108GX; 610 khz; 5 kw-D, 1 kw-N; FM: BTC910108GY; 95.1 mhz; 100 kw; ant. 1,542 ft.)—Granted transfer of control from Tenore Broadcasting Co. to Stephen Adams for assumption of debt. Seller is headed by Kenneth A. Brown and Jon B. Sinton, and has interests in ABS Richmond Partners Ltd., licensee of WKHK(FM) Colonial Heights, VA, and ABS Toledo Partners Ltd., licensee of WRQN(FM) Bowling Green, OH. Buyer has no other broadcast interests. Action Feb. 26.

■ **WTHP(FM) Thomasville, NC** (BTC901224GI; 98.3 mhz; 1.68 kw; ant. 429 ft.)—Granted transfer of control from Hi-Toms Broadcasting Inc. to Eugene H. Bohi for \$200,000. Seller is headed by William C. Boyce Jr., Charles A. Poole, P. A. Thomas Sr. and John W. Thomas III. Boyce has 33.4% interest in

Stanley County Communications Inc., licensee of WWWX(AM) and WABZ-FM Albemarle, NC. Thomas Sr., Thomas III and Poole have interest in Club Towers Broadcasting Inc., licensee of WOKX(AM) High Point, NC. Buyer has no other broadcast interests. Action Feb. 20.

■ **WOJY-AM-FM Farrell and Sharpville, both Pennsylvania** (AM: BAL901219HF; 1470 khz; 1 kw-D, 500 w-N; FM: BALH901219HG; 95.9 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from 107 Forrest Ave. to Mercury Broadcasting Inc. for \$860,000 ("Changing Hands" December 24, 1990). Seller is headed by Jerome Bresson, who has interests in WYYS(FM) Cayce and WBPR(FM) Georgetown, both South Carolina. Buyer is headed by Kelly Holtzclaw (83%), Doug Hooper (10%), Steve Diggins (5%) and Kenneth Holtzclaw (2%), and has no other broadcast interests. Action Feb. 20.

■ **WSOL(AM) San German, PR** (BAL901108EC; 1090 khz; 250 w-D, 730 w-N)—Granted assignment of license from Gauthier & Rodriguez Radio Associates to Aerco Broadcasting Corp. for \$90,000. Seller is headed by Frederick Gauthier de Castro and Juan B. Rodriguez, and has no other broadcast interests. Buyer is headed by Angel E. Roman and Angel O. Roman Lopez, licensee of WZOL-FM Luquillo, PR and permittee of WFAB(AM) Ceiba, PR. Action March 5.

■ **WPJM(AM) Greer, SC** (BAL910111ED; 800 khz; 1 kw-D, 438 w-N)—Granted assignment of license from Robert F. Bell to Antelope Broadcasting Inc. for \$275,000. Antelope Broadcasting is headed by Thomas Hurvis (42.5%) and Augustus E. Staley (15%). Bell owns 100% of stock of RFB Radio of Raleigh, licensee of WCLY(AM) Raleigh, NC, and RFB Radio Inc., licensee of WXVI(AM) Montgomery, AL. Bell and Hurvis are 20% owners of Full Force Inc., licensee of WLLV(AM) Louisville, KY. Action Feb. 26.

■ **WXSS(AM) Memphis** (BAL890712EC; 1030 khz; 1 kw-U)—Granted assignment of license from Bayou Broadcasting Inc. to Marshall Media Inc. for \$1,015,733. Seller is headed by Joseph E. Cohen, bankruptcy trustee. Buyer is headed by Clint Formby (50%) and George A. Franz (50%). Formby and Franz are each 50% owners of Walker County Communications Inc., licensee of KSAM(AM)-KHUN(FM) Huntsville, TX. Formby is 60% owner of KLVT Radio Inc., licensee of KLVT-AM-FM Levelland, TX; 100% owner of KTEM Radio Inc., licensee of KTEM(AM)-KPLE(FM) Temple, TX; 70% general partner in KPAN Broadcasters, licensee of KPAN-AM-FM Hereford, TX; 40% owner of Hereford Cablevision Co., serving Hereford, TX. Action Feb. 26.

■ **KACU-FM Abilene, TX** (BALED901227HP; 89.7 mhz; 33 kw; ant. 215 ft.)—Granted assignment of license from Abilene Christian University to KACU Inc. for no cash consideration; station is transferring CP for administrative purposes. Abilene Christian University is headed by trustees William J. Teague, Royce Money, L.D. Hilton, Dwain Hart, Charles Marier, Larry Bradshaw and Bill Fowler, and has no other broadcast interests. Action Feb. 22.

■ **KMHT-AM-FM Marshall, TX** (AM: BAL910110EA; 1450 khz; 1 kw-U; FM: BALH910110EB; 103.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Bayou Broadcasting Inc. to Marshall Media Inc. for \$1.016 million. Seller is headed by A. T. Burke and S. Randy Rose and has no other broadcast interests. Buyer is headed by Clint Formby (50%) and George A. Franz (50%). Formby is president and 60% owner of KLVT Radio Inc., licensee of KLVT(AM) and KLVT(FM) Levelland, TX; president and 100% owner of KTEM Radio Inc., licensee of KTEM(AM)-KPLE(FM) Temple, TX; 70% general partner in KPAN Broadcasters, licensee of KPAN-AM-FM Hereford, TX, and 40% owner of Hereford Cablevision Co., operator of cable system serving Hereford, TX. Formby and Franz are 50% owners of Walker County Communications Inc., licensee of KSAM(AM)-KHUN(FM) Huntsville, TX. Action Feb. 26.

■ **KMLM(TV) Odessa, TX** (BALCT901217KI; ch. 42; 5,000 kw-V; 500 kw-A; ant. 476.4 ft.)—Granted assignment of license from National Minority TV Inc. to Prime Time Christian Broadcasting Inc. for \$650,000. Seller is headed by Paul F. Crouch, Phillip Aguilar, P. Jane Duff, Charlene Williams and Matthew Crouch. Paul and Matthew Crouch have interests in

Trinity Broadcasting Network, licensee of KTBN-TV Santa Ana, CA; WLXI(TV) Greensboro, NC; WDLI(TV) Canton, OH, and KGHO-AM-FM Hoquiam, WA, and is also ultimate licensee of KPAZ-TV Phoenix, AZ; KTBO-TV Oklahoma City, OK; KTBW-TV Tacoma, WA; WHFT(TV) Miami; WKOI(TV) Richmond and WCLJ(TV) Bloomington, both Indiana; WTBY-TV Poughkeepsie, NY, and KDTX-TV Dallas. Paul Crouch and Duff have interests in Community Educational Television Inc., licensee of KLUJ(TV) Harlington, KITU(TV) Beaumont and KETH(TV) Houston, all Texas; permittee of KWCM-FM Barstow, TX, and Jacksonville Educators Broadcasting Inc., licensee of WTCE(TV) Fort Pierce, FL, and permittee of WJEB-TV Jacksonville, FL. Buyer is headed by Albert O. Cooper, Tommie J. Cooper, Henry C. Wunsch, and is licensee of KRPV(TV) Roswell, NM, and translators K45BX Buck Mountain, K46CL Maljamar, K6JCK Carlsbad, K66DO Floyd and K18DK (CP) Hobbs, all New Mexico. Action Feb. 27.

■ **KTFS-AM-FM Texarkana, TX and Ashdown, AR** (AM: BAL910117EA; 1400 khz; 1 kw; FM: BAL-H910117EB; 103.9 mhz; 3 kw; ant. 210 ft.)—Granted assignment of license from KTFS Radio Inc. and KMLA Radio to Beat of His Heart Broadcasting Inc. for \$225,000. Station is currently off the air and expects to be broadcasting after ownership transfer. Seller is headed by John David Crow (80%), David C. Crow (20%) and Andrew L. Hartzel. John Crow and David Crow have interests in KMLA Radio Co. Buyer is headed by George Lavender (90%) and Jay T. Calhoun (10%), and has no other broadcast interests. Action Feb. 28.

■ **WAMM(AM) Woodstock, VA** (BAL910123EA; 1230 khz; 1 kw-U)—Granted assignment of license from Wamm of Shenandoah County to Dean O'Connell Inc. for \$80,000. Seller is headed by William B. Holtzman and Franklin K. Funkhouser, and has no other broadcast interests. Buyer is headed by Robert L. Dean, (80%) and Kenneth W. Dean (20%). Robert Dean is president and 50.1% stockholder of WRDJ Inc., licensee of WRDJ-FM Bridgewater, VA, and president and 51% stockholder of WHBG Inc., licensee of WHBG(AM) Harrisonburg, VA. Kenneth Dean is 49.9% and 29.5% stockholder, respectively, of WRDJ and WHBG. Action Mar. 5.

NEW STATIONS

Actions

■ **Syracuse, IN** (BPH900417MR)—Granted app. of William Andrew Dixon for 103.5 mhz; 3 kw; ant. 328 ft. Address: Rural Rte. 3, Box 211, Syracuse, IN 46567. Principal has no other broadcast interests. Action Feb. 22.

■ **Orange, MA** (BPH880815MW)—Granted app. of Deane Brothers Broadcasting Corp. for 97.3 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 973, Orange, MA 01364. Principal is has no other broadcast interests. Action Feb. 21.

■ **Tupelo, MS** (BPED881004MU)—Granted app. of American Family Association for 88.3 mhz; 50 kw; ant. 492 ft. Address: 107 Parkgate, Tupelo, MS 38803. Principal has no other broadcast interests. Action Feb. 20.

■ **Great Falls, MT** (BPH890313MO)—Granted app. of Robert M. Mason for 107.3 mhz; 100 kw; ant. 1,004 ft. Address: 1943 Greenview, Northbrook, IL 60062. Principal has no other broadcast interests. Action Mar. 1.

■ **Winchester, NH** (BPH880126MY)—Granted app. of Radio Keene Inc. for 98.7 mhz; 3 kw; ant. 328 ft. Address: 13 Lamson Street, Keene NH 03431. Principal is headed by Harold H. Segal, Talbot Hood, Miriam Segal, Eleanor Hood and Peter Segal, and is licensee of WKBK(AM) Keene, NH. Action Feb. 25.

■ **Oak Harbor, OH** (BPH880816NJ)—Granted app. of Oak Harbor Community Broadcasting Inc. for 97.3 mhz; 3 kw; ant. 328 ft. Address: 1552 Dickinson, Fremont, OH 43420. Principal is headed by Barbara Graham, and has no other broadcast interests. Action Feb. 21.

■ **Covington, PA** (BPH891012MU)—Granted app. of Kennedy Broadcasting Inc. for 101.5 mhz; 1.95 kw;

ant. 564 ft. Address: Rd 1-Box 460, Cogan Station, PA 17728. Principal is headed by John A. Kennedy Jr., and is licensee of WHUM(AM) Hughesville, PA, and WHUM-FM Patton, PA, and is permittee of WMHUI(FM) Renovo, PA. Kennedy owns LPTV's W69BO Vero Beach, FL, and WO9BL Williamsport, PA. Action Mar. 1.

■ **Lubbock, TX** (BPED901119ML)—Returned app. of Saltmine Communications Inc. for 90.1 mhz; 1 kw; ant. 184 ft. Address: P.O. Box 98152, Lubbock, TX 79499. Principal is headed by Michael Parker, Mayden Rush, Brian Henegar, Roger Taylor, Marion McAnear and Anthony R. Abbe, and has no other broadcast interests. Action Mar. 1.

■ **Palacios, TX** (BPH860313MP)—Returned app. of Joseph L. Sandlin for 100.7 mhz; 3 kw; ant. 1,075 ft. Address: P.O. Box 789, Bay City, TX 77414. Principal has no other broadcast interests. Action Mar. 1.

■ **Santa Fe, TX** (BPED890405MA)—Granted app. of Community Radio Inc. for 90.5 mhz; 5 kw; ant. 597 ft. Address: 2936 Oleander, Pasadena, TX 77503. Principal is headed by Robert Vaughn, Sharon Vaughn and Mary Bates, and has no other broadcast interests. Action Feb. 21.

FACILITIES CHANGES

Applications

AM's

■ **Anaheim, CA KORG(AM)** 1190 khz—Feb. 28 application for mod. of CP (BP840424AJ) to modify daytime and nighttime patterns.

■ **Union City, IN WBYG(AM)** 1030 khz—Feb. 22-application for mod. of CP (BP821122AG) to reduce power to .33 kw; make changes in antenna system; change TL: to Worth Rd. & Dismal Creek. Adjacent to Sewage disposal plant, OH, 40 11 32N 84 47 58W.

■ **East Prairie, MO KYMO(AM)** 1080 khz—Feb. 15 application for CP to correct coordinates 36 47 49N 89 21 19W.

FM's

■ **Clifton, AZ KJFF(FM)** 95.3 mhz—Feb. 22 application for mod. of CP (BPH830419AF as mod.) to chg ERP: 2.8 kw H&V; ant.: 2,221 ft.; TL: Guthrie Peak, 11 mi S of Clifton; class: C1.

■ **Globe, AZ** (no call letters) 97.3 mhz—Feb. 14 application for mod. of CP (BPH880816MR) to change

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

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

ERP: .049 kw H&V; ant.: 3.418 ft.; TL: atop Signal Peak; AZ: 12.4 km SSW of Globe, AZ on bearing of 203.6 degrees (T).

■ **Barstow, CA KXXZ(FM)** 95.9 mhz—Feb. 8 application for CP to change ERP: 4.4 kw H&V; ant.: 781 ft.; change TL: Flass II, 5.3 mi N of Barstow, CA; class: B1.

■ **Hayden, CO KMX-FM** 95.9 mhz—Feb. 25 application for CP to change ERP: 1.75 kw H&V; ant.: 1.181 ft.; change TL: Chavez Peak, approximately 15.8 km ESE of Hayden, CO; class: C3 (per Docket #89-185).

■ **Vero Beach, FL WAVW(FM)** 101.7 mhz—Feb. 13 application (BPH910213IC) for CP to change ERP: 12.3 kw H&V; ant.: 361 ft.; TL: 980 1st Place, Vero Beach, FL; class: C3 (per docket #89-456).

■ **Statesboro, GA WUUF(FM)** 102.9 mhz—Feb. 21 application for mod. of CP (BPH860707NA as mod.) to change TL: NW side of Fish Trap church (C.R. 59), 0.3 mi W of intersection with CR60, 3.8 mi N of Pulaski; change to class C3 (per docket #90-308).

■ **Grand Rapids, MI WXJI(FM)** 98.9 mhz—Feb. 26 application for mod. of CP (BPH860507PT) to change freq: 98.7 mhz; change ERP: 2.75 kw H&V; ant.: 492 ft.; TL: Cordes Ave., .35 km N of 4 mi Rd., .8 km W

of Comstock Park, MI.

■ **Havre, MT KNMC(FM)**, 90.1 mhz—Feb. 22 application for CP to change ERP: .375 kw H&V; class: A

■ **Honeoye Falls, NY** (no call letters) 107.3 mhz—Jan. 29 application for mod. of CP (BPH870819NG) to change ERP: 3 kw H&V; ant.: 328 ft.; TL: Bailey Rd., E. Bloomfield, NY, 42 51 54N 77 26 50W.

■ **Loudonville, OH WBZW(FM)** 107.7 mhz—Feb. 22 application for mod. of CP (BPH880301OD) to make changes in antenna supporting structure height.

■ **Brookings, SD KGKG(FM)** 94.3 mhz—Feb. 19 application for CP to change ERP: 100 kw H&V (per docket #89-474).

■ **Alpine, TX KALP(FM)** 92.7 mhz—Feb. 4 application for CP to change ERP: 2.37 kw H&V; ant.: 328 ft.; change TL: atop hill approximately 3 mi SE of Alpine on Hwy. 118, Brewster City, TX; change coordinates to 30 19 09N 103 37 04W.

■ **Corpus Christi, TX KLTG(FM)** 96.5 mhz—Feb. 11 application (BPH900211IC) for CP to modify directional antenna pattern.

■ **Pittsburg, TX KXAL-FM** 103.1 mhz—Feb. 25 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Orem, UT KOHS(FM)** 91.7 mhz—Mar. 1 application for CP to change TL: Orem, UT, 175 S - 400 E.

■ **Tomahawk, WI WJQ-FM** 92.7 mhz—Feb. 21 application for CP to change freq: 92.5 mhz; change ERP: 25 kw H&V; ant.: 259 ft.; change to class C3 (per docket #90-393); correct coordinate: 45 29 27N 89 43 36W.

TV

■ **Provo, UT KZAR-TV** ch. 16—Feb. 28 application (BMPCT910228KF) for mod. of CP (BPCT840618KE) to change ERP: 5,000 kw (vis); ant: 187 ft.; TL: 2 mi W of Mona, UT, off Old Canyon Rd.; antenna: Dielectric TFU-36J33050(DA)(BT) 39 48 54N 111 53 39W.

Actions

AM's

■ **Carmel Valley, CA KPUP(AM)** 540 khz—Mar. 5 application (BP900405BO) granted for CP to increase day power to 50 kw and make changes in antenna system.

■ **Simi Valley, CA KWNK(AM)** 670. khz—Feb. 26 application (BP900405AU) granted for CP to increase

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day power to 5 kw.

■ **Solvay, NY** WJFG(AM) 890 khz—Feb. 26 application (BMP900215AD) granted for mod. of CP (BP850729AE) to change TL: to 219 Lamson St., Solvay, NY. 43 04 30N 76 06 08W.

FM's

■ **Falrhope, AL** WZEW(FM) 92.1 mhz—Feb. 21 application (BPH9010221A) granted for CP to change class from A to C3 (per docket #89-136).

■ **Kenai, AK** KWHQ-FM 100.1 mhz—Mar. 1 application (BPH900821IC) granted for CP to change ERP: 25 kw H&V; change ant.: 184 ft.; change to class C3 (per docket #89-220).

■ **Greenwood, AR** KZKZ-FM 106.3 mhz—Feb. 27 application (BPH9010231G) dismissed for CP to change class: C3 (per docket #89-284).

■ **Morrilton, AR** KVOM-FM 101.70(FM) Feb. 21 application (BMLH900206KD) granted for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Bakersfield, CA** KIWI(FM) 92.1 mhz—Feb. 26 application (BMLH900420KF) granted for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Sacramento, CA** (no call letters) 88.9 mhz—Feb. 28 application (BPED860613MA) granted for CP to change freq: 88.9 mhz; change ERP: 50 kw H&V; ant.: 500 ft.; TL: KTXL-TV site, Twin Cities Rd. 2.2 mi N of Walnut Grove, CA. 38 16 18N 121 30 18W.

■ **Twain Harte, CA** KKBN(FM) 93.5 mhz—Feb. 21 application (BMLH891222KI) granted for mod. of license (BLH851028KD) to increase ERP: .230 kw H&V (pursuant to docket #88-375).

■ **Brush, CO** KKDD(FM) 107.1 mhz—Feb. 27 application (BPH9010261A) dismissed for CP to change ERP: 85 kw H&V; change ant.: 941 ft.; TL: 5.6 km E of Wiggins, CO; change class 296CA to class 296C1 (per docket #88-605).

■ **Pueblo, CO** KTSC-FM 89.5 mhz—Feb. 28 application (BPET900122KE) granted with conditions to change ERP (vis.): 233 kw; ant.: 2,387 ft.; TL: SW of CS atop Cheyenne mountain (38 44 41N 104 51 37.5W); antenna: Jampro JCR8-8 (DA)BT).

■ **Hinesville, GA** WXLQ(FM) 92.1 mhz—Feb. 21 application (BPH9008021D) granted for CP to change freq: 92.3 mhz; change ERP: 50 kw H&V; ant.: 492 ft.; TL: 2.4 km E SE of Retreat, GA on bearing of 113 degrees, near intersection of Sandy Run Rd. & Old Darien Rd; class: C2; 31 41 37N 81 23 27W. Amended 1/22/91 to change ant.: 482 ft.

■ **Danville, IL** WZMF(FM) 94.9 mhz—Mar. 1 application (BMPH900904IA) granted for mod. of CP (BPH891012MQ) to change TL: intersection of County Rds. 875 & 950 S 3.5 km N of Foster, IN.

■ **Normal, IL** WIHN(FM) 96.7 mhz—Mar. 1 application (BPH9008171F) granted for CP to change ERP: 3.9 kw H&V; change ant.: 125 kw H&V.

■ **Goshen, IN** WZOW(FM) 97.7 mhz—Mar. 27 application (BPH9008131B) dismissed for CP to change ERP: 2.9 kw H&V.

■ **Boone, IA** KWBG-FM 98.3 mhz—Feb. 25 application (BPH9009191I) granted for CP to change ERP: 12.58 kw H&V; change ant.: 469 ft.; TL: Town Rd., 1.8 km W of Napier, IA. and change class: C3 (per docket #89-334).

■ **Ottumwa, IA** KTWA-FM 92.7 mhz—Feb. 26 application (BPH9010191A) granted for CP to change ERP: 25 kw H&V; change ant.: 318 ft.; class: C3 (per docket #89-365).

■ **Galliano, LA** KBAU(FM) 94.3 mhz—Feb. 26 application (BMPH9010221D) granted for mod. of CP (BPH8909291R) to change ant.: 308 ft.; change TL: approximately 250 m SW of State Rte. 1, 1.5 km NW of Cut Off, LA.

■ **Rochester, MN** KWVK(FM) 96.7 mhz—Feb. 28 application (BMPH9007271B) granted for CP to change ERP: 42.7 kw H&V; change ant.: 528 ft.; TL: 3.7 km E of Byron, MN, 0.3 km N of U.S. Hwy. 14.

■ **Walker, MN** KLLR-FM 99.3 mhz—Mar. 1 application (BMPH9009251A) granted for mod. of CP (BPH8911301D) to change TL: 4.05 km SW of Kabe-

kona Corner, Jct. U.S. 71 & and MN 200; bearing of 230 degrees Hubbard Co., MN.

■ **Kansas City, MO** KLJC(FM) 88.5 mhz—Feb. 21 application (BPED890912MA) granted for mod. of CP (BPED870731MB) to change ERP: 100 kw H&V; ant.: 745 ft.

■ **Kirkville, MO** (no call letters) 107.9 mhz—Feb. 26 application (BMPH9004231D) granted for mod. of CP (BPH870615MX) to change ant.: 980 ft.; TL: 550 N of County Rte. C. 42.6 km SW of Kirkville in Linn County, MO.

■ **Warsaw, MO** KAYQ(FM) 97.7 mhz—Feb. 28 application (BMLH900518KB) granted for mod. of license to increase ERP: 3.9 kw H&V; (pursuant to docket #88-375).

■ **Exeter, NH** WERZ(FM) 107.1 mhz—Feb. 28 application (BMLH900601KE) granted for mod. of license to increase ERP: 5.2 kw H&V (pursuant to docket #88-375).

■ **Albany, NY** WKL(FM) 100.9 mhz—Feb. 25 application (BMPH900821IE) granted for mod. of CP (BPH8703311Y as Mod) to change ERP: 6 kw H&V; ant.: 328 ft.

■ **Claremont, NC** WPAR(FM) 88.1 mhz—Feb. 28 application (BPED890928MA) granted for CP to change Community of license: Hickory, NC.

■ **Dayton, OH** WHKO(FM) 99.1 mhz—Feb. 27 application (BPH9010221C) granted for CP to correct geographic coordinates of antenna site.

■ **Fairfield, OH** WOFX(FM) 94.9 mhz—Feb. 28 application (BPH8907181A) granted for CP to change ERP: 10.7 kw H&V; change ant.: 1,056 ft.; TL: 0.15 km W of Winton Rd., .14 km S of North Bend Rd.

■ **Atoka, OK** KHKC-FM 103.1 mhz—Mar. 1 application (BMLH900530KE) granted for mod. of license (BLH840703CR) to increase ERP: 3.3 kw (pursuant to docket #88-375).

■ **Harrisburg, PA** WWKL(FM) 94.9 mhz—Feb. 27 application (BMLH900530KB) granted for mod. of license (BLH871217KB) to correct transmitter specifications.

■ **Marietta, PA** WRFH(FM) 88.7 mhz—Feb. 22 application (BMPED901030ME) granted for mod. of CP (BPED870720MB) to change ERP: 4.1 kw H&V; change DA pattern.

■ **Lake City, SC** WJOT(AM) 1260 khz—Feb. 25 application (BP89041413AL) granted for CP to increase day power to 5 kw.

■ **Myrtle Beach, SC** WJYR(FM) 92.1 mhz—Feb. 25 application (BMLH900430KD) granted for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Colonial Heights, VA** WKHK(FM) 95.3 mhz—Feb. 26 application (BPH8910021F) returned for CP to change ERP: 10 kw H&V; change ant.: 522 ft.; TL: 20 m N of Cogbill Rd. at CSX Railway, Ampt Hill, VA.

■ **Yakima, WA** KMWX(AM) 1460 khz—Feb. 22 application (BMP901121AG) granted for mod. of CP (BP870402AB) to correct coordinates to 46 33 29N 121 27 02W.

■ **Luray, VA** WYFT(FM) 103.9 mhz—Feb. 26 application (BMLH900420KG) granted for mod. of license to increase ERP: 3.3 kw H&V (pursuant to docket #88-375).

■ **Sturgeon Bay, WI** WFNL(FM) 97.7 mhz—Feb. 25 application (BPH9008061E) granted for CP to change ant.: 554 ft.

TV

■ **Pueblo, CO** KTSC(TV) ch. 8—Feb. 28 application (BPET900122KE) granted for CP to change ERP: 233.0 kw (vis); ant.: 2,385 ft.; TL: SW of C.S. atop Cheyenne Mountain; ant: Jampro JCR 8-8, (DA)BT); 38 44 41N 104 51 37.5W.

CALL LETTERS

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New FM's

WCFI(FM) Ramon Rodriguez & Associates; Lajas, PR

WCIY(FM) Family Life Ministries Radio; Canadigua, NY

WDMT(FM) Toole & Company; Eufaula, AL

WKOAF(FM) Inlet Broadcasting Co.; Murrells Inlet, SC

WLJP(FM) Sound of Life Inc.; Monroe, NY

WLVB(FM) Radio Vermont Inc.; Morrisville, VT

WONB(FM) Ohio Northern University; Ada, OH

WXLQ(FM) Yeary Broadcasting Inc.; Lebanon, VA

WYGD(FM) Robert Warren Shivery; Jacksonville, TN

WYGE(FM) Ethel Huff; London, KY

WYGF(FM) Marilyn Prano; Craterville, IL

WYGG(FM) Evangelical CrusadesFshrHen; Asbury Park, NJ

Existing AM's

KDOV(AM) KHUG Atkinson Adventures; Phoenix, OR

KDOX(AM) KLVG Pine Tree Media Inc.; Longview, TX

KECN(AM) KBLI Western Communications Inc.; Blackfoot, ID

KEZK(AM) WCEO Adams Radio of St. Louis Inc.; Wood River, IL

KFIV(AM) KASH Community Modesto Broadcasting Corp.; Modesto, CA

KICN(AM) KTEE Western Communications Inc.; Idaho Falls, ID

KMXN(AM) KRVE Cardinal Communications; Santa Rosa, CA

KVAN(AM) KMJK Rogue Broadcasting Corporation; Vancouver, WA

WCEO(AM) WCRT Broadcast Properties Inc.; Birmingham, AL

WKQG(AM) WPXY KISS Ltd; Rochester, NY

WSNI(AM) WSTT Thomasville Radio Inc.; Thomasville, GA

Existing FM's

KAMA-FM KLTO Rio Bravo Broadcasting Corporation; El Paso, TX

KBLT(FM) K1XK K1XK Inc.; El Dorado, AR

KBMB(FM) KBHS-FM Great American Broadcasting Co. of Arkansas Inc.; Hot Springs, AR

KEZK-FM KEZK Adams Radio of St. Louis Inc.; St. Louis

KFXS(FM) KDJQ ERA Communications Ltd.; Red Bluff, CA

KGBY(FM) KAER Group W Radio Inc.; Sacramento, CA

KIIZ-FM KIFX Tricom Broadcastings Inc.; Killeen, TX

KLKL(FM) KDKS The Dowe Company Inc.; Benton, IA

KRMX-FM KKYY Sandusky Radio of Southern CA Inc.; San Diego, CA

KRNB(FM) KHUL KWAM Inc.; Memphis, TN

WGKY(FM) WYMC-FM Purchase Sound Inc.; Wickliffe, KY

WMRY(FM) WSNL River Cities Broadcasting Corp.; East St. Louis, MO

WQOL(FM) WMMY West Florida Media Inc.; Solana, FL

WZRZ(FM) WZRQ Reams Broadcasting Corporation; Hamilton, OH

Existing TV's

KPBS(TV) KPBS-TV California State University San Diego Board of Trustees; San Diego

KTFO(TV) KGCT-TV R.D.S. Broadcasting Inc.; Tulsa, OK

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RADIO

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General sales manager wanted for WILS/WKPP Lansing. We need an energetic hard working leader who is streetwise. Resumes to Box 25008, Lansing, MI 48909. EOE.

Sales oriented GM needed. Energetic, community active, promotionally minded. Resume to Box 381, Mt. Sterling, KY 40353. Include compensation expectations. EOE.

GSM: Group operator has positions at two medium market coastal properties in NC/SC. Experienced leader, strong sales, promotion and training skills. No desk jockeys. If you want to make big dollars by working for it, send resume, references and salary history to Gary S. Morris, Jones-Eastern Radio, Box 15401, Surfside Beach, SC 29587. EOE.

Florida super-power FM seeks station manager. Must carry list and sell at retail level. Southern Gospel format, so commitment to religious broadcasting vital. call 305-566-1981. EOE, M/F.

Research - radio: WLTT, Washington, DC is looking for a radio research manager. You must have knowledge of ratings research methodology with strong analytical interpretation abilities. Lotus and word processing are essential. Send your resume to: Donna Ragland, General Sales Manager, WLTT-FM, 5912 Hubbard Drive, Rockville, MD 20852. WLTT is a CBS owned station and an equal opportunity employer.

Radio sales promotion company seeks highly motivated, strong closers to call on radio station general managers. Must have radio station management or national rep experience and desire for excellent income. Commission sales. Send resume to International Broadcast Services, Inc., at 167B Belle Forest Circle, Nashville, TN 37221, or fax resume to 615-646-3628. EOE.

Pennsylvania market seeking experienced general manager. For single market FM. Forward resume including sales record. Equity situation available. Box E-36.

Martz Communications Group seeks a GM for its WI/MI network of easy listening FM's. If you can build, train and motivate a winning sales team, let's talk. Our GM's are partners, not just employees. Compensation includes cash and equity incentives. Send your resume in confidence to Tim Martz, 5595 Liberty Road, Chagrin Falls, OH 44022. Or call 216-498-1221. EOE.

General manager with equity for ownership position in Class C turnaround in medium/small market Sunbelt FM station. Contact: Miriam C. Kircher, Esq. 301 Maple Avenue West, Suite 604, Vienna, VA 22180. Phone: 703-255-0329. EOE.

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Midwest dominant AM station seeking professional salesperson. Minimum 5 years selling experience preferred, proven track record required. Excellent station, people, benefits, income. Applications held in strictest confidence. EOE. Reply to Box E-5.

Account executive: Top-rated Santa Barbara AOR seeks energetic, motivated AE for established list. Consultant selling, promotional skills and desire to make lots of money essential. Contact Mark Duncan, KCQR-FM, 805-964-7670. EOE.

Bright, energetic sales pro needed. Customer-focused attitude, above average communication skills, plus a minimum of 2 years successful sales experience are a must. Send resume to: KIOA Radio, 5161 Maple Dr., Des Moines, IA 50317. Attn: Carl Keller. Equal opportunity employer.

Hot air! Top TV writer/producers with unique radio comedy program need sales reps in all markets. Call April 818-763-0733.

Are you a frustrated top salesperson or GSM with little or no room to grow? We're a Southeast Virginia 6KW FM signing on this summer. You'll start at ground floor, carrying a list, hiring, training and supervising new sales staff. You'll need to deal with agencies and be community and sales promotion oriented. If this describes you, send resume and brief sales history: President, PO Box 634, Gloucester, VA 23061. EOE.

Virgin Islands dominant Urban Contemporary Power 93.5 FM seeks account executives for St. Thomas and St. Croix. Aggressive, motivated self-starters only. Must be willing to relocate now for exceptional opportunity with growing company. Rush resume and requirements to PO Box 25016, St. Croix, VI 00824. EOE.

HELP WANTED ANNOUNCERS

Morning personality: Great Midwest city. Must be fun, fresh approach, up, sometimes controversial. Send tape, resume. EOE replies to Box E-23.

Morning announcer/music director for KARS AM/FM, Belen, New Mexico (Albuquerque area). T&R: Cliff Somers, Box 860, Belen, NM 87002. EOE, M/F.

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Experienced chief engineer needed at 100,000 FM and 4 tower directional AM. Successful applicants should possess a knowledge of directional AMS and studio trouble shooting. Send work history and related materials to: Tom Thies, KLIK/KTXV, PO Box 414, Jefferson City, MO 65102. EOE.

Westinghouse Broadcasting is accepting applications for experienced engineers who are proficient in maintenance, troubleshooting, and construction with minimal supervision. An ASET/BSET/BSEE degree along with 5 years of commercial broadcast engineering experience including directional AM's and Class C FM's is required. Non-degree applicants with proven credentials will be considered. We are an equal opportunity employer with a satisfying working environment offering an excellent compensation and benefits package. Mail your resume and salary requirements to KILT Radio, Engineering Manager, 500 Lovett Boulevard, Houston, TX 77006. No phone calls please. EOE.

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WUAL news director: Will train and supervise part-time and volunteer personnel in gathering, production, and announcing of news and public affairs programming. Position will produce and/or control program content and quality of all news and public affairs programming broadcast on WUAL/WQPR. Maintain and supervise a responsive professional news staff including reporters, producers and on-air anchors. News writing and reporting experience with an NPR station preferred. Production and managerial experience a must. Bachelor's degree required, with a Journalism or Broadcast Journalism emphasis or major concentration preferred. Salary competitive, with excellent university benefits package. Send resume to: Employment Office, University of Alabama, Box 6163, Tuscaloosa, AL 35487. Women and minority candidates are encouraged to apply. The University of Alabama is an equal opportunity/affirmative action employer.

Reporter - news: WNYC Public Radio currently seeks a full-time reporter to work in the news department. Applicants should have a BA degree or satisfactory equivalent, a minimum of 3 yrs experience in radio news and excellent reporting, writing and feature length production skills. Knowledge of urban issues preferred. Sal: \$28,875 plus complete benefits. Please send resume, cover letter and a non-returnable cassette that includes a produced feature report to WNYC Personnel Dept., 1 Centre Street, 26th floor, New York, NY 10007. EOE.

HELP WANTED PROGRAMMING PRODUCTION AND OTHERS

Wanted: Producer/talent coordinator for Sports Entertainment Radio Show. On-air time a possibility. Must have extensive contacts in sports. Fax resume: 213-287-0776. EOE.

Research manager Birch Scarborough Research. Experience and knowledge in designing, executing, and analyzing primary research studies. Work with research analysts in conducting studies. Masters required; PhD or ABD preferred. SPSS, Lotus, dBase, WordPerfect and background in radio/TV/agency preferred. Send resume to Dr. Ed Cohen, Director of Research, 12350 NW 39th St., Coral Springs, FL 33065. EOE.

Air personalities needed at world's premier pure Rock trendsetter. Openings include mornings and part-time/swing. A great sense of humor, creativity, and team players who can take direction are a must. Two years major market experience are a plus. Tapes and resumes to: Pam Edwards, KNAC, 100 OceanGate, Suite P-70, Long Beach, CA 90802. No calls. EOE.

Production director needed: Major Philadelphia FM. Must be team player, creative copywriter, technically proficient and have great pipes. Overnight T + R to: David Rimmer, Program Director, WWDR, 166 E. Levering Mill Road, Bala Cynwyd, PA 19004. WWDB is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Top 100 GM with excellent 20 year track record seeks new medium market challenge. Billing up 78 percent in last 2 years, now current station is being sold to owner operator. Community involved family man does it all: sales up, expenses down, great results in profits, people and programing. Invest in the best. Box E-26.

Aggressive bottom line VP/GM/GSM with proven sales track record! Prefer top 100 market! Call Tim Bryan, CRMC. 919-256-4091.

Leader available for station or group. 25+ years including major market & ownership. Let me control your bottom line, improve your profits and make you 31. Let's talk now or at NAB. Reply Box E-6.

Looking for solutions? 26+ yrs. ownership and mgt. Bachelors in Adm., multi media background, all aspects. Programing #9 to #4 in 12 months, sales (med. Mkt.) \$40k to \$150k, sm. & med. mkt. experience available to train, develop, and help establish your property. Strong legal, E.E.O., collections, and contract background with small group. Willing to travel. 208-378-9414.

One of radios best general managers now available. Sober, reliable, honest, family man. Non drinker, non smoker, experienced in management, with a sales emphasis. William E. Powley, 1301 2nd Avenue, Brunswick, GA 31520. 912-262-9703.

Group operations or general manager: Veteran with broad group/station experience and proven track record. Skilled in all facets of operating well-run, profitable station/s. Accustomed to working with strong, creative people at every level. Energetic leader who creates a positive environment and a bias for action and results. Call Gil Rosenwald 216-238-8543.

GM ready to lead. Motivator, trainer, producer, twenty year sales pro, programing, production, organization and turnaround expert. Costs down profits up. Ready now. Reply to Box E-30.

SITUATIONS WANTED ANNOUNCERS

Broadcaster with 20 years experience wants to relocate. News is my main thing. Good voice, creative, reliable. Available from September. Please phone John Shepard if you want details and a tape. Tel. 504-882-3301.

NFL and college experienced pro seeks free-lance football play-by-play this Fall. Reply Box E-37.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Versatile and mature broadcaster with a professional attitude seeks programing/operations position. Experienced enough to lead, and still eager to learn. Reply to Box E-10.

Mature, experienced talk show host. One of the first, now doing specialty show, seeks position in humanist station. True past success. Call 1-800-875-8687 A.M.s, Est. Mr. Kay.

No music stations please. Program director/talk show host looking for serious news/talk information station. Prefer Midwest. Box E-32.

Four years experience: Hot A/C PD. With winning team now. Seeking medium market. Jim Ayers. 912-729-7644 evenings Eastern.

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Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

TELEVISION

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Business manager: Department head responsible for preparing and monitoring operating and cash flow budgets, profit & loss forecasts, maintaining general ledger, compiling monthly and annual financials, supervising small staff. Minimum of 2 years experience in broadcast financial management. Resume to General Manager, WTTV, 3490 Bluff Rd., Indianapolis, IN 46217. EOE, M/F.

Sales manager: KTXA-TV Dallas/Ft. Worth has an opening for a sales manager. Station needs a bright, aggressive, strong motivator and communicator. Two to three years national and/or local sales required, sales management experience preferred. If you're up to the challenge of a top 10 market, send your resume to Rick Mills, GSM, KTXA-TV 1712 E. Randol Mill Rd, Arlington, TX 76011. No phone calls please. A TVX/Paramount Station. EOE.

Director, radio & television services. West Virginia University invites applications for an experienced administrator for its University-wide radio and television production and technical services, including the Health Sciences Center. Responsibilities include supervision of a professional staff of 19 persons, plus student interns. Scope of production encompasses the full range of University broadcasting needs: public relations, academic, student recruiting, athletic events, hospital telethon, etc. Director reports to the assistant vice president for institutional advancement. Facilities include excellent state-of-the-art equipment. Position qualifications require demonstrated skill in administration, staff supervision, budgeting/expense, major university experience, successful record in television broadcasting and television production, baccalaureate degree required. Salary range mid-forties. West Virginia University is the state's comprehensive, land-grant university, and the only doctoral degree-granting institution. It enrolls 20,000 students in 175 degree programs. WVU is located in Morgantown, an educationally-oriented community of 35,000 persons, with easy access to Charleston, Pittsburgh, and Washington, DC. The State of Virginia is one of the most beautiful regions of the country, with extensive outdoor and recreational opportunities. Applications or nominations must be post-marked by April 13, 1991. Application letter, current vita, and names of three references should be sent to: Robert Verbosky, Director, West Virginia University, PO Box 6001, Morgantown, WV 26506. WVU is an equal opportunity/affirmative action employer.

General manager sought for KTVN-TV, Reno's CBS affiliate. Interested candidates should send introductory letter and resume to Tom Tolar, Exec. Vice President/Television, Sarkes Tarzian, Inc., 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

HELP WANTED SALES

Local sales manager: WGME-TV, the CBS affiliate in Portland, Maine is looking for a successful local or regional sales manager with a proven history of accomplishments in local TV sales management. Candidates should be thoroughly knowledgeable with vendor and Co-op programs, Marshall Marketing, NSI & ARB rating books, TV sales techniques, research, packaging and must possess strong written and verbal communication skills. Our 8 person sales team is highly motivated and expects to be challenged. Call or send resume to: Paul Saltin, GSM, WGME-TV, Northport Business Park, Portland, ME 04101. M-F equal opportunity employer. Cutoff date for applications is March 29th, 1991.

Local/regional sales manager: KAKE-TV (ABC) has an immediate opening. Position reports to the general sales manager and is responsible for directing, motivating, training and evaluating the local/regional sales support group. Responsible for the station's revenue and must be ever vigilant in managing, pricing and selling the station's inventory. This person is key to local client relations and must maintain a high profile with the buying community. Considerable knowledge of broadcast media sales is a must. A college degree with an emphasis on communication and business skills is an asset. Good people skills and considerable sales experience are necessary. Personal computer experience is an added plus. EOE. Contact: John McKay, KAKE-TV, PO Box 10, Wichita, KS 67201.

Local sales manager for VHF station. Fox affiliate in San Angelo, Texas. Looking for a dynamic local sales manager who has a good track record in developing new business (retail and corporate). Must be creative, strong management skills and able to motivate local sales staff. Send resume or call: Lee Smith, 406 S. Irving, San Angelo, TX 76903. 915-658-2666. EOE.

Sales-marketing opportunity, self starter with great deal of enthusiasm. Income commensurate with experience. Send resume, no phone calls, WJET-TV, Mike George, 8455 Peach Street, Erie, PA 16509. Affirmative action, EOE.

TV/radio national sales position. Immediate opening with broadcasting's oldest media/merchandising/sales-promotion firm (38 years). TV/radio sales experience required. Full-time travel (Mon./Fri.) required. Substantial draw against generous commission. Resume and recent picture to: John Gilmore, President, CCA, Inc., Box 151, Westport, CT 06881. EOE.

Account executive WDTN: Degree and experience in broadcast sales required, marketing and computer knowledge preferred. Send resume and salary requirements to WDTN, Personnel Department, PO Box 741, Dayton, OH 45401. Women and minorities are encouraged to apply. EOE.

General sales manager wanted for the Lansing market area. Successful candidate will have strong emphasis on local sales management. Must be a people motivator with excellent communication skills. Resume to: Box E-39. EOE.

HELP WANTED TECHNICAL

Assistant chief engineer: Competent in administrative and engineering functions; provide expertise in planning and execution of operation and capital budgets; good supervisory skills; excellent technical skills in all areas of broadcast technology. Responsible for the implementation and correct operation of new technologies; consistently improve technical performance of the station; implement technical standards set by chief engineer; provide leadership in the engineering department to various supervisors reporting to that position; coordinate efforts of numerous engineering personnel in an efficient and effective manner; interface with representatives of other departments in an effective and positive manner. Individual will have ability to perform chief engineer's duties during his absence. Require two year degree in electronics technology and ten years broadcast engineering experience, five years as assistant chief engineer or equivalent. S.B.E. senior television certification desired. Need component level repair ability for all broadcast technologies. Applicant finalists will be required to furnish evidence of employment authorization and identification. EOE. Resumes only to Chief Engineer, KHOU-TV, PO Box 11, Houston, TX 77001.

Maintenance technician with at least 2 years technical training and 5 years maintenance experience including UHF transmitter. Send resume to Engineering Manager, WANE-TV, Box 1515, Fort Wayne, IN 46801. EOE.

Maintenance engineer: Fox Television, KRIV, Houston is seeking a maintenance engineer. Applicants must have at least (5) years minimum television broadcast maintenance experience. Must be familiar with small format videotape and Sony betacam format. Must have FCC license or SBE certification. Interested applicant should contact: Wendell Wyborny, V/P Chief Engineer, KRIV-TV, PO Box 22810, Houston, TX 77227. EOE.

Maintenance engineer: Applicant must have knowledge in the repair and maintenance of video tape recorders, cameras and TV broadcast electronics in general. 3-5 years previous experience required. FCC General Class license or SBE certification required. Send resume to Chief Engineer, Fox Television Inc., KDAF-TV 33, 8001 John Carpenter Frwy., Dallas, TX 75247. No telephone calls will be accepted. EOE, M/F.

Chief engineer. Opening with opportunity for growth at highly successful group-owned Fox affiliate in SE location in state capital. UHF transmitter experience mandatory. Strong maintenance skills will assure success in this key position. Staff includes 2 assistant engineers. Radiotelephone license and/or SBE certification desirable. Send cover letter and resume to Rick Jordan, Corporate Engineer, D&K Broadcasting, 402 Peyton Dr., Hixson, TN 37343. EOE.

HELP WANTED NEWS

Co-anchor/reporter. Journalism degree and 2 years reporting experience required. Female and minority candidates are encouraged to apply. Tapes and resumes only. Phone calls will disqualify candidates. Gene Edwards, WCBI-TV, PO Box 271, Columbus, MS 39703. EOE.

Executive producer: 6:00 p.m. newscast. Prefer person with 3-5 years producing experience; journalism degree; must be hands-on; strong leadership; must be innovative. Send resume detailing experience, along with salary requirements to: Scott Benjamin, News Director, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EOE, M/F.

News director: ABC affiliate needs strong leader, motivator and teacher. Eager staff, good news product, but we need to take it up to the next level. Resume and salary requirements to Clark Cipra, KAAL-TV, PO Box 577, Austin, MN 55912. EOE.

Editor/photographer: NBC affiliate in Charlotte, NC seeks a talented individual with a minimum of two years shooting/editing experience. Our team needs a highly creative journalist who can tell the story when shooting spot news and editing packages. Must be able to set up live shots. Weekend shift, will share gear. College degree preferred. EOE. Send resume and non-returnable tape to Hope Brown, WCNC-TV, PO Box 18665, Charlotte, NC 28218-0665.

News assignment operations manager: With minimum 2 years TV experience, fluent in Spanish, know TV operations and ENG, journalistic background. **News executive producer/special projects manager** with experience and general management skills, long term news events planning, fluent in Spanish. Send resume and salary requirements to: Human Resources Dept., WSCV Ch. 51, 2340 W. 8 Ave., Hialeah, FL 33010. EOE.

Director: Top 40 market. 2-3 years of directing commercials and promos. ADO/Grass experience desirable, electronic graphics a plus. Tape and resume to David Comisar, Busse Broadcasting, 590 West Maple Street, Kalamazoo, MI 49008. EOE.

Chief photographer at number one station in East Texas. Must be creative photojournalist with strong administrative skills and leadership capabilities. At least 3 years experience required. Send tape and references to Jerry Fisher, News Director, KLTV, PO Box 957, Tyler, TX 75710. EOE.

One man band: Number one station in East Texas is looking for a skilled photographer who'd like the chance to do occasional reporting. Two years experience required. Send tape demonstrating both shooting and reporting skills to Jerry Fisher, News Director, KLTV, PO Box 957, Tyler, TX 75710. EOE.

Meteorologist: Must have at least one year's anchoring experience. Top East Texas TV station needs weather anchor for Daybreak Show and morning cut-ins. Send tape and references to Jerry Fisher, News Director, KLTV, PO Box 957, Tyler, TX 75710. EOE.

Supervisor, newsroom systems: Four years minimum experience in television newsroom. Experienced newscast producer with writing, tape editing and newsroom computer experience. Good people skills. Send resume to Personnel, WAVE-TV, PO Box 32970, Louisville, KY 40232. EOE.

General assignment reporter: Three years minimum daily reporting experience with affiliate station. Computer literate. College degree and valid drivers license. Send resume and tape to Personnel, WAVE-TV, PO Box 32970, Louisville, KY 40232. EOE.

Supervising editor: Two years minimum experience in ENG editing, Beta and 3/4" tape. Knowledge of satellite coordination. Supervision experience. College degree preferred. Send resume to Personnel, WAVE-TV, PO Box 32970, Louisville, KY 40232. EOE.

News anchor: ABC affiliate in sunny Southwest Florida seeks primary anchor to complement male anchor. Must have positive attitude for "can do" newsroom and willingness to be visible in the community. Will be a skilled reporter, demonstrate sound news judgement, and have at least two years anchoring experience. Will consider larger market reporter with good on-camera presence who would like an opportunity to anchor. Send non-returnable 3/4" tape to: Jenny Grzelak-Martinez, News Director, WEVU-TV, PO Box 06260, Ft. Myers, FL 33906. Equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Leading ad agency seeks immediate hire. Top-flight producer/writer/director with 5-10 years experience in documentary, spot advertising and D.R. TV. Informercial experience a plus. Small town, midwest location. Send resume and demo tape to T. Prechtel, HCl, Box 1366, Fairfield, IA 52556. EOE.

Traffic position for WHCT-TV18 CT. Home of the Celtics and Mets. Must be experienced and responsible. Columbine experience preferred. Call Tom Forst, GSM 203-525-1800.

Photographer - Top East Texas station needs shooter with good eye, news sense, street smarts, at least two (2) years news experience. If you want to be part of a winning news team, send tape and resume to Jerry Fisher, News Director, KLTV, PO Box 957, Tyler, TX 75710. No calls, please. EOE.

Promotion producer. Requires excellent writing, editing, shooting, and producing skills, particularly news episodics. Previous promotion or commercial producing experience necessary. Tape of work you have written and produced, resume, references to: Bob Lorenzen, Creative Services Director, KCRG-TV, PO Box 816, Cedar Rapids, IA 52401. EOE.

Texas Fox affiliate seeks promotion manager that is ready to earn the next set of stripes. We need successful career oriented person to run our promotion department and our operations department. We have an outstanding track record and are looking for an equally capable person. Send resume to: Reply Box E-40. EOE.

Production manager. Do you have broad experience in live news, sports, and special projects plus writing, producing, directing promotion and commercial spots? Can you lead and train an energetic staff? Can you demonstrate the ability to improve production business? Requires management experience, college degree or equivalent experience. Tape of your work, resume, references, and salary information to: Bob Lorenzen, Creative Services Director, KCRG-TV, PO Box 816, Cedar Rapids, IA 52401. EOE.

Promotion writer/producers: If you have original ideas and know how to put them into words and pictures, this top fifty CBS affiliate wants you. Send resume and tape to: Timothy Mason, Marketing Director, WYOU, 415 Lackawanna Avenue, Scranton, PA 18503. No phone calls. WYOU is an EEO station.

SITUATIONS WANTED MANAGEMENT

GM ready to lead. Motivator, trainer, producer, twenty year sales pro, programing, production, organization and turnaround expert. Costs down profits up. Ready now. Reply to Box E-30.

Let my 25+ years in all areas of broadcasting including major market TV. Radio ownership. Let me control your bottom line, improve your profits and lead your station's community involvement. Let's talk now or at NAB. Reply Box E-14.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box E-29.

Current major market chief with 25 years experience wants to make change, will be at NAB for talk in confidence. Reply Box E-33.

Transmitter/studio maintenance engineer: Ambitiously seeking position with progressively growing TV station. Proficient with transmitters, Sony, Betacam, systems installation. Reply Box E-41.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also knowledgeable newsperson. 216-929-0131.

News directors: Freelance news photographer /editor available in Pittsburgh PA and surrounding area. Betacam SP or 3/4". Ron Bruno 412-276-0497.

Sportscaster, NYU educated, who is young & aggressive, seeks on-air position. Currently produce and host several local live sports talk shows. Would consider producers role. Call Joe Wiz at home 201-437-9159 or at work 201-915-7190.

Meteorologist: BS, MS, AMS, NWA, NABJ. Knows doppler, Liveline, WSI. Savoir-faire and acumen in entertaining, original presentations. Community person with reporting and live programing experience desires move from weekend upper 20's up the ladder. Alan 414-962-5123.

Meteorologist-professional and very personable. 5+ years experience. Number one rated. Reply Box E-34.

Black female reporter at #1 station in 35th market is looking to report and anchor in another medium-size market. Strong writing and delivery. Call 504-245-0218.

Hard-hitting male anchor with great ratings history and major market talent ready to help top-forties markets. Box E-35.

**SITUATIONS WANTED PROGRAMING
PRODUCTION & OTHERS**

Videographer, 32, seeks Southeast job. Credits: WTBS, ABC Sports, A Current Affair, MTV. Timothy, Box 2251, Douglasville, GA 30133. 404-489-7371.

MISCELLANEOUS

Broadcast/corporate availabilities! Management, production, promotion, sales. Sign up for Free referral nationwide. Media Marketing/THE HOT SHEET, PO Box 1476-PMB, Palm Harbor, FL 34682-1476. 813-786-3603.

Exciting opportunities! News, sports, weather, public relations. All market sizes. All regions. Free referral. Register today! Media Marketing/THE HOT SHEET, PO Box 1476-NMB, Palm Harbor, FL 34682-1476. 813-786-3603.

Bill Slatter and Associates gets you that better TV job. Coaching and placement help for reporters, anchors, weather, sports. Help with audition tape. 601-446-6347.

ALLIED FIELDS

HELP WANTED INSTRUCTION

The American University w/Eagle: Two faculty positions in Journalism for 1991-92 beginning in August. Position 1: Tenure-track assistant professor in the School of Communication beginning in August 1991 to teach basic and advanced writing as well as journalism media studies courses, and to oversee the part-time faculty teaching the basic writing courses and the graduate fellows assigned as tutors. Position 2: Assistant professor in the School of Communication for the 1991-92 academic year beginning in August to assume teaching and administrative duties in a new, graduate print journalism program for part-time students to be offered on Saturdays, and to teach basic and advanced skills and media studies courses in the School. Other responsibilities: Occupants of both positions will also advise students, make professional and/or scholarly contributions, and participate in school and university activities. Qualifications: An M.A. in the discipline or relevant field, a record of publication, and significant professional experience are essential. Previous college-level teaching essential for Position 1, preferred for Position 2. Rank and Salary: Position 1 is tenure-track; position 2 is a one-year appointment. Both are at the rank of assistant professor. Salary for both positions is negotiable, depending on qualifications and experience. The School: There are 800 undergraduate majors and 150 graduate students in undergraduate and graduate programs in broadcast journalism, print journalism, visual media and public communication. Other Details: A curriculum vitae and three letters of recommendations should be sent to Journalism Search Committee, School of Communication, The American University, 4400 Massachusetts Avenue, NW, Washington, DC 20016-8017. The American University is an affirmative action/equal opportunity employer. Applications from women and minorities are particularly invited.

Graduate assistantships: Assignments for qualified candidates for MA in Radio/TV/Film include: new public radio station; and established student operated radio station: involvement in programming, news, marketing, audio production; TV/Film production; production, performance, and news labs. Tuition waiver plus stipend up to \$5,000 per academic year. Begins Fall 1991. Contact - Dr. William R. Rambin, School of Communication, Northeast Louisiana University, Monroe, LA 71209. 318-342-1390. EOE.

Radio-television: (To begin Fall semester 1991) Tenure-track assistant professor to teach and conduct research in at least two of the following electronic media subject areas: Process and effects, changing technologies, comparative/international, and/or video/audio production. A Ph.D. in Communication or a closely related field is required. Preference will be given to candidates with established records of research and publication in addition to evidence of effective teaching. Normal teaching load is six courses per year; summer teaching usually available. Send letter of application, resume and names of three references to Dr. Christopher Sterling, Chalman, Department of Communication, George Washington University, Washington, DC 20052. (Tel. 202-994-6350, Fax 202-994-5232). Applications will be reviewed until position is filled. The George Washington University is an equal opportunity, affirmative action employer.

Graduate assistantships in Mass Communication program available for Fall 1991. Thesis/Non-Thesis option. Stipend for academic year at least \$6300 plus tuition waiver. Applicants should have minimum 3.0 undergraduate GPA. Contact Dr. Howard Kleiman, Mass Communication, Mass Communication Area, 150 Williams Hall, Miami University, Oxford, OH 45056. Miami University is an affirmative action/equal opportunity employer.

HELP WANTED TECHNICAL

Director of engineering for public television and radio stations. Require: FCC General Radiotelephone Operator License & knowledge of FCC rules and regs, extensive broadcast engineering experience constructing, operating, and maintaining a wide range of audio, video, satellite, computer, and other electronic equipment. Position supervises a staff of 6. Desire: Supervisory, budgeting, facilities planning and construction, and writing of bid specification experience. Send letter of application, resume, and list of references to: Engineering Search, KUAC TV/FM, University of Alaska Fairbanks, Fairbanks, AK 99775-1420. Salary: \$35,000 to \$48,000 DOE. Deadline to apply: March 29, 1991. UAF is an EO/AA Employer and Educational Institution. Persons hired by the University of Alaska must comply with provisions of the 1986 Immigration Control Act and are expected to possess a valid social security number.

**HELP WANTED PROGRAMING
PRODUCTION & OTHERS**

The University of North Carolina at Chapel Hill. Director of development - WUNC-FM. WUNC-FM public radio seeks a development director. This position directs the station's fund-raising program, specifically focusing on identifying, cultivating, soliciting and closing major, corporate, and individual gifts for WUNC-FM's operating and capital campaigns. The development director supervises other professional development staff and key volunteer leadership in soliciting major gifts. Additionally, the development director is responsible for implementing a computerized system for solicitation, billing, tracking, and acknowledgement. The director reports directly to the general manager. WUNC-FM is licensed to the Board of Trustees of The University of North Carolina at Chapel Hill. A minimum of a Bachelor's degree and five years experience in non profit fundraising is required. Experience in public radio development preferred; management and supervisory experience preferred. A letter of application and resume should be sent by April 5, 1991 to: Mr. Robert D. Sweeney, Associate Vice Chancellor for Development, Attn: Debra Whittemore, The University of North Carolina at Chapel Hill, CB #6100, 600 NCNB Plaza, Chapel Hill, NC 27599-6100. The University of North Carolina at Chapel Hill is an equal opportunity, affirmative action employer.

HELP WANTED SALES

Business opportunity: CASCOM Syndication is seeking individuals who want to own their own business. You should have broadcast advertising sales experience and/or video production knowledge. You will become a full-time exclusive Cascom representative responsible for marketing a wide variety of industry-related products including a library of stock graphic animated effects, custom character productions like Ernest P. Worrell and Jose Jimenez, pre-produced generic commercials, station image packages, a music library, and many other related products. You must be a self-starter and want to earn a minimum six-figure income. This is a rare opportunity for the right individual! If you meet the above criteria and are seriously interested, please call Lee Michaels at 615-242-8900. EOE.

MISCELLANEOUS

Government seized vehicles from \$100. Fords. Mercedes. Corvettes. Chevys. Surplus. Buyers Guide. 1-805-962-8000 Ext. S-7833.

Government homes from \$1 (U repair). Delinquent tax property. Repossessions. Your area 1-805-962-8000 Ext. GH-7833 for current repo list.

EMPLOYMENT SERVICES

Reporters: Are you looking for your first or second position in TV news? We can help. Call M.T.C. at 619-270-6808. Demo tape preparation also available.

Government jobs \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 Ext. R-7833 for current federal list.

Resume tapes duplicated 3/4" 20 min., \$15 each: New Maxell stock, laser printed label in hard plastic shipper. Other formats also available. Call Video Services Company 301-379-5620.

Reporters, anchors, writers, producers: Consultant building talent file for future openings at one network and several stations. Send resume and one page letter outlining your career goals (no tape yet) to: Holland Cooke, 3220 N St., NW, Washington, DC 20007. No calls. Confidential.

Expose yourself to our Canadian and American radio and TV client stations. Put your air check or demo tape on file with Broadcast Talent Source, for maximum market exposure - small, medium and major markets. Send your resume and a non-returnable cassette demo, plus a \$25.00 dubbing fee to Broadcast Talent Source, 641 St. Clair Ave. West, Ste. 27, Toronto, Ontario, M6C 1A7 Canada Certified cheque or money order. No additional fee charged for this service.

Intelligence jobs. All branches. US Customs, DEA etc. Now hiring. Call 1-805-962-8000 Ext. K-7833.

EDUCATIONAL SERVICES

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

Syracuse University Sportscasting Academy, June 29-July 5 (tentatively). Performance-oriented. Get both TV & radio play-by-play experience daily. Do simulated live broadcasts at the Carrier Dome (Big Orange Basketball camp) & MacArthur Stadium (Syracuse Chiefs Baseball). Create audio & video tapes of your performances. Work with veteran network sportscasters. For more info, call Syracuse University, 315-443-5404/4181, or write the Div. of Summer Sessions, Suite 230, 111 Waverly Ave., Syracuse, NY 13244-2320. EOE.

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040, Manuel Flores 512-723-3331.

Used 1" VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

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

Wanted dead or alive! FM transmitters, any age or power. Will pay shipping. PMA Marketing. Phone 414-482-2638. Fax 414-483-1980.

Looking to buy new/used broadcast video camera and support gear. No tubes. Ideal BVW 550 or 507 series with Betacam SP recorder. Contact Gary Hoffman 213-839-7497.

Equipment wanted: Puerto Rico telecaster in need of 20KW low band VHF solid state TV transmitter and 6-GHZ microwave system. Also need "A" category 6-GHZ dishes. Please fax availabilities to 809-833-0075.

FOR SALE EQUIPMENT

50Kw AM: CCA-AM 50.000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

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

1Kw AM transmitters: Cont 314R1 (1986), Harris BC1H1 (1974), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

AM transmitters: Collins 820E/F, 10KW (1974), Cont. 316F, 10KW (1980), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AMS000D, 5KW (1972), McMartin BASK, 5KW (1980), McMartin BA2.5K, 2.5KW (1981). Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

FM transmitters: Collins 831G2, 20KW (1975), Harris FM20H3, 20KW (1972), RCA BTA 20E1, 20KW (1973), CCA 2500R, 2.5KW (1978), Harris FM1H3, 1KW (1976), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

Transmitters, radio & television: TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

Equipment financing: New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding. 1-800-275-0185.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Blank videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam \$4.99. 3/4" - 20 minutes \$5.99, 3/4" 60 minutes - \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. Free shipping. For more info, call Carpel Video toll free, 1-800-238-4300.

Betacam tape riot! 5 minutes - \$1.00, 10 minutes - \$2.00, SP 5 minutes - \$2.00, SP 10 minutes - \$3.00 Sony, Ampex, Fuji, 3M - Call Carpel Video 800-238-4300.

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

Used television production equipment. Happy Birthday to us. This month marks our 10th year of service to the television industry. If you have equipment to sell or a particular need, call us. Media Concepts 918-252-3600.

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.

Save on videotape stock. We carry 3/4" & 1" evaluated broadcast quality videotape. 3/4 20 min. - \$4.59. 60 min - \$7.49. All time lengths available. Try us you'll like us. Call toll free IVC 800-726-0241.

Marconi B7500 VHF Exciter. Retune for UHF output. Includes power supply. Never used. Call Acrodyne, 800-523-2596. Fax: 215-540-5837.

Audionics 110B board. 18 stereo positions-36 mono. \$3500. 216-574-2525 Fax 216-781-5329. Baron Aviation, 1601 N. Marginal, Cleveland, OH 44114.

SMC dual CD controller for Sony CDK units. Like new. Make offer. Cameo, 212-787-4242.

Complete low power studio. Two years old. Low used prices. Cameras, editing console, PC-based auto ad inserter, 3/4" tapes and players, microwave link, cables, racks, the works. Great value. Call 601-957-1122. Ask for Wyatt Emmerich. Will sell whole or part.

Anixter Marx 5 meter transmit/receive C-band satellite dishes, power amps, etc 702-386-2844.

C-band Uplink truck, 5 meter dish, redundant electronics, \$120,000. Megastar 702-386-2844.

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

Used towers. Dismantled. Self-supporting and guyed. 502-826-8700, Nationwide Tower Company.

RADIO

Situations Wanted Announcers

SPORTS TALK

Former Major League Baseball Broadcaster & MLB Executive give your station a pair of pros.
Call (619) 672-1330 or
(217) 744-3949.

Situations Wanted Management

#1 GM in Top Ten Market Available April 1st.

Strong, aggressive, radio professional who's done it all. Impressive background of record sales and creative marketing. Revenue and profit driven. Familiar with all formats. Prefer Sunbelt but will reply to all.

Reply Box E-44

ATTENTION ONCE MIGHTY AM's

Are you a formerly dominant AM outlet with 5 kw or better in a top 30 market? Are you now running "stealth" programming (i.e. music not detected by most of your target audience)? Is there an "established" talk station in your market?

Major market talk talent/competitive programmer will show you how to beat them, economically and decisively.

Please: No owners or managers who would accept being an "alternative" outlet. Contacts only from those who expect a consultant to bring success and profit.

Reply in confidence, Box E-43

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TELEVISION
Help Wanted Technical

Television

**MASTER CONTROL
PLAYBACK
SUPERVISOR**

In order to succeed in this fast-paced challenging environment, you must have:

- 3-5 yrs. supervisory experience
- 3-5 yrs. technical, engineering or data processing experience in cable or broadcast TV
- Computer skills with cable insertion equipment LA KART preferred
- Excellent problem solving ability combined with "hands-on" work ethic
- Ability to work evenings and week-ends, as needed

You will be responsible for:

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QUALIFICATIONS: BACHELOR OF SCIENCE IN BUSINESS OR MARKETING WITH EMPHASIS IN SALES OR PROMOTION. COMPUTER LITERATE, RESEARCH EXPERIENCE, AND STRONG PRESENTATION SKILLS.

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DIR. OF RESEARCH & MARKETING
KPRC-TV
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As Staff Engineer, your responsibilities would include assisting with policy and technical development of Digital Audio Broadcasting (DAB) systems; working with National Radio Systems Committee (NRSC) (and other radio/technical committees) to develop technical standards that improve the sound available to radio listeners; and service to NAB members and Conventions.

For either of these positions, you must have a BSEE (or equivalent); strong writing skills; some public speaking experience; and the skills necessary to effectively interact in professional and executive-level environments. Broadcasting experience helpful. NAB offers a competitive salary and benefits package, a challenging work environment, and great people. NAB is an Equal Opportunity Employer.

If your experience suggests an excellent fit with either of the above positions, please send your resume (with a cover letter) to:



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By Bankruptcy Court Order, a hearing to authorize the sale and transfer of MDS and OFS stations and equipment "as is, where is" at various locations in the New Orleans, Louisiana area and assumption and assignment of ITFS airtime and equipment lease obligations held by Microband Corporation of America and Microband Wireless Cable Corporation is to be held on April 4, 1991 at 9:30 AM at the U.S. Bankruptcy Court located at the Court of International Trade, One Federal Plaza, New York, New York. The terms and conditions of the sale (which are subject to higher and better offers) and overbidding procedures are available at the office of the Court Clerk, One Bowling Green, New York, N.Y.; office of Kensington & Resler, P.C., 400 Madison Avenue, New York, N.Y.; and at owner's offices at 286 Eldridge Road, Fairfield, N.J. 07004.

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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. (202-659-2340, info only please)

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

FATES & FORTUNES

MEDIA



Woodstock

David J. Woodstock, VP and general manager, KTVX(TV) Salt Lake City, joins KCAL(TV) Norwalk, Calif. (Hollywood), as president and general manager.

Daniel C. Agan, VP, national programming and promotion services, Public Broadcasting Service, Alexandria, Va., resigned to form own marketing communications consulting business.

William J. Fitzsimmons, VP, finance and administration, ATC, Reading, Pa. division, joins Warner Cable, Dublin, Ohio, as director of financial analysis.

Howard L. Schrott, VP, communications lending, First Union Bank of North Carolina, Charlotte, N.C., joins Emmis Broadcasting, Indianapolis, as VP, chief financial officer.

David Kelly, VP and general manager, Cable AdNet-North Carolina, named to same capacity, Cable AdNet-Pittsburgh.

Tony Kiernan, VP and general manager, WLWT(TV) Cincinnati, resigned.

Drew R. Sheckler, general manager, Jones Intercable, Alexandria, Va., named fund VP, Jones Intercable Inc., Englewood, Colo.

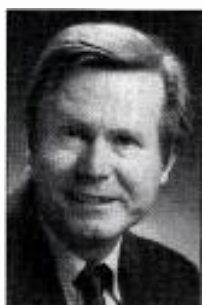
Donald W. Boyles, media broker, Chapman & Associates, Kansas City, Mo., joins KEBC(FM) Oklahoma City, as general manager.

Cheryl Garthwait, research analyst, WHDH-TV Boston, named research manager.

Reginald L. Coleman, program director, WQCY(FM) Quincy, Ill., named operations manager, WTAD(AM)-WQCY(FM) Quincy, Ill.

Mark D. Erstling, broadcast manager, WGBY-TV Springfield, Mass., joins WPSX-TV Clearfield, Pa., as manager and assistant general manager, university division of media and learning resources, Penn State University.

SALES AND MARKETING



Wold

Gary A. Wold, account executive, Eastern sales, NBC-TV, New York, named VP and sales director, daytime and late night sales.

Douglas B. Orr, VP, account executive, Western region, Turner Cable Network

Sales, San Francisco, named VP, marketing. **John Popkowski**, senior VP, sales, Turner Entertainment Networks, New York, named executive VP, Turner Broadcasting Sales Inc.

Jim White, senior VP, group creative director and **Rick Wysocki**, senior VP, director of broadcast promotion, Backer Spielvogel Bates Inc., New York, named executive VP's and creative directors.

Nancy Loeb Wilbraham, local sales manager, WMJX(FM) Boston, joins Capital Cities/ABC Owned Television Stations, Boston, as account executive, national television sales.

Len Weinstein, local sales manager, WMAR-TV Baltimore, joins WNUV-TV there in same capacity.

Mike Powderly, district director, affiliate sales, CBS Radio Networks, New York, named account executive, Eastern sales office. **Thomas F. Frascatore**, senior account executive, CBS Radio Representatives, named New York sales manager.

Appointments at WGNX(TV) Atlanta: **Belinda Palmer**, from WKCF(TV) Clermont, Fla., **Edwanda Richardson**, from MMT Sales, and **Mark Nulty**, from KRRT(TV) Kerrville, Tex. (San Antonio), named account executives; **Irene Maiorana**, from WPEC(TV) West Palm Beach, Fla., named assistant general sales manager, and **Barbara Buscarello**, from RJR Nabisco-Broadcast, named national sales assistant.

Appointments at Katz Communications, New York: **Michael Spiesman**, VP, team manager, named VP, national sales manager, Southeast Station Group, New

York; **Harvey Fenster**, chief financial officer, Carstain Coal Co., Evansville, Ind., named VP, finance; At Katz Radio Group: **Gerry Boehme**, VP and director, research, named senior VP and director, research; **Susan Wagner**, VP and director, marketing, named senior VP and director, marketing; **Bonnie Press**, VP and general manager, network, named senior VP and director, network; **Ann Leary**, marketing analyst, Television Group, named regional marketing manager; **Betty Jane Hucke**, account executive, marketing, named regional marketing manager; **Jennifer Pirnie**, marketing administrative assistant, named coordinator, sales promotion, marketing, and **Ken Ocepek**, account executive, WLS(AM) Chicago, joins Katz Hispanic Radio, there in same capacity.

Appointments at Ruben Reid Noto & Ehrental Advertising, New York: **Alan Hamburger**, copy chief, named senior VP and creative director; **Michael Kirkwood**, account executive, named account supervisor, and **Carolyn Foley**, VP and account supervisor, Klemtner Advertising Inc., named VP, management representative.

Joe Colucci, partner, WDOT(AM) Burlington, Vt., joins WVNY(TV) there, as account executive.

E. Dabney Beck, media buyer, Inter/Media Advertising, Encino, Calif., named VP, associate media director.

Phil Gore, from KABC-TV Los Angeles, joins Prime Ticket Network, there as sales and promotion account executive.

Stephen C. Schaeffer, administrative assistant, New York State Broadcasters Association, Albany, N.Y., joins WVKZ-AM-FM Schenectady, N.Y., as account executive.

Joe Doubek, account executive, WBBM(AM) Chicago, joins WMAQ(AM) there in same capacity.

Matt Carson, account executive, KZOK-AM-FM Seattle, named local sales manager.

Bruce Cummings, sales manager, KTWO-TV Casper, Wyo., and **KKTU(TV)** Cheyenne, Wyo., joins co-owned KULR-TV Billings, Mont., as general sales manager.

Larry Gawthrop, general manager, WRQK(FM) Canton, Ohio, joins WQAL(FM) Cleveland, as general sales

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Deadline is Monday at noon Eastern Time for the following Monday's issue. See full details and rates in the Classified Section.

manager.

Cynthia Jeremica, sales representative, Unisource, and **Steve Ernst**, account executive, KMPH(TV) Visalia, Calif. (Fresno), join KTXL(TV) Sacramento, Calif., as account executives.

Joseph Laffey, media director, Thompson/Marince Advertising, San Antonio, Tex., joins Westwood One Co., Dallas, as account executive, Southwest regional sales department.

Jerry Czuchna, director of advertising sales, Jones Intercable Inc., Englewood, Colo., named VP, advertising sales.

Richard O. Mecham, general manager, KMTW(AM)-KKLZ(FM) Las Vegas, joins KSL(AM) Salt Lake City, as general sales and marketing manager.

Edward C. Di Martino, former media consultant, joins WTAD(AM) Quincy, Ill., as sports director and account executive.

Paula Clement-Seals and **Charles Ledbetter**, account executives, Brehm Communications, join WTAD(AM)-WQCY(FM) Quincy, Ill., in same capacity.

Armand Grez, marketing manager, Television Bureau of Advertising, joins WTVR-TV Richmond, Va., as national sales manager.

Marc Stover, former program-production coordinator and local sales manager, WTVG(TV) Toledo, Ohio, joins KSLA-TV there, as local sales manager.

Irene Messenger, former senior negotiator, D'Arcy Masius Benton & Bowles, Bloomfield Hills, Ill., named assistant broadcast manager, corporate spot broadcast department.

Joshua B. Gingold, account manager, KTHT(FM) Fresno, Calif., named local sales manager.

Bill Brunelle, assistant account executive, DDB Needham, Washington, named account executive.

Appointments at The Interep Radio Store: At McGavren Guild Radio: **Greg Noack**, general sales manager, WYAY(FM)-WYAI(FM) La Grange, Ga. (Atlanta), named director of sales, Detroit; **Shari Satler**, account executive, Hillier Newmark Wechsler & Howard, named to same capacity, New York; At Major Market Radio: **Bob Sommer**, senior account executive, marketing division, Interep Radio Store, Chicago, named account executive, Chicago; **Karen Reffsin**, sales associate, New York, named account executive; At Group W Radio Sales, Dallas: **Christie Cole**, sales associate, named account executive; **Mark Melchin**, account executive, KZPS(FM) Dallas, named to same capacity, and **Andy Salvas**, sales assistant, Durpetti & Associates, San Francisco, named sales associate.

Geneva Kellam, formerly from Doyle

Dane Bernbach and **Wells Rich Greene**, joins Uniworld Group Inc. advertising, New York, as VP, associate creative director.

Gary Kretchmer, account manager, Target & Response national direct response advertising service specializing in radio, Chicago, named VP, account manager.

Michael Turner, Midwest division sales manager, Group W Productions, Chicago, joins WPWR-TV Gary, Ind. (Chicago), as national sales manager.

PROGRAMING

Richard Barovick, senior partner, entertainment division of international law firm of Loeb and Loeb, joins Reg Grundy Productions Inc., New York, as CEO and managing director of executive committee, Grundy Worldwide Limited.

Lucy Hood, director, pay television, Twentieth Television, Los Angeles, named VP, basic cable.



Hood



Di Massa

E.V. Di Massa, VP, programing and development, King World Productions Inc., New York, named senior VP, programing and development.

Kenneth Bettsteller, director, home video, Twentieth Century Fox, Los Angeles, named director, pay television worldwide, Twentieth Century Fox.

Harv Blain, VP, contemporary radio, McVay Media, joins WPNT(FM) Chicago, as program director.

Carolyn Carr, director of operations, Metro Traffic Control, Cleveland, joins WQAL(FM) there as air personality, news director and director of public relations.

Nancy Rosenfeld, VP, deputy general counsel, corporate, Viacom International Inc., New York, adds duties as senior VP and general counsel, Viacom Pictures.

Marcia Boyd, director of operations and distribution, Genesis Entertainment, Agoura Hills, Calif., named VP, station services.

Debra Joester, VP, trademark licensing

division, Hamilton Projects Inc., New York, named senior VP and general manager.

Robert Stahl, research systems specialist, Warner Bros. Domestic Television Distribution, joins Cannell Distribution Co., Los Angeles, as research director.

Susan Wagner, associate director of programming, Grosso-Jacobson Entertainment, joins Boardwalk Entertainment, New York, as VP, programs. **Elizabeth Wagner**, research coordinator, CBS's *Top Cops*, Grosso-Jacobson Entertainment, joins Boardwalk Entertainment, New York, as director of programs.

Carole Orgel Postal, director of licensing, Turner Home Entertainment, New York, named VP, domestic licensing.

Lia Tysdal, marketing analyst, General Instrument VideoCipher division, San Diego, joins Playboy Video Enterprises, West Hollywood, Calif., as director of special markets.

Megan Hall, coordinating producer, *Where in the World Is Carmen Sandiego?*, co-production of WQED-FM Pittsburgh, named coordinating producer, QED Communications.

Christopher Ogden, director of underwriting and sales manager, New Jersey Network, joins *The Nightly Business Report*, WPBT(TV) Miami, as director of marketing, NBR Enterprises.

Luisa Guidi, human resources administrator, Group W Productions, Los Angeles, named manager of human resources.

Todd Fowler, weekend and fill-in air personality, WRIF(FM) Detroit, named music director.

Robert John, from KKYY(FM) San Diego, Calif., joins WSTF(FM) Cocoa Beach, Fla. (Maitland), as program director.

Janet Muldoon, manager of channel relations, Nickelodeon/Nick at Nite, New York, named director, channel relations.

Raechel Donahue, part-time air personality, KQCR(FM) Santa Barbara, Calif., named morning air personality.

Jay Martin, public service director and afternoon air personality, KALF(FM) Red Bluff, Calif. (Chico), named assistant program director.

Mark St. Clair, professor, Clark-Atlanta University and producer, host and programmer, Peach State Public Radio, joins WGLT(FM) Normal, Ill., as program director and assistant manager.

Mike Woodley, from KCBS(AM) San Francisco, joins Midwest Radio Sports, Minneapolis-St. Paul, as host, *Sports-Night*.

NEWS AND PUBLIC AFFAIRS



Savaglio

Ted Savaglio, senior broadcasting producer, *CBS This Morning*, New York, named executive producer, succeeding **Erik Sorenson**, executive producer, *CBS Evening News with Dan Rather*.

Appointments at KRON-TV San Francisco: **Vicky Collins**, *Daybreak* producer, named 5 p.m. weekend producer; **Joe Fragola**, weekend producer and field producer, named weekend morning producer; **Diana Gazuz**, editor and writer, KCBS(AM) San Francisco, named writer; **Diane Hayes**, account executive, WFSB(TV) Hartford, Conn., named to same capacity, South Bay; **Grant Morrow**, freelance writer, named writer; **Sheila Riley**, evening producer, KOFY-TV San Francisco, named 10 p.m. producer; **Bill Weeks**, *Daybreak* writer, named *Daybreak* producer; **John Kessler**, reporter and fill-in anchor, KOFY-TV San Francisco, named general assignment reporter, and **Tia O'Brien**, political editor, KYW-TV Philadelphia, named business reporter.

Jeff Eliasoph, general assignment reporter, KXAS-TV Dallas (Fort Worth), named morning news anchor.

Thomas Watson, local sales manager, KFVE(TV) Honolulu, and **Cristine Traub**, from Nutri System, join KHNL(TV) Honolulu, as account executives.

Marty Matthews, weekend anchor, KAKE-TV Wichita, Kan., named managing editor.

Michael Corbin, general assignment reporter and live remote reporter, evening and weekend newscasts, WIXT(TV) Syracuse, N.Y., joins WTVR-TV Richmond, Va., as 6 p.m. and 11 p.m. weekend news anchor.

Ann Jaeger, reporter, KGW-TV Portland, Ore., named 4 p.m. co-anchor.

Jackie Robbins, news director and morning air personality, KKBQ-FM Pasadena, Tex. (Houston), joins KZFX(FM) Lake Jackson, Tex. (Houston) as news director.

TECHNOLOGY

William G. Parzybok Jr., VP and general manager, engineering and applica-

tions group, Hewlett Packard, joins Fluke Manufacturing Co. Inc., Everett, Wash., as vice chairman of board and CEO.

Fernando D. Vergel de Dios, head, microcomputer systems department, MGM-Pathé Communications Co., joins ITC Distribution, Studio City, Calif., as VP, management information systems.

Jeffrey L. Harland, senior studio engineer, Triax-Kings Engineering Ltd., joins Communications Engineering Inc., Newington, Va., as manager of implementation services.

Frederick W. Weber, VP, space operations and program manager, Contel, joins Orion Network Systems, Rockville, Md., as VP, engineering.

William B. Peterson, general manager, WPEC(TV) West Palm Beach, Fla., named president and chief operating officer, parent corporation, Photo Electronics Corp.

C. Robert Ogren Jr., director of engineering, WBAL-TV Baltimore, joins LIN Television Corp., Providence, R.I., as VP, engineering and operations.

Appointments at IDB Communications Consolidated Broadcast Group, Los Angeles: **John A. Tagliaferro**, president, Hughes Television Network, named president, succeeding **Peter F. Hartz**, named senior VP, sales and marketing at corporate level; **David W. Anderson**, VP, operations, named VP, operations at corporate level; **Howard N. Miller**, general manager, New York operations, named VP and general manager, East Coast operations, and **George Davis**, director, video operations, named director of West Coast operations.

Bob Williams, regional manager, Alpha Wire Corp., Elizabeth, N.J., named managing director, Alpha Wire International, UK.

Dan Cole, senior account manager, New England Region, Sony Business and Professional Group, Paramus, N.J., named regional sales manager.

Wendy Wade-Stotts, marketing coordinator and executive assistant, Infobase Services, Conway, Ark., named marketing manager.

PROMOTION AND PR

Jill Bernstein, associate director, publicity, Putman Publishing, joins CBS News, New York, as press representative, *CBS This Morning*.

Jan Haswell, advertising manager, news and special projects, WYFF-TV Greenville, S.C., joins WJXT(TV) Jacksonville, Fla., as senior producer, promotion.

Jane Miller and Lisa Rochlin, account executives, Porter/Novelli, Washington, named senior account executives.

Stephanie Feuer, public relations manager, Scholastic Inc., joins WQXR-FM New York, as director of marketing and promotion.

Angela Brillis, promotions director, WHTQ-FM Daytona Beach, Fla., joins WWLV(FM) Daytona Beach, Fla. (Orlando), as promotions director.

Janice M. Haley-Schwoyer, VP and managing copy director, Lieberman-Appalucci public relations, Allentown, Pa., named senior VP, creative director. Guy Danforth, marketing manager, Binney and Smith, joins Lieberman-Appalucci, as senior VP, director of account services.

Mark Dayton, associate, Coltrin & Associates, New York, named VP.

ALLIED FIELDS



Ferrall

Victor E. Ferrall Jr., senior partner and head of communications group, Crowell & Moring law firm, Washington, joins Beloit College, Beloit, Wis., as president.

Charles J. Iseman, senior attorney, FCC Review

Board, Washington, named supervisory attorney, FM branch, Audio Services division, Mass Media Bureau.

Kathleen Ireland, director of state government relations, National Cable Television Association, Washington, named director of government relations.

David E. Poisson, executive director, government and legal affairs, consumer

NOMINEES ARE...

ABC Sports topped list of national sports Emmy Awards nominations for 1990 calendar year with 35 nominations, including three for sportscaster Jim McKay. Total of 109 nominations were handed out, including 22 for CBS; 21 for ESPN; 15 for NBC; six for HBO; two for TBS/TNT, and eight for various syndicators. Awards will air live, April 3, on ESPN.

electronics group, Electronic Industries Association, Washington, adds duties as deputy general counsel.

Barbara M. Ginader, associate director, corporate finance, Bear Stearns & Co. Inc., joins Chemical Bank's banking and corporate finance group, New York, as managing director, responsible for capital raising and financial advisory services for broadcast and cable.

Thomas P. Graves, from Heritage Communications, appointed executive VP, Iowa Cable Television Association.

Ed McCullough, general manager, Bresnan Communications, Marquette, Mich., and Bill Jackson, account executive, Bresnan Communications, Duluth, Minn., presented with APIL Award from Community Antenna Television Association for private and professional commitment to their local communities.

DEATHS

LeRoy Collins, 82, former governor of Florida and 17th president, National Association of Broadcasters, died of cancer March 12 in Tallahassee, Fla. Collins was NAB president from Jan. 1961 to Aug. 1964 after President Lyndon Johnson appointed him director of Communi-

ty Relations Service set up under Civil Rights Act. While at NAB he defended freedom of broadcasting and encouraged improvement of broadcasting through industry's own efforts. He is survived by wife, Mary; three daughters, Jane, Mary and Darby; son, LeRoy Jr.; 12 grandchildren and one great-grandchild.

Edd Lowe Rountt, 64, radio station owner and broadcast journalist, died of cancer March 6 in Tyler, Tex. Rountt began broadcasting career with Liberty Broadcasting and later managed stations including KNOE-AM-FM Monroe, La., and WRR(FM) Dallas. He was author of *Business of Radio Broadcasting*, which was published in 1972. At time of his death, Rountt Radio Companies Inc.'s portfolio included KCKL(FM) Malakoff, Tex.; KLVQ(AM) Athens, Tex., and KXAL-FM Pittsburgh, Tex. He is survived by his wife, Norma; two daughters, Debra and Lacy; two sons, Edd Jr., and Alan; mother, Ola; brother, Jack and two grandchildren.

Ronald Michael Wagner II, 46, host and producer, *Autotrends*, Financial News Network, Los Angeles, died of cancer Feb. 27 in Los Angeles. He is survived by his parents, Ronald M. and Dorothy.

Rory Levy, 43, founder and president, Prime Focus Inc. entertainment marketing firm, Los Angeles, died of heart attack March 3 in Santa Monica, Calif. From 1986 to 1989 Levy was CEO of Telephone Entertainment Group Inc. involving interactive television. He is survived by cousin, Sean Rosen.

Lloyd W. Dunn, 84, recording executive, died March 8 in Encino, Calif., of cancer. Dunn moved from New York to California in 1940's to open advertising agency, later joining Capitol Records as VP, merchandising and sales in 1950. He was co-founder of Academy of Recording Arts and Sciences. He is survived by wife, Priscilla; three sons, Jeffrey, Stephen and Jonathan; brother, Linwood and one grandson.

Vance Colvig Jr., 72, TV actor and radio writer, died of cancer March 4 in Hollywood Hills, Calif. Colvig performed as Bozo the Clown and had guest appearances on *The Golden Girls*, *Hill Street Blues* and *St. Elsewhere*. He wrote for radio shows including *Breakfast in Hollywood*, *Command Performance* and *Bride and Groom*.

Gina Gerber, 35, former director of purchasing, administrative services department, Katz Communications Inc., New York, died March 8 of cancer in Mt. Kisco, N.Y. Gerber joined Katz Continental Television in 1978 as sales assistant. She was named assistant purchaser, administrative services in 1980 and later named manager of purchasing in 1983. Surviving her is husband, Mark and son Matthew.

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FIFTH ESTATE

CANNELL'S 'JUMP STREET' TOUGH PATRICK KENNEY

Growing up on the "street tough" northwest side of Chicago, Pat Kenney describes his path through St. Patrick's High School as "scratch and claw." That toughness has come in handy as the Cannell Distribution president has made his way through the rough and tumble of syndication sales, particularly the hour dramas that are his company's stock in trade.

At a time when off-network sitcoms continue to dominate over-the-air stations, and most major studios opt to sell their off-network hour dramas to basic cable, Kenney is going against the grain. *Hunter* and *21 Jump Street* are thriving in syndication, and with next season's first-run entry of *Street Justice* set for launch, Kenney, ever the salesman, is out to prove to remaining skeptics that action-adventure hours are effective counter-programming tools.

"Ever the salesman" is only mild hyperbole. "If anything," he says "I was a frustrated sportscaster" in college (the University of Illinois), where he had several radio announcing stints. But, he adds, one time "I was doing basketball play-by-play for a championship game, when I had normally done the color. I was so mesmerized I forgot to call the game," leading him to conclude that his prospects as a sportscaster were "limited." After college, however, he found his niche in sales, where he remains a persuasive voice.

"What we [Stephen J. Cannell Productions] offer," says Kenney, "is basic action, wonderful interpersonal relationships, compelling story arcs and light touches of humor; the basic kind of action hours that skew well to men 18-34 and 25-49."

On face value, Kenney's words may smack of pure salesmanship, but his actions have produced results for the fledgling distribution company.

Kenney joined Cannell (then TeleVentures) in 1987 as president of what had been a co-venture of Cannell Productions, Tri-Star Pictures and Witt-Thomas-Harris. Witt-Thomas-Harris parted company early on, and in late 1989, Cannell Productions folded TeleVentures under its banner.

As head of TeleVentures, Kenney



was largely responsible for directing the marketing and sales of off-network sitcoms, dramas and film packages. Ken-

ney concentrated his efforts on off-network syndication sales of *Hunter*, beginning in January 1989, which at the time was expected to go the basic cable route. Instead, Cannell licensed a network run of *Hunter* to CBS for its late night schedule (in addition to its normal prime time run on NBC) to prove the show could work in other time periods. The payoff came with the sale of *Hunter* in early fringe, prime access and late night time periods in over 95 markets domestically.

The stiffest test to Kenney's salesmanship came at the end of the 1989-90 season. That was when network-oriented Cannell Productions received word that Fox Broadcasting Co. was canceling *21 Jump Street*. Having already sold stations for a guaranteed 104 episodes, Cannell was short 22 additional episodes necessary for daily stripping.

Committing over \$800,000 per episode to produce the series at Cannell's

Vancouver, Canada, studios, Kenney sold 129 stations on a first-run barter front-end to complete the company's guarantee. Currently, *21 Jump Street* is the number two hour drama behind *Star Trek: The Next Generation*.

"In retrospect, *21 Jump Street* was an easier sell than I had anticipated," Kenney said. "The program had plenty of prior exposure on Fox and pulled in the coveted young, urban demographics. Kenney is hoping for similar success with Cannell Distribution's most ambitious first-run launch, *Street Justice*."

Kenney attributes his success in selling dramas to his "empathy for the executive on the other side of the desk. Before joining [Columbia Pictures Television] in 1981, I spent 17 years on the

other side of the desk acquiring programs and selling advertising at independent and network-affiliated stations. If you understand the inside station mechanics, it enables you to understand your customers and makes for an easier transition."

A station mechanic was exactly what Lorimar Syndication was looking for when its former syndication president, Ken Page, lured Kenney over to help cure flagging station sales of *Dallas* in 1983. With several marketing executives, Kenney helped "polish" and sell an on-air episodic promotional campaign titled "Inside *Dallas*," in which stations paid a fee for series star Larry Hagman to tailor station promos for each of the 161 off-

net episodes. Kenney said the previously unheard of promo fees pushed first-cycle sales of *Dallas* to \$110 million, at the time a record for an off-network drama.

It's a record Kenney would like to reclaim. 

Patrick Joseph Kenney

President and CEO, Cannell Distribution (formerly TeleVentures), Los Angeles; b. Oct. 25, 1939, Chicago; BS, Business Management, University of Illinois, Champaign-Urbana, 1961; MS, Business Administration, Northwestern, Evanston, Ill., 1967; account executive, John Blair & Co., Chicago, 1963-67; account executive, WBBM-TV Chicago, 1967-68; assistant advertising manager, Alberto-Culver, Chicago, 1968-69; national sales manager, WEWS-TV Cleveland, 1969-77; general sales manager, KCRA-TV Sacramento, 1977-80; general manager, KCPQ-TV Seattle-Tacoma, 1980-81; sales executive, Columbia Pictures Television, Burbank, Calif., 1981-83; VP, general sales manager, Lorimar Television Domestic Distribution, 1983-84; president, 1985-86; president, off-network syndication, Lorimar-Telepictures, 1986-87; present position since February 1987; children: Erin, 14.

IN BRIEF

Federal Trade Commission is taking second look at CNBC's proposed \$105 million acquisition of Financial News Network, which is in Chapter 11, to determine "legality of the agreement and the proposed acquisition under federal antitrust laws," since FNN is CNBC's chief rival. FTC has requested that U.S. Bankruptcy Court withhold approval of transaction until 20 days after commission has gotten "substantial compliance from the parties with respect to the Requests for Additional Information." At end of 20 days, FTC said it will either take no action or challenge transaction under antitrust laws. Rival bids are still due March 25, and Dow Jones and Group W, who formerly had agreement in principle to buy FNN for \$90 million, plan to put in new bid next week. Bankruptcy judge had ruled that any competing bid must be at least \$115 million. FTC filing stated that one major impact on its decision will be whether any other company posing "less of a threat to competition" than CNBC is willing to buy FNN. Commission's investigation could easily scuttle court's initial decision to have buyer decided by April 3.

Broadcasters would not oppose measure proposed by Senators Hollings, Inouye and Danforth (S.521) that makes non-preemptible spots available at lowest preemptible spot rates, but most other proposed changes in political broadcast-

ing rules "raise significant constitutional questions," said NAB TV board member Michael J. Conly. He said another bill (S.7) proposed in Senate requiring broadcasters to give five hours of free air time each election cycle would have "devastating impact on many stations." Campaign problem also lies with FCC, he said, because it "has been hard pressed to adapt its rulings to the commercial realities of the marketplace ... candidates and their time buyers often need, demand and expect [higher priced] fixed spots. On the other hand, commercial advertisers can live with the chance that their spots might be preempted by higher-paying customers."

Strother Communications Inc. (SCI), Hammond, La., is requesting experimental license to test digital audio broadcasting in L band (spectrum near 1500 mhz). Many believe L band will be most likely location for DAB allocations on both international and domestic level. However, researchers have not yet tested DAB in L band. SCI application requests temporary license for 1500-1506 mhz in Washington area. Company expects to test more than one DAB technology, possibly including Eureka 147 and Stanford Telecom systems. Commission is currently considering earlier SCI petition to test DAB in UHF band. NAB is also organizing L-band tests of Eureka for later this year (see page 54).

GTE and Contel finalized \$6.6 billion merger last Wednesday (March 13), creating new GTE Corp. with combined 1990 revenue and sales of \$21.4 billion and net income of \$1.7 billion. Merger gives GTE eight satellites on orbit over U.S. and authorization to launch ninth. Contel shareholders will receive 1.27 shares of GTE per share of Contel common stock. GTE said it will take one-time after-tax charge of \$245 million, or 28 cents per share, on 875 million average shares outstanding after merger.

NBC News is closing its San Francisco bureau effective June 1, coinciding with retirement of 30-year veteran correspondent David Burrington. Producer and two technical staffers in office will be offered contract buyouts. NBC News, which is offering about 80 buyouts nationally as part of company-wide cost-cutting, is said to expect about 20 to take offer. San Francisco area news will now be handled by NBC's Burbank bureau.

ABC affiliate KGUN(TV) Tucson, Ariz., has reached agreement to rebroadcast its 5 p.m. weekday newscast at 7 p.m. on market independent KTTU-TV. Clear Channel-owned KTTU-TV will follow rebroadcast of KGUN 9 News with syndicated *Hard Copy* at 7:30 p.m.

My Life and Times, first series project from Brandon Stoddard-led ABC Productions, **will debut on ABC's schedule Wednesday, April 24, at 9:30 p.m.** *Anything But Love*, currently in time slot, will have completed its mid-season run, and network said show will be considered for fall schedule. *My Life and Times* stars Tim Irwin as 85-year-old man in year 2035 who recalls his life. Ron Koslow (*Beauty and the Beast*) is executive producer and ABC Productions has received seven-episode order.

Harris Corp., Melbourne, Fla., has completed its acquisition of Varian Associates Inc.'s subsidiary, TVT, Cambridge, England. TVT, manufacturer of UHF TV transmitters, is Harris Communications sector's first overseas manufacturing facility. Harris also owns Harris/Allied Broadcast Division, Quincy, Ill., manufacturer of AM, FM, VHF and UHF transmitters and marketer of radio station studio equipment.

THURSTON THROWS HIS HAT INTO HOUSE RING

Radio broadcaster Donald A. Thurston announced his candidacy for a House seat last week. Thurston, a Republican, is running for the 1st congressional district in Western Massachusetts, the seat left vacant by the death last month of Republican Silvio Conte. A special election primary will be held April 30 with a general election on June 4. Thurston is president of Berkshire Broadcasting, which owns WMNB-AM-FM North Adams, Mass.; WSBS(AM) Great Barrington, Mass., and WCNX(AM) Middletown, Conn. He is the former chairman and founder of the Broadcast Capital Fund, a venture capital company devoted to assisting minorities in finding financial backing for station acquisitions. He is also a former joint board chairman of the National Association of Broadcasters and a recipient of the NAB's Distinguished Service Award. Thurston sought election to the NAB presidency in 1982 but lost to NAB's current president, Eddie Fritts.



KCAL-TV Los Angeles, Disney-owned independent, has named **David J. Woodcock** president/GM, replacing **Jim Saunders**, who is leaving to assume same post at CBS affiliate **KXTV-TV Sacramento, Calif.** Saunders will stay at KCAL-TV until beginning of April, when Woodcock will arrive from Salt Lake City where he is leaving as VP/GM at Chris-Craft/United Television's **KTVX-TV** (which he joined in 1983). In 1976-83, Woodcock worked his way through sales positions up to VP and station manager of Chris-Craft's **KCOP-TV Los Angeles**. At that time, **Randy Reiss**, who is now executive VP of Walt Disney Studios (subsidiary overseeing **KCAL-TV**), worked with Woodcock at **KCOP-TV**.

City of St. Petersburg, Fla., upset over 33% rate increase over last 18 months by **Paragon Cable**, has issued **RFP for competing cable operators**. City said rates have risen three times since 1988 renewal. System is in process of rebuilding from 37 to 54 channels. City is seeking input from other MSO's and out-of-area telcos.

New Heritage USA Corp. filed **\$4 million federal suit charging televangelist Morris Cerullo with misusing viewer funds** solicited on Cerullo's **World Evangelism TV** series. Suit charges Cerullo promised half-price discounts on hotel and attraction costs at Fort Mill, N.C., Heritage Christian theme park-retreat, but failed to forward proceeds to Heritage. Cerullo purchased retreat, TV operations and other former PTL properties through bankruptcy court last year. New Heritage owns 51%, Cerullo 49%, of retreat.

BrightStar Communications will provide satellite transmission for some **World League of American Football game coverage from Europe**. Beginning with two-hour season-opening ABC special on March 23, BrightStar will carry March 24 and April 14 games for ABC and April 6, April 20 and May 4 and 11 games from Barcelona, London and Frankfurt for USA Network.

Francis Ford Coppola, director of "Godfather" movies and since early 1980's advocate of high-definition video production, will be speaker at opening ceremony of **HDTV World Conference & Exhibition**. Conference will be held at Las Vegas Hilton, April 15-18, concurrently with NAB convention at Las Vegas Convention Center. Opening ceremony is scheduled for 8:30 a.m., April 15, at Hilton.

HSN said second-quarter revenue rose 2%, from \$262 million to \$268 million, while earnings dropped from \$13 million to \$7 million.

FCC OPENS THIRD ROUND OF COMMENTS ON DAB

The FCC is seeking comments on a revised spectrum allocation proposal for digital audio broadcasting (DAB). The commission's third inquiry on positions the U.S. Government will take to the 1992 World Administrative Radio Conference (WARC) in Barcelona, released during its regular meeting last Thursday (March 14), proposes allocation of 2360-2410 mhz for satellite and terrestrial DAB with current primary users of those frequencies downgraded to secondary status.

The new proposal is a revision of last fall's 2390-2420 mhz proposal in FCC's second WARC inquiry (BROADCASTING, Oct. 1, 1990). Comments on earlier proposal were mostly unfavorable. Broadcasters and DAB proponents said the propagation characteristics of DAB signals in those high frequencies would be inadequate. Current ISM (industrial, scientific, medical) microwave licensees on the frequencies near 2400 mhz were also opposed.

Spectrum in the UHF-TV band (728-788 mhz) and L band (1493-1525 mhz) was also proposed in the second WARC notice. Most broadcasters favored L-band allocation, but the 32 mhz proposed by the FCC is believed to be too narrow for allocation of a simulcast DAB channel for each currently operating AM and FM station. Established aeronautical telemetry licensees in the L band vigorously opposed sharing the band with DAB.

The FCC's focus on the 2400 mhz proposal in the third inquiry does not mean the UHF and L-band proposals are off the table, FCC Chief Engineer Tom Stanley said. The commission could also still decide to adopt a wider L-band position. But other technical options for terrestrial DAB should be examined more closely, he said.

The proposed systems for DAB spectrum sharing in the FM band, for example, deserve wider discussion within the FCC and the broadcast industry, Stanley said. He expressed doubt, however, that all licensees from both the AM and FM bands could be given a simulcast channel within FM using current technologies. It might be done through a complete repacking of the current FM service, but Stanley said he did not want to "give much weight" to that option.

John Abel, executive vice president, National Association of Broadcasters, said the association opposes DAB implementation scenarios with no DAB spectrum provided for AM broadcasters. It also opposes repacking FM, which would be expensive and disruptive to the established service, Abel said.

-RMS

HEWITT ON THE STATE OF BROADCAST JOURNALISM

Journalism is not a public utility...someone is going to have to find a way to make it profitable." That's according to Don Hewitt, producer of *60 Minutes*, who spoke on final day of the Smithsonian Institution's four-day seminar, "Broadcast Journalism," last Thursday (March 14) in Washington.

Hewitt said: "The days of news divisions being public servants are over. Some of the biggest fortunes in America were made selling news." *60 Minutes*, for example, has netted more than \$1 billion since 1968, he said.

But broadcast journalism is "in for rough sailing, [we must] make sure that whatever changes we have to make to hold our course are made by us and not imposed on us."

The biggest change may be ABC, CBS and NBC no longer spending \$300 million a year for what Hewitt said is "ostensibly three versions of essentially the same newscast every night." He said, "maybe it's time to cast the network news divisions in a new mold." Hewitt suggested establishing a co-op between CBS, NBC and ABC called CNA to serve affiliates just as CNN serves cables systems.

Networks could also save money by creating a "different kind of news-wire...[one] that serves television's needs as the Associated Press meets the needs of the print media." Networks should reassign some reporters, cameramen and editors to key affiliates, and pay part of their salary, to cover breaking news instead of funding local bureaus.

EDITORIALS

TALK TO ME/HER/HIM

Last week, this page suggested a two-part program for dealing with the snarl into which the financial interest/syndication rulemaking was devolving. Part One was for the FCC to call a halt in what we considered an unwarranted rush to judgment on a proposal advanced at the last minute by Commissioner Andrew Barrett, followed by the solicitation of reaction from all parties. That has been done, in response to a number of pressures outside the FCC, and there is now at least the possibility for an even-handed solution to emerge.

Part Two was for the FCC to sit down en banc to debate the fin-syn issue from all sides. That's impractical, of course, due to the so-called sunshine laws that prohibit the commissioners from talking to each other other than one-to-one, unless the public is brought in as a witness—a procedure certain to chill free, uninhibited and candid give and take of the sort that might produce a real policy breakthrough.

But it's still possible to achieve dialogue on fin-syn, even at this late hour. The responsibility for making it happen rests importantly with the chairman, even in the face of an apparent/opposing majority. We believe that Al Sikes will seize the opportunity afforded by the extended agenda to draw from his colleagues their best efforts on behalf of a fin-syn solution that will be just to all parties.

It will help that process if those parties, in the comment period that goes until March 25, narrow their sights and their rhetoric to take aim at the possible. Total repeal is no option in 1991, and the networks will help their case by limiting their arguments in recognition of that reality. Nor is the status quo an option for Hollywood, and it would do well to be so guided.

As we say, there is yet hope that a right solution will be found. It will be best if that solution comes genuinely from within and absent undue pressure from without.

UNFAIR COMPETITION

Just when we were ready to pack up our commercial speech soapbox for a while, (ad taxes having been defeated in various venues, most recently in New Mexico [BROADCASTING, March 11]), we have been reminded of our own traditional admonition against complacency, a point driven home last week at the American Advertising Federation's annual government affairs conference in Washington.

On the state and local levels there was the warning that some 20 to 25 states with tax laws now restricted to retail goods are in financial straits and eyeing proposals to widen their nets. Although national advertising is considered relatively safe, the pressure to pay for schools and prisons and to meet the escalating costs of health care could make local media prime targets for taxation.

(As if to illustrate that vulnerability, on the same day conference attendees were being warned to watch out, a committee of the Florida state legislature was passing an ad tax

akin to the short-lived sales tax on services the state passed three years ago. Although it appeared to be a symbolic shot at Governor Lawton Chiles and was subsequently voted down, it was a painful reminder of the economic injury inflicted on Florida broadcasters by the 1987 tax.)

Although state and local threats have received the bulk of this page's attention of late, there appears a growing gleam in the eyes of national legislators as well. For lawmakers looking for new money to spend, advertisers, ad agencies and broadcasters will be "on the shopping list," said Donald Pease (D-Ohio), the House Ways and Means Committee's senior member. To help pay for a national health program, added Pease, Congress is likely to look at deductibility of alcohol advertising. "If you believe the move to ban...alcohol advertising is the end, you're mistaken," warned House Energy and Commerce Committee member Terry Bruce (D-Ill.). "I think you're going to see a great deal more activity." In fact, ideas for ad taxes currently making the rounds on Capitol Hill include taking bite out of the estimated \$16 billion television is expected to generate in 1991.

Broadcasters have enough competition for their ad dollars these days without the addition of federal, state and local governments.

DUBIOUS DISTINCTION

To coincide with Freedom of Information day (March 16), The Reporters Committee for Freedom of the Press has released its second annual report on the state of the First Amendment, specifically "actions by the Bush Administration aimed at restricting public media and access to government information and intruding on editorial freedom." Some 235 instances are cited, dating back to the beginning of the Bush administration and organized by various categories. Under the category of "policing thought," the dubious distinction of most mentions (14 out of a total of 32) went to the FCC, primarily for its indecency policy, including fines levied against several radio stations.

That's the kind of distinction the FCC, and broadcasters, could do without.



Drawn for BROADCASTING by Jack Schmidt

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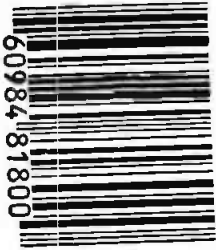
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