

# Broadcasting Oct 7

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60th Year 1991

## TELEVISION / 31

*Countering baseball programming missiles of October; Basketball '91*

## RADIO / 44

*DC station tops both charts with urban/CHR blend*

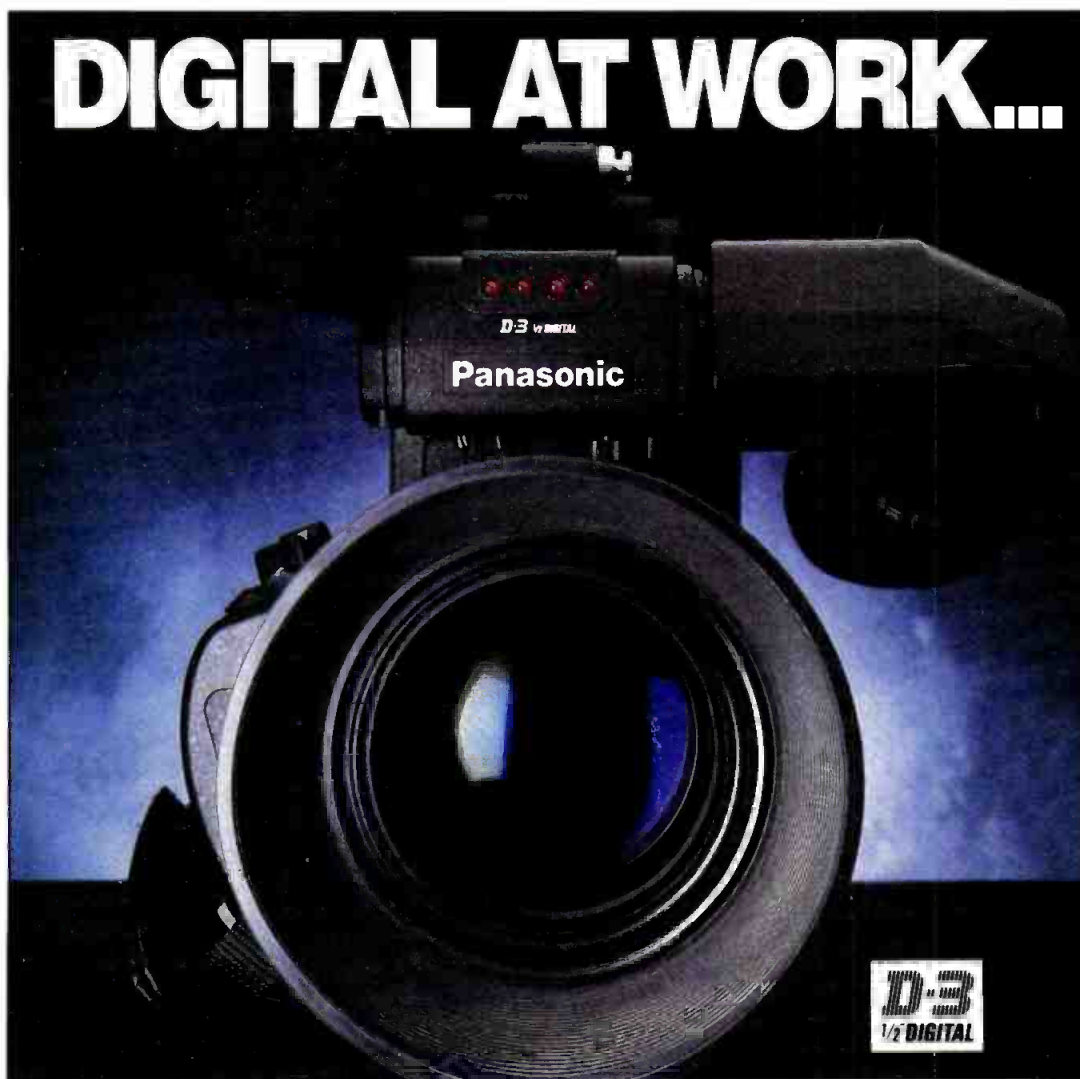
## CABLE / 50

*TCI launches PR campaign to boost its image among customers, regulators*

## BUSINESS / 53

*Chase to sell radio, TV; wants to invest in Eastern European ventures*

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# NEXT TO THEY ALL SHO

	% 18-49	% 50+
<b>STUDS</b>	<b>56</b>	<b>9</b>
THE ARSENIO HALL SHOW	60	20
LOVE CONNECTION	50	35
ENTERTAINMENT TONIGHT	50	40
SALLY JESSY RAPHAEL	48	43
HARD COPY	48	41
THE JOAN RIVERS SHOW	47	43
THE OPRAH WINFREY SHOW	47	44
REGIS AND KATHIE LEE	45	47
GERALDO	44	47
INSIDE EDITION	42	49
DONAHUE	42	51
FAMILY FEUD	39	44
PEOPLE'S COURT	36	54
JEOPARDY!	33	60
WHEEL OF FORTUNE	28	63



# STUDS SHOW THEIR AGE.



## How Do You Beat News, Talk & Games? With STUDS, Delivering Perfect Young Adult Demos.

While the 50+ audience is looking for the same old stuff, the 18-49s are finding STUDS. In fact, STUDS now pulls the highest 18-49 comp in syndication, next to Arsenio!

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# CLOSED CIRCUIT

WASHINGTON

## 'Cross' purposes

Representatives of networks and their affiliates met in Chicago last Friday afternoon to hammer out agreement on relaxation of FCC ban against common ownership of broadcast network and cable system. Networks, particularly Capcities/ABC, would like to see ban relaxed or repealed and have substantial support at FCC. Their affiliates are adamantly opposed, however, fearing not so much networks' move into cable as cable takeover of networks.

Deal may be only way to get FCC to act. Unless he receives assurances that affiliates will not be harmed by modifying restriction, FCC Commissioner James Quello will attempt to block action, possibly even start of rule-making.

## Unsolved HDTV mysteries

During Oct. 24 meeting, FCC is expected to begin proceeding to answer as many unsolved questions on HDTV implementation as possible before it sets transmission standard in 1993. Key questions will deal with definition of "simulcast." Should HDTV stations be required to show all or percentage of same programming on NTSC station or be programed separately?

Other likely questions: How many years after assignment of HDTV license should broadcasters be required to begin construction of HDTV facility and begin HDTV broadcasting? Should FCC continue to license NTSC stations after HDTV standard is set? What procedures should FCC use to decide which stations should be allocated to particular HDTV allotments?

NEW YORK

## NBC-TCI HDTV talk

NBC has apparently talked with cable operators, most notably TCI, about possibility of creating HDTV subscription or pay-per-view service using network programming. NBC spokesman said, "It was discussed theoretically. There are no on-going discussions. NBC is always open to looking at poten-



CBS feted the producers (Diane English and husband Joel Shukovsky) and stars of its hit Monday night comedy *Murphy Brown* in New York last Thursday (Oct. 3). The dinner followed a reception and seminar at the new Museum of Television and Radio building in Manhattan, where producers and cast talked about the show. Shown at dinner (l to r): Faith Ford (Corky Sherwood-Forrest), Howard Stringer, president, CBS Broadcast Group; Candice Bergen (Murphy Brown) and CBS News anchor Dan Rather.

tial avenues to develop ancillary revenue sources." Tom Rogers, president of NBC Cable, said technology for network to do so is still about three years away. According to Bob Thomson, senior vice president, TCI, who wouldn't comment on specific conversations with NBC, there is also "substantial interest from broadcasting entities other than NBC." Thomson said vehicle is needed to jumpstart HDTV, possibly sports programming sold to bars and restaurants. Industry observers say sports will most likely be broadcast networks' ticket into HDTV.

## New York 'Studs'

Sources close to WNYW(TV) New York say that Fox O&O flagship will be inserting Fox Television Stations Productions' *Studs* in 11:30 p.m. (ET) slot effective Oct. 14, replacing *The Ron Reagan Show*, which is rumored to be facing cancellation on all seven Fox O&O stations (see story, page 31). Since *Studs*'s rollout on Fox O&O's last March, WNYW(TV) had been only station that did not slot show, but according to several sources in market, News Corp. Chairman Rupert Mur-

doch and Fox Inc. Chairman Barry Diller became involved in closed-door dealings regarding *Studs*'s fate.

Sources say that Diller engaged in talks briefly with Pinelands Inc. Chairman Lawrence Fraiberg about sale of *Studs* to WWOR-TV New York, but that Diller and Murdoch apparently reversed course when ratings slippage with *Reagan* became apparent.

## Wolzien leaves NBC

NBC will lose one of its long time visionaries this Friday (Oct. 11), when



Wolzien

Tom Wolzien, network's senior vice president of cable and business development, will move to Sanford Bernstein, Manhattan-based institutional investment research and management firm, to create and head media group there. One of first in industry to consider newsroom automation and robotics, Wolzien has been charged by NBC over years with exploring new

On September 23, 1991,  
**MARRIED...WITH CHILDREN**  
and  
**A DIFFERENT WORLD**  
got some bad news...

# FULL HOUSE BEC OFF-NETWORK

## INCREASE VS. LEAD-IN

<b>FULL HOUSE</b>	+ 33%
Married . . . With Children	+ 30%
A Different World	N/C

## INCREASE VS. NOV. 90

<b>FULL HOUSE</b>	+ 33%
A Different World	+ 25%
Married . . . With Children	+ 18%

## INCREASE VS. MAY 91

<b>FULL HOUSE</b>	+ 50%
A Different World	+ 25%
Married . . . With Children	+ 18%

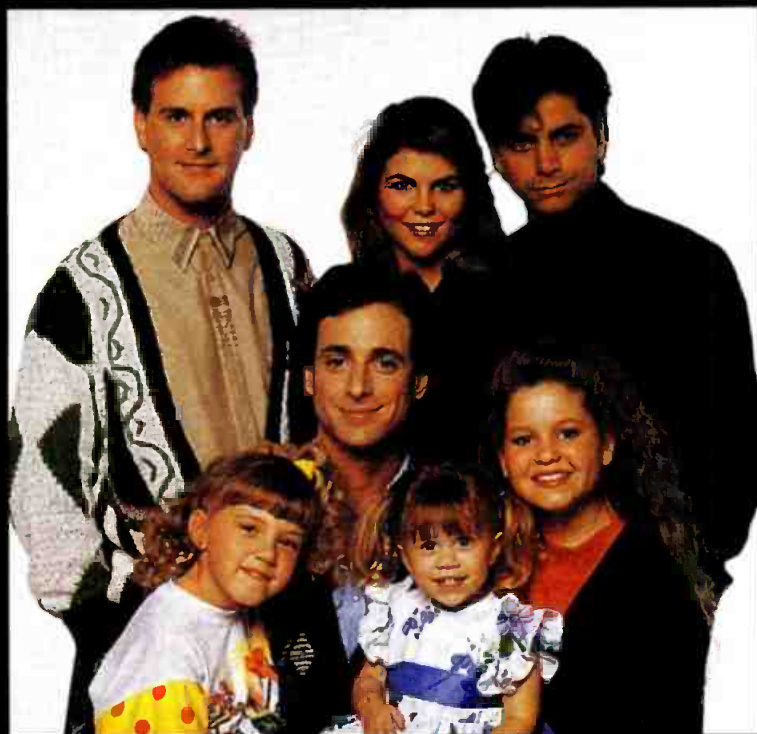
**M/B**

Miller-Boyett  
PRODUCTIONS

**LORIMAR**  
TELEVISION

SOURCE: NSI Unweighted Overnight Averages  
Week Of 9/23/91; NSI 11/90, 5/91

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# FULL HOUSE

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technologies and markets. Force behind attempts to put NBC into 24-hour cable news business in early 1980's, he has in recent years worked closely with CNBC head Tom Rogers as multichannel futurist on video compression, regional news and other cable opportunities, as well as point man on Sky Cable direct broadcast satellite venture.

## Moneymaker

Children's Television Workshop is going commercial. Company, best known for its breakthrough PBS children's show *Sesame Street*, has optioned several books it hopes to turn into telefilms, and has new kid's series in development at CBS. CTW also produced special *The Wish That Changed Christmas*, which will air under *Ronald McDonald Family Theater* banner on CBS. Children's series being developed for CBS is adaption of David MacCaulay's best-selling book, *The Way Things Work*. Show would take humorous approach to explaining science and inventions to kids, and has \$2.6 million in funding commitments from National Science Foundation. Company has also optioned two novels, *Tails of the Bronx*, about diverse Bronx, N.Y., neighborhood, and *Steal Away*, about two friends, one free, one slave, who flee to Canada shortly before America's Civil War.

## ABC on spot

Intent on keeping options open, Capital Cities/ABC theoretically, if not financially, endorses concept forwarded by Tulsa-based Local DBS Inc. to provide high-power direct broadcast satellite (DBS) spot beam capacity to each U.S. TV station to deliver programming to very small home satellite antennas in its market (BROADCASTING, Sept. 23). Indeed, ABC provided guidance to Local DBS as it created plan, mainly underscoring need for all-(stations)-or-none approach. "If DBS comes about, it [spot beam DBS] is a way for affiliates to be involved," said Capcities/ABC's Julius Barnathan. "What we're saying is that we shouldn't be excluded from any distribution technology." However, ABC, like other broadcast networks, has passed on investing in Local DBS.

## LOS ANGELES

### 'WKRP' in Boston

Already buoyant over *WKRP* in Cin-



The above graffiti found on the wall of the Russian Federation Building facing the U.S. Embassy in Moscow translates as follows: "Thank you Voice of America for the correct information." Russian President Boris Yeltsin and his government took refuge in the Federation Building, known as the "Russian White House," during the three-day Soviet coup attempt in August. Many Soviet citizens, including President Mikhail Gorbachev, kept track of unfolding events via western shortwave radio services (BROADCASTING, Sept. 2). Reuel Zinn, a VOA field engineer, took the above photos during a trip to Moscow.

*cinnati's* fifth-ranked 8.4 aggregate average rating in latest Nielsen Syndication Service (NSS) Pocketpiece for week ending Sept. 22, MTM Television Distribution President Kevin Tannehill has received word from WBZ-TV Boston that NBC affiliate will permanently pre-empt NBC's *The Torkelsons* on Saturdays at 8:30 p.m. (ET) to fit in revived *WKRP*. With NBC's *Golden Girls* as lead-in, premiere episode of *WKRP* recently scored top-ranked 11.4/22 in place of *Torkelsons*. Tannehill declined to identify what, if any, major markets are considering similar prime time slotting for *WKRP*.

Tannehill also told BROADCASTING that Howard Hesseman, cast member on original CBS sitcom (1978-82) who appeared in first-run syndicated series' debut episode, has been signed to reappear in November and February sweeps episodes.

## Leaping elsewhere

Recent flap over upcoming episode of *Quantum Leap* (see story, page 35), which originally was to deal with gay teen-ager contemplating suicide, may not be last faced this season by producer Don Bellisario. Bellisario says future scripts include episode on date-rape and another with Sam (played by Scott Bakula) "leaping" into body of chimp slated for research. As for episode that was cause of brouhaha last week, NBC executives are waiting for rough cut, with hoped-for changes, to be delivered in upcoming few weeks.

## Corralling kids

While children's programming promotion budgets are being tightened elsewhere (CBS, for instance), Fox has spent nearly \$1 million to produce what

Margaret Loesch, president, Fox Children's Network, calls "comedic blackouts." Two-minute segments that run between shows and commercials and feature *Dynamo Duck* with *The Simpsons's* Dan Castellana as the voice of the duck, *Lupinious La-Rouge*, half animation and half live action, and *America's Most Wanted's* John Walsh hosting *Totally for Kids Detective Agency*, which provides safety tips. All of Fox's Saturday morning series were shortened by at least two minutes to provide for interstitial programming. Loesch said that in addition to providing children with more diversified programming, plan allows for development of new characters.

## Spring ball

In early November, Former TBS Sports VP Rex Lardner will begin shopping newly formed Professional Spring Football League (PSFL) to local TV and cable outlets across country. League will be seeking local deals in at least nine markets, where teams are based—Boston; Columbia, S.C.; Tampa Bay; Miami; Little Rock; Salt Lake City; Albuquerque; Portland and Las Vegas. PSFL is not targeting network TV contract in first year of play, which begins in March 1992.

## MEXICO CITY

### International relations

Mary Helen Barro, president of American Hispanic Owned Radio Association (AHORA), met with Mexican President Carlos Salinas de Gortari last week. AHORA has agreed to assist Mexican government in educating Spanish-speaking community in U.S. about recent developments in relationship between U.S. and Mexico.



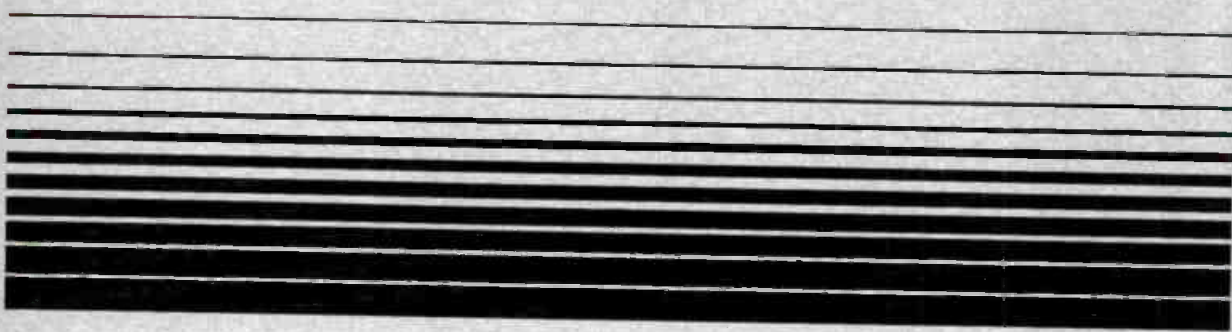
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PERFORMANCE IS THE BOTTOM LINE.



# MONDAY MEMO

*A news investment commentary from Jim Mitchell, anchor, WDRB-TV Louisville, Ky.*

**A**lmost 40 years ago, when kids loved Hoppy and parents liked Ike, our family listened to each night's news on the radio. This budding newsman noticed that almost every story was an accident or a tragedy. Cars collided, houses burned, storms inflicted heavy damage. "How come?" I asked. "The sponsors," my father replied. "They want you to be in the mood for their commercial."

And sure enough, right after the newscaster's catalogue of disasters, there was an insurance spot.

Happily, things changed. By 1960, Edward R. Murrow and Fred Friendly could refuse to let sponsors preview their news specials, and CBS would back them up. By the time I became a working broadcast journalist, sponsors and news departments generally accepted an ethical understanding. News programs would work independently to deliver an audience; advertisers bought the audience, not the news content.

It worked well. Broadcast news grew in ratings, respect and revenue. And in my experience, from tiny top 40 radio stations to network O&O's, I truly believe that a sponsor never got a bad story covered or a good one killed.

Unhappily, things are changing again. The radically altered state of broadcasting and an uncertain national economy are forcing radio and television to find new revenue sources. Hence the modern buzzwords, added value—give the sponsors something extra to prove that air time is still a good buy.

Added value is a terrific idea for entertainment programs. If your disc jockey or program host takes the show on the road to a sponsor's business, everybody benefits. The station gets community promotion and sells more time. The personality makes a one-on-one impression with fans. The sponsor picks up extra customer traffic.

But news is different. If you add too much for advertisers, you diminish viewer value. Viewers choose a newscast because they believe it. Yes, you need likable anchors and spiffy graphics and compelling promotion, but if the audience ever suspects that your news has a hidden agenda, you can kiss those profitable numbers goodbye.

In today's anemic advertising climate, however, too many stations are contami-



nating their news credibility with "added value" sponsorships. Some recent examples from my hometown of Louisville, a typical midsize metro market:

- A syndicated recipe feature is sponsored by a grocery chain. In the ultimate blurring of news-commercial lines, the so-called food reporter is also the store's pitchman.

- The gardening feature is sponsored by a florist.

- The business report is brought to you by banks and brokerage houses.

- One station aired a five-part series on colorectal cancer. That is a worthy topic, to be sure. But these "reports" were largely a plug for the sponsoring pharmacies, where viewers were urged to buy cancer test kits. After a week of slow response, the news director sent his staff an angry memo, exhorting them to get more people into those stores.

None of those stories is evil in itself. The reporters who did them are capable, principled people who would surely resist any outsider's effort to tamper with content. The ethical problem is simply this: those stories are on the air because they can be sold, and they will run as scheduled whether the audience wants them or needs them or not.

The resulting pressure can be fatal to independent news judgment. Will a producer jeopardize his job by killing the paid feature to make room for a better, breaking story? Will the reporter whose

teen-age suicide series is sponsored by a private psychiatric hospital get into the thorny questions of high cost, failure rate, commercial preying on parental fears?

Don't bet on it.

You are betting your station's future if you allow news to be corrupted in this way. Honest news coverage forms the fragile bond of trust between a broadcaster and a community. Ask your viewers and listeners. Ask your consultant. In the 1970's and '80s, I worked at the then-dominant television station in Louisville. Year after year, research provided the same feedback about our newscasts: "They're telling it straight." "They seem to get all sides of the story." "That [reporter] isn't afraid of anybody." We had 40-plus shares.

Sure, you say, that sounds noble, but corporate headquarters is putting on the heat. Bring in more money, and bring it in now, they say.

Squandering credibility may pump up the billing temporarily, but it is a perfect prescription for eventual collapse. Look

*"Honest news coverage forms the fragile bond of trust between a broadcaster and a community."*

at the history of AM radio. Not so many years ago, it dominated the medium. Then, as now, technological advances and new audience habits changed the rules of the game.

Which AM stations

survived and prospered? Not those that cut back or watered down their image as full-service broadcasters.

The legendary American industrialist (and station owner) Henry J. Kaiser saw his share of lean times. But his corporate credo remained: "Find a need and fill it." What our viewers don't need is more pseudo-news with concealed commercial motives. What they do need is tough, truthful coverage and broadcasters with the guts and vision to deliver it.

With viewership slipping and sponsors edgy, it's not easy to turn down a quick buck. But the business graveyard is full of timid souls who settled for short-sighted solutions. The long-term, ethical approach commands viewer loyalty and continuing profits. To say nothing of that special pride and prestige reserved for the best broadcaster in town. ■



**It may happen only once  
in a lifetime.**



# DATEBOOK

■ Indicates new listing or changed item.

## THIS WEEK

**Oct. 6-8**—"100 Plus," exchange meeting for small-market TV executives sponsored by *National Association of Broadcasters*. Hyatt Regency Capitol Hill, Washington. Information: Carolyn Wilkins, (202) 429-5366.

**Oct. 6-8**—*Nevada Broadcasters Association* annual convention. Reno, Nev.

**Oct. 6-10**—The First World Communications Summit, an annual communications event sponsored by *International Advertising Association*. Centre Le Regent, Crans-Montana, Switzerland. Information: Jean-Jacques Vellino, (41-22) 788-1670/1672.

**Oct. 6-11**—"Ethical decisionmaking/broadcast," seminar for broadcast journalists sponsored by *The Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: Lesly Stevens, (813) 821-9494.

**Oct. 7-8**—*The Washington Journalism Center* and *The Freedom Forum* conference. Theme: "Rights in Conflict: Privacy, Free Speech and a Free Press." Arlington, Va. Information: (202)

337-3603.

■ **Oct. 8**—*American Women in Radio and Television, Golden Gate chapter*, panel. Topic: "The Second Russian Revolution: October—74 years Later." The Miyako Hotel, San Francisco. Information: (415) 974-6601.

**Oct. 8**—"Advertising and Minority Images," seminar sponsored by *Center for Communication*. Center for Communication, New York. Information: (212) 836-3050.

**Oct. 8**—"Video Blackboard" (Cable in the Classroom), seminar and dinner sponsored by *Southern California Cable Association*. Sheraton Hotel, Long Beach, Calif. Information: Kathie Delkos, (213) 398-2553.

**Oct. 8**—"Research: Can Creative People Turn This Old Enemy Into a New Ally?" seminar sponsored by *American Association of Advertising Agencies, New York Council*. Speakers include: Joel Hochberg, president of domestic marketing, Twentieth Century Fox, and Jamie Kellner, president/COO of Fox Broadcasting. New York Helmsley, New York. Information: Michael Seymour, (212) 682-2500.

**Oct. 8**—Chapter Idea Exchange luncheons sponsored by *Women In Cable, Michigan and Northwest Ohio chapters*. Detroit, Grand Rapids

and Lansing, Mich. Information: Victoria Milner, (616) 247-0575.

■ **Oct. 8-10**—*Interference Control Technologies* course in computer room design for interference control. San Diego, Calif. Information: (703) 347-0030.

**Oct. 8-10**—*Mid-America Cable TV Association* 34th annual meeting. Kansas City, Mo. Information: (913) 841-9241.

■ **Oct. 8-11**—*Interference Control Technologies* course in HIRF and the control of electromagnetic terrorism. San Diego, Calif. Information: (703) 347-0030.

■ **Oct. 9**—"Storyline: What Do They Want?" panel sponsored by *New York Women in Film*. Marymount Manhattan Theater, New York. Information: (212) 679-0898.

**Oct. 9**—"Career Day," sponsored by *New York Women in Cable*. Viacom Conference Center, New York. Information: Audrey Fontaine, (212) 916-1040.

**Oct. 9**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: William G. Moll, president and general manager, WNBC-TV New York. Copacabana, New York. Information: (212) 768-7050.

## MAJOR MEETINGS

**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. 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, 1992**—*Association of Independent Television Stations* annual convention. San Francisco.

**Jan. 10-16, 1992**—*National Association of Broadcasters* winter board meeting and legislative forum. La Quinta, Calif.

**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: (202) 428-5400.

**Jan. 30-Feb. 2, 1992**—*Radio Advertising Bureau* Managing Sales Conference. Nashville.

**Feb. 7-8, 1992**—26th annual *Society of Motion*

*Picture and Television Engineers* television conference. Westin St. Francis Hotel, San Francisco.

■ **Feb. 9-14, 1992**—14th International Market of Cinema, TV and Video. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

**Feb. 12-14, 1992**—*Satellite Broadcasting and Communications Association* winter conference. Reno, Nev.

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

**March 2-4, 1992**—*Television Bureau of Advertising* 37th annual meeting. Las Vegas Hilton, Las Vegas. Information: (212) 486-1111.

**March 4-7, 1992**—23rd Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville.

■ **March 25-28, 1992**—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Holiday Inn Crowne Plaza, Washington. Information: (803) 777-3324 for (412) 357-3210.

**April 5-7, 1992**—*Cabletelevision Advertising Bureau* 11th annual conference. Marriott Marquis, New York.

**April 8-11, 1992**—*American Association of Advertising Agencies* annual convention. Ritz-Carlton, Naples, Fla.

**April 13-16, 1992**—*National Association of Broadcasters* 70th annual convention. Las Vegas Convention Center, Las Vegas. Future con-

vention: Las Vegas, April 19-22, 1993.

**April 10-15, 1992**—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

**April 22-24, 1992**—*Broadcast Cable Financial Management Association* 32nd annual conventions. New York Hilton, New York. Future conventions: April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla., and 1994, Town and Country Hotel, San Diego, Calif.

**May 2-6, 1992**—*Public Radio* annual conference. Sheraton Hotel, Seattle.

**May 3-6, 1992**—*National Cable Television Association* annual convention. Dallas. Future convention: June 6-9, 1993, San Francisco.

**May 27-30, 1992**—*American Women in Radio and Television* 41st annual convention. Phoenix.

**June 10-13, 1992**—*NAB/Montreux International Radio Symposium and Exhibition*. Montreux, Switzerland.

**June 14-17, 1992**—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference and expo. Seattle, Wash. Information: (213) 465-3777. Future convention: June 13-16, 1993, Orlando, Fla.

**June 23-26, 1992**—*National Association of Broadcasters* board of directors meeting. Washington.

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





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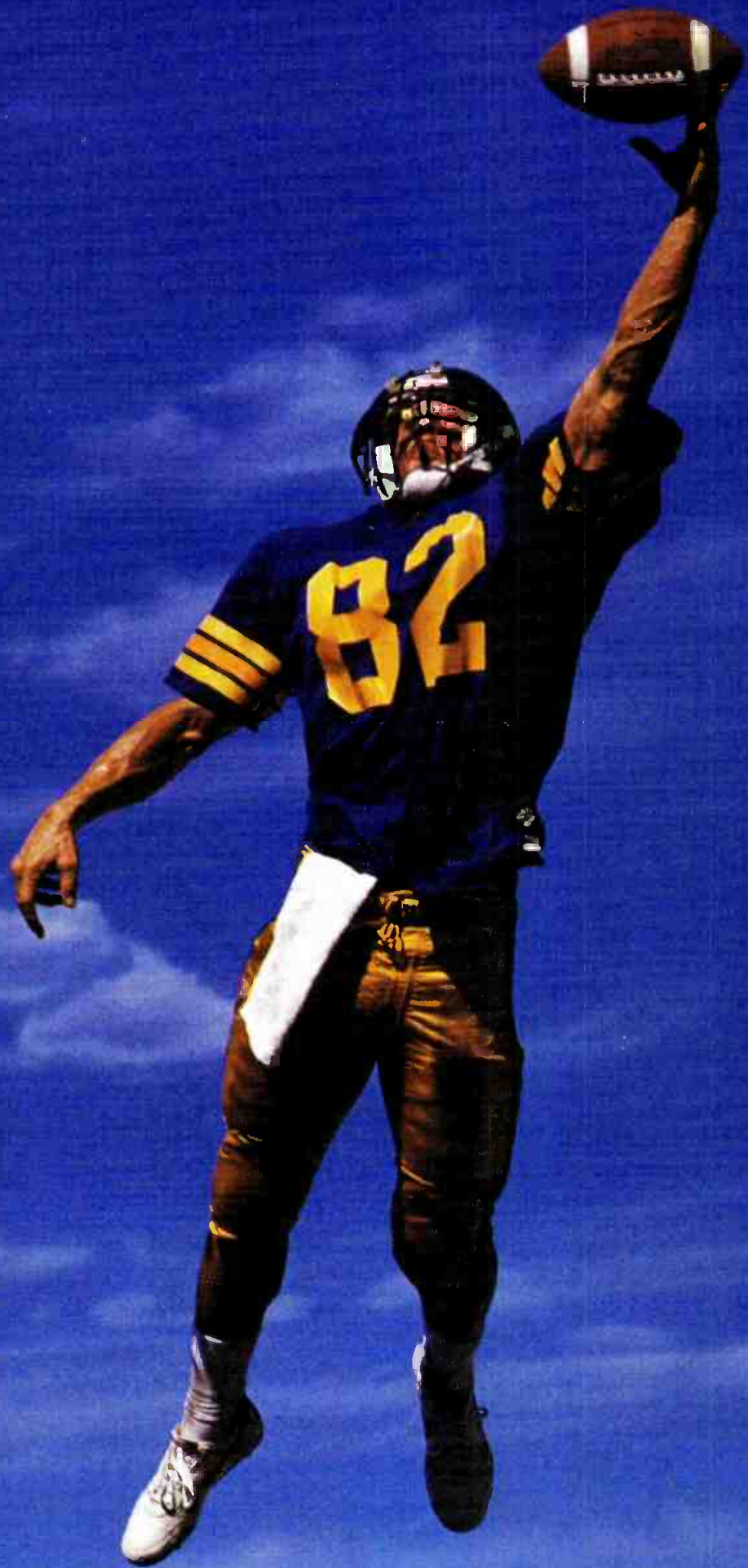
**Catch it.**



**COACH**

**MCA TV**





**Oct. 9**—*International Radio and Television Society* foundation dinner. Panel moderated by former CBS News president, Fred Friendly. Panelists include: Peter Arnett, CNN; Frank Biondi, Jr., Viacom International; Richard Harris, Group W Radio; Gerald Levin, Time Warner Inc.; Johnathan Rodgers, CBS Television Stations; Thomas Rogers, NBC Cable; Stephen Weiswasser, Capital Cities/ABC, Inc. The Plaza Hotel, New York. Information: (212) 867-6650.

**Oct. 10**—"Gender Dynamics," luncheon sponsored by *Women in Cable*. Greater Philadelphia chapter. Adam's Mark Hotel, Philadelphia. Information: Miriam Shigon, (215) 828-8316.

**Oct. 10-11**—"Financial Engineering—Methods of Unconventional Financing" and "New Trends in Soviet Marketing and Advertising," seminars sponsored by *International Marketing Services, Ltd.* Chicago. Information: (708) 990-8808.

**Oct. 10-11**—*Arizona Broadcasters Association* annual convention. The Pointe at Tapatio Cliffs, Phoenix.

**Oct. 10-12**—*Minnesota Broadcasters Association* fall convention. Holiday Inn, Austin, Minn. Information: Tascha Renken, (612) 926-8123.

**Oct. 10-14**—*MIPCOM '91*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. (212) 750-8899.

**Oct. 11-12**—*Radio Advertising Bureau* radio sales university. Ramada Airport Hotel, Tampa, Fla. Information: (212) 254-4800.

**Oct. 11-13**—*Women In Communications, Inc.* na-

tional professional conference. Hyatt Regency, Atlanta. Information: (703) 528-4200.

**Oct. 12**—*Women In Communications* presentation of Clarion Awards, recognizing excellence in communications. Atlanta. Information: (703) 528-4200.

## ALSO IN OCTOBER

**Oct. 15**—Advanced sales seminar sponsored by *New Jersey Broadcasters Association*. Ramada Inn, Route One, South Princeton, N.J. Information: (609) 799-4169.

**Oct. 15**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Houston. Information: Spencer Grimes, (212) 258-8434.

**Oct. 15-16**—Job Opportunity Conference for Minorities sponsored by *Society of Professional Journalists*. Information: Renee Vaske, (317) 653-3333.

**Oct. 15-16**—*Broadcast Cable Credit Association* 26th credit and collection seminar. Palmer House, Chicago. Information: (708) 296-0200.

■ **Oct. 15-18**—*Interference Control Technologies* course in grounding and shielding. San Francisco. Information: (703) 347-0030.

■ **Oct. 16**—*American Women in Radio and Television*. *Houston chapter*, luncheon. Holiday Inn Crowne Plaza, Houston. Information: Jane Powell, (713) 621-2680.

**Oct. 16**—"Advertising: Selling Time or Selling Out," seminar sponsored by *Center for Communication*. Center for Communication, New York. Information: (212) 836-3050.

## ERRATA

**WMAR-TV Baltimore**, NBC affiliate owned by E.W. Scripps Co. that owners of WBFF(TV) there (ch. 45) have filed competing application for (BROADCASTING, Sept. 30), is on channel 2.

Report that Multimedia was to be syndicator of **Living Today** ("Closed Circuit," Sept. 30), planned syndicated talk offering hosted by former Baltimore Orioles pitcher Jim Palmer, turned out to be news to **Multimedia**. **Spokesman for company said syndicator had "never heard" of show.**

**Co-purchasing movie packages with cable opens the door for cable networks**, not stations, as stated in the Sept. 23 issue, page 57, to spend \$300,000 to \$400,000 per title to get the syndication window, according to Bob Levi of Turner Entertainment Networks.

**William Hassinger** was misidentified in AM improvement story in Sept. 30 issue. He is **assistant chief, engineering, FCC Mass Media Bureau.**

# Broadcasting

Founder and Editor  
Sol Talshoff (1904-1982)

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Lawrence B. Talshoff, chairman.  
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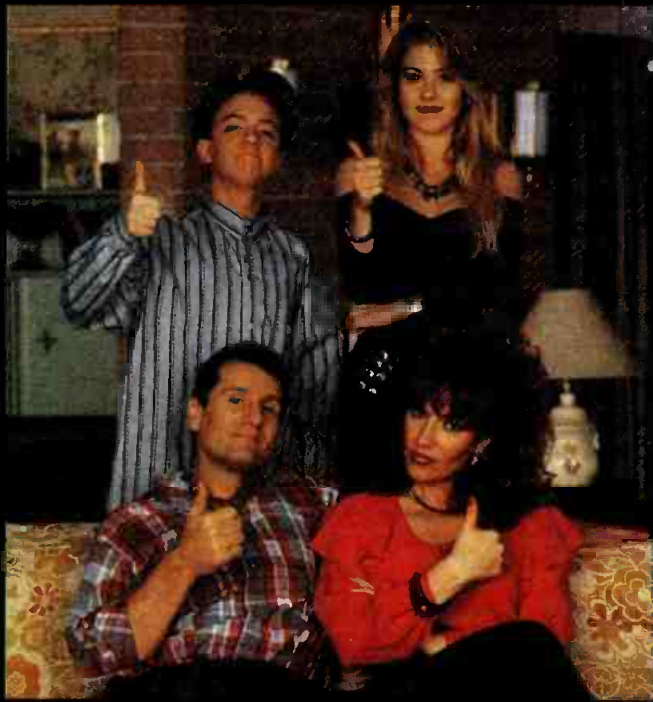
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# OPEN MIKE

## DAB IRONY

EDITOR: My remarks as reported on the editorial page of the Sept. 16 issue did not convey what I thought I had said at the DAB Session at the Radio 91 Convention.

At the end of my prepared remarks, I added some unprepared remarks in which I said that I was concerned for the future of my stations and I believed that my concerns were shared by other broadcasters. Further, I stated that the DAB Task Force was composed of broadcasters who had the best interests of the industry at heart.

I said that the task force was proceeding cautiously with open minds—that there existed a threat from satellite delivery—and we were attempting to control our own destiny. As an aside, I injected what was an attempt at ironic (tongue in cheek) humor when I stated: "I wish it would go away" (meaning DAB). Apparently, the humor may not have been understood by all. Of course, I know that DAB won't go away and the DAB Task Force was formed in order to help the industry approach and understand this new technology. What I meant to convey was the idea that with business and financing difficult due to the economy, broadcasters have enough on their minds without worrying about a complex new technology.

BROADCASTING is correct in its analysis of the dilemma that faces present-day radio broadcasters with respect to DAB. It is more important than ever that broadcasters closely monitor the continuing development of DAB and make certain that whatever decision is adopted by the FCC is in the best interests of the American public and broadcasters.—*Robert L. Fox, chairman-CEO, KVEN Broadcasting Corp., Ventura, Calif.*

## OPEN CLASSROOM

EDITOR: Friend David Bartlett is off the mark in his Sept. 23 "Monday Memo" when he says that The International Media Fund has allowed state broadcasters to attend our training programs "largely because it is so hard to find anyone else to attend."

Our seminars in Eastern Europe are public and open to all—broadcasters and those interested in getting into this brand-new world of independent, private stations.

David participated in the first IMF training sessions in Prague and Bratislava. Most of the 300 attendees were from the more than 100 applicants for independent stations. We would have had a working quorum without the state broadcasters who attended. Results were similar in Bucharest and Warsaw.

Putting aside the basic problem of checking identity papers at the door to bar state employees, there are valid reasons for allowing state broadcasters to attend. For example, some employees at new, independent stations are coming and will come from the state system. They need training now, even before new stations start up. I also believe it is worth having state broadcasters listen to someone like David explain the role of broadcasting in a democratic society, to wean them from the tight government control of the past. These are people who know only state-controlled broadcasting; they should know there is another way.—*Gene P. Mater, vice president, broadcasting, International Media Fund, Washington.*

## POWER FAILURE

EDITOR: Whatever has happened to meticulous journalism at BROADCASTING? Your recent story, "New Mexico Station to Go 50 kw Solar," leaves serious doubts as to the reliability of your magazine's reporting on technical issues.

The headline itself, as well as the thrust of the story, leads one to believe that KTAO-FM is actually constructing a 50,000 watt solar-powered facility. If true, this would be a major accomplishment. However, it is not so. According to FCC records, the KTAO-FM construction permit is for only 1,000 watts effective radiated power. Since effective radiated power can never be gained from a height increase, as your reporter has apparently mistakenly concluded, KTAO-FM will only be a 1,000 watt solar operation.—*Lawrence Behr, president, Lawrence Behr Associates Inc., Green-*

*ville, S.C.*

EDITOR'S note. Good catch. KTAO(FM) Chief Engineer Sara Thomas concurs that the station's effective radiated power will not increase to 50 kw, as claimed in the article by KTAO(FM) GM Brad Hockmeyer, but she said that by increasing the transmitter's height above average terrain to 3,000 feet, its "equivalent" power will increase to 50 kw. Said Thomas: "Any confusion comes from a management-engineering translation problem. Class contour for a 50 kw C2 station is 52 kilometers at a height above average terrain of 492 feet, so if we were 492 feet above average terrain we would have to put out 50,000 watts to maintain a 52 km class contour. Since we're 3,000 feet above average terrain, the FCC requires us to derate our power so we can maintain the 52 km contour for a 50 kw C2. So, our effective radiated power is 1,050 watts, but the equivalent power is 50 kw."

## HAIL AND FAREWELL

EDITOR: For the past eight years, I have been a subscriber to your excellent publication, which I have read weekly from cover to cover as my "homework" since beginning service as a director of Midwest Communications Inc. Midwest Communications is the parent company of WCCO radio and television, as well as several other properties in this region. It is the successor of a series of family corporations dating back exactly 100 years.

I have served as a director of Midwest Communications because I represent one branch of the founding family. A physician, I came to this position with little or no knowledge of the broadcasting industry, and with little spare time to learn about it. I credit your detailed coverage of all aspects of this business with my ability to keep at least somewhat abreast of the events that concern everyone occupied in this rapidly changing field.

As you doubtless know, Midwest Communications has been sold to CBS, the closing to occur when regulatory approval has been obtained, probably in the next few months. Thus, the long saga of our family involvement in journalism, both print and broadcast, is in its final chapter, and will soon end.

This, then, seems an appropriate time for me to relinquish my subscription to your publication. I do so with compliments for the excellence of your publication, and with regret at the sundown of a dream.—*Thomas F. Mulrooney, MD, St. Paul.*



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# TOP OF THE WEEK

## HUT'S CONTINUE TO RISE AFTER WEEK TWO

**D**ue largely to gains by CBS and Fox, and the lack of a blockbuster hit from PBS like last year's *Civil War*, the four-network share of viewing for the first two weeks of the season is up about 5.5% compared to the first two weeks of the 1990-91 season.

Sampling of new programming has been stronger this season, which, combined with the strength of some returning shows, has given a boost to the level of homes using television for the first two weeks of the season. According to A.C. Nielsen, household HUT levels were up 1.5% for most of week one and close to 1% in week two. The largest gains were for Monday nights, where CBS has established a dominant position.

And indications are that the momentum was continuing into week three, with network share levels pacing about three points over the previous year.

While it's too early in the season to predict a slowing of network audience defection, network officials are encouraged by the early returns. "The early numbers indicate that the best of network TV is still the choice of a vast majority of viewers," said David Poltrack, senior vice president, research, CBS. "But it's really too early to tell what the season will bring."

According to Nielsen peplemeter data, the four-network share of viewing for the first week of the season (Sept. 16-22) was up 2.6%, to 78% of the available audience. And in week two (Sept. 17-29), the four-network share was up 6.9%, also representing 78% of the audience.



The early weeks of the new season have shown an increase in shares for combined four-network viewing compared to last year. Individually, the results are: ABC, 20 (21 last year); CBS, 24 (22); NBC, 21 (22); Fox, 13 (9). Non-network shares were also up, with individual breakouts of basic cable, 19 (15); pay cable, 4 (5); PBS, 3 (6), and independents, 14 (13). Numbers were compiled by ABC, CBS and NBC, based on Nielsen peplemeter data.

Fox showed the greatest gains on a percentage basis, up about 45%, with an average 7.9/13 for the two weeks, compared to a 5.4/9 a year ago. The network benefited most from gains on Thursday (*Beverly Hills, 90210*) and Sunday

*Continues on page 24.*

## FCC MOVES TO STEM LOWEST UNIT LAWSUITS

*Commission will begin rulemaking to prevent candidates from suing stations prior to FCC deciding campaign law had been violated*

**T**he FCC is moving to shield broadcasters from the rising number of potentially costly lawsuits arising from overcharges of political candidates for commercial time under the lowest unit rate charge.

According to agency sources, the FCC this week will issue a tentative order asserting sole jurisdiction over determining whether stations have violated the law, which requires them to sell time to candidates at their most favorable commercial rates.

Should the FCC affirm the order after receiving comments on it, candidates would be precluded from suing stations to recover overpayments unless the FCC had already made an initial judgment

that the law had been violated. The order would have the effect of severely limiting the number of such suits.

FCC Commissioner James Quello, who has been championing the rulemaking, said the FCC cannot turn over enforcement of the lowest unit charge law to state and courts. "You can't have 50 different interpretations of our rule," he said. "We are supposed to be the expert agency."

In July 1990, the FCC "audited" 30 radio and television stations to check on their compliance with the lowest unit charge rule and other political broadcasting rules. Of those, FCC sources said, only Chronicle Broadcasting's KRON-TV San Francisco has been found by FCC

staff to be in violation of the lowest unit charge law. For violation of the law and of discrimination rules, the Mass Media Bureau recommended a \$25,000 fine.

The bureau is also recommending fines against three other stations for violations of the rule requiring maintenance of certain political broadcasting files: KRLD(AM) Dallas-Fort Worth and WSTR-TV Cincinnati, \$3,750 each, and KTXA(TV) Dallas-Fort Worth, \$7,500.

According to sources, the bureau is suggesting admonitions or cautions for 14 stations for various minor violations and no sanctions whatsoever for 10. It is still collecting information on the remaining two.

The recommended sanctions are sub-



ject to review and modifications by FCC Chairman Alfred Sikes and the other four commissioners. Stations hit with fines will have an opportunity to rebut them before they become final.

Convinced the situation is urgent, the FCC plans to put its rulemaking on an expedited schedule, asking for comments in 10 days and no reply comments. If all goes well, it could have its order out within 45 days, said one FCC official.

Commissioner James Quello was making a push late last week to go a step further. He was advocating asserting complete jurisdiction over enforcement of the law—a move that would prevent candidates from suing to recover overpayments at any time. Chairman Sikes is reportedly opposed to the so-called total preemption, but other commissioners are said to be considering it. As things stood at week's end, it looked as if the rulemaking would at least ask for comments on a total preemption.

Quello was also trying to expand the order to include a provision staying any court action pending resolution of the rulemaking.

The FCC effort is a response to lawsuits (and threats of them) against stations from candidates who believe they have been overcharged for campaign spots.

The flurry of suits was triggered by the FCC's audit and from its preliminary analysis of the audit released in Septem-

ber 1990 that found that a majority of the stations had charged candidates more than its favored commercial customers in apparent violation of the law.

In January, a group of Georgia politicians led by Governor Zell Miller sued WXIA-TV Atlanta for alleged overcharges, and began threatening suits

*"It's going to exempt a hell of a lot of broadcasters from suits."*

FCC Commissioner Jim Quello

against other stations in Georgia and adjoining states.

The case was removed to federal court where it was subsequently dismissed on the grounds that the FCC has exclusive jurisdiction over the issue. The candidates have appealed to the U.S. Court of Appeals in Atlanta.

Bobby Kahn, an attorney for the candidates, said his clients have reached full or partial settlements out of court with 10 stations amounting to around \$600,000.

Similar suits have been filed in Alabama and California. The former involves 20 stations; the latter, 22. In the Alabama case two weeks ago, a state court judge dismissed the broadcasters'

motion asking for FCC preemption of the case. The judge, in essence, ruled that candidates may sue broadcasters for breaches of the lowest-unit-charge law under contract law.

The California case is pending in federal district court in Sacramento.

It is believed that candidates in several other states, including Florida, Ohio, Kentucky and West Virginia, have threatened broadcasters with similar suits if refunds are not forthcoming.

Kahn was skeptical about the FCC's ability to preempt his suit and others through its rulemaking. "Our clients are entitled to a remedy," he said. "If they are trying to deny that, I'm not sure how successful they are going to be."

Quello, in a speech before broadcasters in Louisville, Ky., last week, set forth the FCC's justification for the preemption (see page 68).

The FCC order would save the FCC the trouble of re-explaining its position in each case, Quello said. "Also, if the ruling is appealed, as I expect it would be, the review would probably take place in the D.C. Circuit, the court most familiar with our rules."

Quello told BROADCASTING that he has been advising stations that are being hounded by candidates for pre-litigation settlements not to pay anything until they see what happens with the FCC preemption effort. "It's going to exempt a hell of a lot of broadcasters from suits," he said.

-MAJ

## HUT'S UP

Continued from page 23.

(In *Living Color* and *Married...With Children*).

The three-network share was flat at 65% for the first two weeks. CBS showed the largest gain in that period, up a full rating point and two share points with an average of 14.0/22. ABC showed an 11.7/20 for the first two weeks, down 9/10 of a rating point, but up one share point from a year ago, while NBC averaged a 12.4/21, down from a 13.2/22 last year.

ABC got off to a late start, premiering only 59% of its new schedule in week one. But the network had some pleasantly surprising results Saturday, Sept. 28, when *Who's the Boss* and *Growing Pains* debuted in their new time periods. *Boss* went against *Golden Girls* and placed second with a 10.2/19, but *Girls* had its lowest-ever share performance for an original episode with a 10.9/21.

According to Robert Niles, NBC vice president, research, network performance to date "has been consistent with expectations. It's definitely the most competitive season we've had in a long time." As a group, he said, the four networks have a "fighting chance to maintain last year's [viewership] levels."

PBS appeared to suffer the most in the first two weeks of the season, without a program with the appeal of last season's *Civil War*. The network's average share was cut in

half, from a 6 to a 3. *Civil War* was the most watched PBS series of all time, posting an average 9/13.

But PBS officials said the *Civil War* phenomenon had to be kept in perspective. "We consider *The Civil War* the way ABC probably considers *Roots*," said John Fuller, PBS director of research. "We just can't expect to do that without a highly charged subject that touches a lot of people. There are only so many of those."

In New York, the local numbers appeared to reflect the national trends. According to Jane Perlman, vice president, research, WPIX-TV New York, the six commercial over-the-air stations averaged a combined 90 share (Nielsen) of viewing for the first two weeks, compared with an 87 a year ago. Most of that difference came from PBS station WNET-TV, which saw its share in the period drop from a 7 to a 3. "There was clearly a lot more sampling of broadcast TV for the first two weeks of the season," Perlman said.

Viewing to cable TV was up in the first two weeks, although pay cable was down slightly, with gains in basic cable making up the difference. Pay cable dipped to a 2.6/4 from a 3/5 a year ago. (Although HBO said it had a big hit with the movie *Deadlock*, which it said beat the big three in HBO homes on Sept. 28.) Basic networks averaged an 11.9/17, up from 9.4/15 last year. An NBC analysis of the peoplometer numbers concluded cable overall had a net gain of about 10%, much of which was due to the 8% gain in cable penetration over the past year.

-SM



## TIME WARNER'S CONTINUING FOREIGN AID INTRIGUE

The possibility that Time Warner might get a major foreign partner and some new equity to improve its balance sheet received renewed urgency last week.

On Wednesday, newspapers reported that talks with two Japanese companies, C. Itoh and Toshiba, were well under way. But as of Friday, investors seemed to be sitting on their hands, waiting for more proof before bidding up Time Warner's stock.

Rumored details have Time Warner spinning off its cable and film businesses into a separate entity into which the two Japanese-based companies would together contribute \$1 billion for a stake, said to be 12%.

The spun-off entity would account for over half the Time Warner's current revenue and cash flow and would additionally hold over half the debt. The remaining wholly-owned Time Warner, it was speculated, would hold both the music and publishing businesses.

Time Warner still has almost \$9 billion from the January 1990 purchase of Warner by Time. While a recently completed \$2.7-billion rights offering has helped reduce the debt load, investors are still apparently concerned about the leverage, in part because of softness in some of the businesses.

Any agreement with Toshiba and C. Itoh, it was speculat-

ed, might involve nonfinancial partnerships as well. Among the speculation was that electronics manufacturer Toshiba might be granted the right to manufacture some of the converter boxes and other hardware for Time Warner subsidiary American Television & Communications. Trading company C. Itoh, it was said, might become a major distributor overseas of Time Warner products.

An agreement, *The Wall Street Journal* reported, might also lead to new entertainment ventures, including a possible new Japanese cable TV network.

Despite the possible benefits from further deleveraging and strategic expansion, Time Warner stock was trading last week at 84¾, within the same range it has moved in in recent months and only \$1 higher than where it was on Tuesday, before word of the negotiations was first reported.

David Londonner, managing director at Wertheim Schroeder & Co., said that there was too little information for most investors to work with: "You would be speculating on what the values are, and how much debt is loaded against the new company, or indeed knowing when the deal is going to get done. After all, the Toshiba story has been out for a year. Does this latest report mean it is any closer? I don't know." -GF

## CBS CONTINUES WINNING STREAK IN WEEK THREE

Network hopes big audiences for playoffs and World Series will cement its lead

Two and a half weeks into the season, it is too soon to talk about a season winner, but CBS is clearly positioning itself as the network to beat as it heads into its coverage of the League Championship and World Series games. Observers are pointing to CBS's performance during its prime time coverage of the playoffs and World Series as the determining factor in its challenge to NBC.

Adding to its premiere week victory, CBS followed up by winning week two by almost a full rating point over second-place ABC. And with three days gone in the third week, CBS is ahead by a full rating point over ABC. For the season-to-date totals, CBS has a 1.7 rating point advantage over NBC and a full two-point lead over ABC in third place.

Three days into the third week, CBS has been fueled by its powerhouse Monday night lineup, which finished with a 17.8 rating and 28 share for Sept. 30, dominating second-place ABC, which averaged a 15/24, and third-place NBC, with a 14.2/22. Good news for the three networks as a whole was the combined 74 share for the night, a high mark for the season, making Monday night the most watched night of the week.

CBS's other strength in the first part

of the third week was the performance last Wednesday night of *The Country Music Awards*, which averaged 20.5/33, propelling the network to an infrequent Wednesday night victory. CBS averaged a 16.8/27 for the night, followed by NBC with a 12.4/20 and ABC with an 11.6/19. The weak link on CBS's sched-



ABC's first-year series 'Home Improvement' scored 17.0/27 in its most recent airing.

ule for the night may be *Teach*, in the 8:30-9 slot, which fell off 1.6 rating points from *The Royal Family* lead-in.

Loser on Wednesday was ABC's six-pack comedy lineup, which fell off after the anchor duo of *The Wonder Years* at 8 p.m. and *Doogie Howser, M.D.* at 9 p.m. *Sibs*, in the 9:30 time slot, dropped five rating points from *Doogie*. *Anything But Love* maintained *Sibs*'s numbers at 10-10:30, but *Good & Evil* lost two rating points in the final half-hour.

NBC had the best numbers of all three networks for the first part of the week. The season premiere of *Coach* benefited from the heavy lead-in, scoring an 18.2/28. At 10 p.m., however, the critically acclaimed *Homefront* dropped more than six rating points from its *Coach* lead-in by averaging an 11.5/20 for the final hour.

### New talk shows fail to infringe on incumbents

Apparently new syndicated talk shows such as *The Maury Povich Show*, *The Chuck Woolery Show* and *The Jenny Jones Show* are making no dent in the continuing climb of several incumbent talk shows. In a five-week (Aug. 23-Sept. 27) Nielsen (NSI) ratings track of the nation's metered markets, conducted by



## ABC GIVES UP ON LATE NIGHT

ABC announced last Thursday it was discontinuing its Monday-Thursday late night efforts and would turn back the daypart to affiliates beginning Nov. 14. ABC's *In Concert '91* series, which airs Friday at midnight, will continue. The move only makes official what has been taking place over the past few months—constant affiliate defection from the time period. *Into the Night*, the end product of the *Into the Night with Rick Dees* experiment, is clearing only 37.9% of the country live. The network lost \$15 million in the first year of *Into the Night with Rick Dees* and was on its way to losing another \$15 million when the decision was announced. Phil Beuth, president, ABC Entertainment early morning and late night entertainment, said the show cost \$400,000 a week to produce and needed to garner a 3-3.5 rating to avoid losing money. For most of its run, the series hovered around a 2 rating.

Beuth also said: "I've been talking to so many of those stations over the past few months I felt like a syndicator. But you can't say to those stations in good faith 'just stick with us.' You can't fault them for drifting away."

Beuth said when he finds "a home-run idea we'll be back in the time period. The facts are that I don't have it now."

Beuth is not worried about getting back into the time period after giving it back to the stations. "I'm not worried because looking at the clearances, we're really not in the time period now. Given that we only have 38% live clearances now, the announcement is really not a boon to syndicators," he said.

Beuth said he is talking with producers and others now about future projects and is working with what he called "an abundant development budget" for the next late night offering. "I've been talking to everybody. In the past few months I've talked to about 75 people, and every single one of them was sure they had the solution. Whatever we do, we won't ask affiliates to handle questionable-taste stuff like *Studs*," he said, referring to the Fox hit.

According to Beuth, there is no time frame for the next project. "When we're ready—that's when we'll come out again," he said. As for the production team currently working on *Into the Night*, Beuth said their efforts went unnoticed. "There has been very strong work done by Chris Lemmon and his production team, but there wasn't any fertile ground for them to grow in. In the time slots that most people had the show scheduled, Roseanne [Barr] could give birth live on television and no one would notice," he said. —SC

Petry Television, King World Production's *The Oprah Winfrey Show* has continued to dominate the talk genre with a 10.0 rating/29 share, improving its October 1990 ratings in 16 out of 21 metered markets. *Oprah* improved on its lead-in shares by roughly 28% (6.1/21).

*Donahue*, the granddaddy of the current talk strips, has exhibited a three-share-point improvement over October 1990 levels, so far. Distributed by Multimedia Entertainment, *Donahue* has a five-week 5.8/20 average, 20% above its lead-in programming. *Sally Jessy Raphael*, also from Multimedia, has improved with a 5.6/22 average, which betters its lead-ins by 14%. Tribune Entertainment's *Geraldo* averaged a 3.7/13 in the latest measuring, a 15% edge over its lead-in programming.

Among the predominantly morning incumbents, Buena Vista Television's *Live with Regis & Kathie Lee* has registered an 11% improvement over lead-in programming with a season-to-date 4.1/18. Tribune's *Joan Rivers Show* even topped its lead-in average by 8% with a 2.7/12.

Also, season-to-date averages for all three new talk strips have exhibited little or no growth in week-to-week averages and from lead-in programming. Paramount's *Maury Povich* has averaged a season-to-date 3.4/11, down two share points from its lead-ins. Group W Productions' *Chuck Woolery* has a 2.0/9 average, down a full share point from its lead-ins and exhibiting no growth. Warner Bros.' *Jenny Jones* has turned in

a 1.5/7 season-to-date average, dropping four shares (36%) from its various lead-in programming.

With the apparent demise of MCA TV's *The Ron Reagan Show* (see story, page 31), late night appears to be downtrending territory even for top-ranked syndicated strip *The Arsenio Hall Show* and network shows such as ABC's canceled *Into the Night* (see page 26). *Arsenio* averaged a respectable 3.5/11 in 21 metered markets, but 16 of those markets have fallen below October 1990 levels for its time period.

In the news/reality-based programming category, Paramount's *Entertainment Tonight* continued to lead the way with an 8.9/17 five-week average, a 12% improvement over its lead-ins. King World's *Inside Edition* held even with its lead-ins with a 7.6/17 average. Twentieth Television's *A Current Affair*, marking its full season with Maureen O'Boyle in the anchor chair, made advances over October 1990 in 14 of the 21 metered markets with a 7.1/14, 7% over its lead-ins. Paramount's *Hard Copy* also improved on its lead-ins by the same margin as *Affair*, posting a 6.4/14.

Among new reality fare, King World's *Candid Camera* has averaged a respectable 4.0/10, losing a share point from its lead-ins; Tribune Entertainment's *Geraldo*-hosted *Now It Can Be Told* is averaging a 3.6/9, down 44% from its lead-ins; Warner Bros.' *Love Stories* is languishing with a 1.5/6, 67% off its lead-in shares.

### Showcase Week does well for PBS

The Public Broadcasting Service, which brought out some of its top guns last week for its second annual "Showcase Week," showed comparable ratings to last year. Overnight Nielsen ratings averaged a 2.3 Sunday through Wednesday, with the service scoring its highest rating, a 2.7, on Tuesday night.

Among its top-rated shows was *LBJ*, a two-part presentation of *The American Experience*, scoring a 3.0/5 in 25 markets in its first installment on Tuesday night. Looking at individual markets, parts one and two of the biographical portrait of President Lyndon Johnson scored as high as 4.5/9 and 4.6/9, respectively, in Phoenix. Part two received 7 shares in San Francisco, Denver and Houston.

PBS had one of its highest national ratings for *Great Performances: Everybody Dance Now*, scoring a 3.0/5 in 25 markets. Also ranking high for PBS was *NOVA: Sex, Lies and Toupee Tape*, with a 2.9/5 in 24 markets on Tuesday. The *NOVA* show got one of PBS's highest local ratings, a 6.3/10, in Seattle.

Still ahead for PBS is this week's seven-hour epic series, *Columbus and the Age of Discovery*, airing Oct. 6-9; *Childhood*, a weekly seven-part series debuting Oct. 14. —SC, MF, RB



# ABC PROMOTES WEISWASSER TO NO. 2 SPOT IN NEWS

*Move is seen as preparatory to further network advancement*

In an unexpected move, Capital Cities/ABC last week named Senior Vice President Stephen A. Weiswasser to the number-two position at top-rated ABC News. The announcement fueled speculation that the executive is being groomed for the top post at the network and sparked concerns about further belt-tightening in the division. It was followed by the resignation of at least one top ABC News executive.

The appointment appeared to be in keeping with Capital Cities/ABC's tradition of grooming its top-level management through various company posts. Weiswasser has often been seen as a likely successor to ABC Television Network Group President John B. Sias, who turns 65 in January.

Coincidental with Weiswasser's appointment as executive vice president, Irwin Weiner announced his resignation as senior vice president of finance of ABC News after nearly 30 years with the network.

Weiner, who oversaw the cost-cutting commission that resulted in a number of ABC News cutbacks earlier this year, said he had been planning to leave the company for the last six months. But the timing of his resignation was opportune, given that many of Weiner's duties would have been duplicated by Weiswasser.

Weiswasser, who joined Capital Cities as general counsel in 1986, will be in charge of news operations and management at ABC News and will have no editorial control over the division. It is believed that his tenure will be marked by further cutbacks in the division, according to at least one highly placed ABC News executive.

"I think we're going to end up with more belt-tightening, and Steve Weiswasser will be blamed for it," the source said. "But I think we'll end up with less cuts than there would be without him. Since he's here, it's much easier for him to understand why we need what we need."

Weiswasser will be filling a role that has been vacant since David Burke left to become president of CBS News in 1988.

ABC News Vice Presidents Richard C. Wald and Joanna Bistany, who have taken on a number of the financial duties in the interim, will return to their original duties. Bistany will focus on talent and contract negotiations; Wald will



Stephen Weiswasser named to the number-two position at ABC News.

oversee development of a number of areas, including overnight news and foreign news services.

Since January, Weiswasser has worked with ABC News President Roone Arledge as executive vice president of the network group. Arledge last week released a statement praising Weiswasser's "experience and commitment to journalistic excellence." He added that Weiswasser's appointment would enable him to spend more time on the development of new news and informational programming in both domestic and international markets.

ABC News is currently busy trying to prepare its anchored overnight newscast for a January 1992 launch, and the network has increasingly been calling upon its successful news division to come up with additional programming. Among new projects being considered by the division is a regularly scheduled children's show patterned after ABC News's successful Saturday morning special on the Persian Gulf War. —RB

## BOLSTER, PIETTE QUIT MULTIMEDIA

*Grimes to temporarily replace Bolster*

Multimedia Broadcasting Co. President William Bolster surprised many last week by resigning to "pursue other interests." Bolster's resignation was not the only shakeup at Multimedia as Edward Piette, vice president and general manager of KSDK(TV) St. Louis resigned to join Great American Broadcasting's WDAF-TV Kansas City as vice president. Multimedia named Vice President William Grimes to head the broadcasting division until a successor for Bolster is named. No replacement has been named

for Piette.

Bolster's resignation after less than two years on the job left many speculating that he had a falling out with Walter Bartlett, Multimedia's chairman and chief executive officer. Bolster told BROADCASTING that he "decided that I was going to do something different, and this seemed to be an appropriate time." Bartlett declined to comment on Bolster's resignation beyond what was in the press release.

While many people both within and outside Multimedia speculated that Bolster and Bartlett did not see eye-to-eye, most were reluctant to cite specific incidents over the last 18 months that may have led Bolster to resign. As one Multimedia employe put it: "Bill and Walter agreed to disagree."

Bolster joined Multimedia in 1983 as vice president and general manager of KSDK-TV St. Louis, where he stayed until December 1989 when he was named president of Multimedia Broadcasting. Prior to joining Multimedia, Bolster was a principal of group owner Blackhawk Broadcasting, where he spent 18 years. The 47-year-old Iowa native was also a member of NBC's affiliate board and chairman of NBC's news committee. He also serves on the board of The Televi-



William Bolster resigns as president of Multimedia Broadcasting.



sion Bureau of Advertising. While president of Multimedia, Bolster was credited with orchestrating Multimedia's acquisition of controlling interest in NBC's WKYC-TV Cleveland. Bolster will continue to consult Multimedia through November.

Bolster's temporary replacement, William Grimes, is currently vice president-corporate group executive. Prior to joining Multimedia, Grimes was president and chief executive officer of Hallmark's Univision Holdings Inc. He has also served as president of ESPN Inc., vice president, CBS/Broadcast Group, and senior vice president of CBS Radio.

Grimes has also been mentioned as a permanent replacement for Bolster, as has Pat Servodidio, vice president, general manager, WKYC-TV Cleveland, and former president of RKO General.

Piette's leaving KSDK-TV was, Piette said, unrelated to Bolster's departure, and he said he was stunned by Bolster's resignation. Rumored to be a replacement candidate for Piette is John Kuenke, the former vice president and general manager of KCRA-TV Sacramento, Calif.

Although Bolster's resignation appeared to have caught some off guard, the former Multimedia Broadcasting president may have anticipated such a move when he exercised Multimedia stock options in July for \$1.3 million. —*JF*

## NBC GOES WITH HRP AND PETRY

*HRP gets New York, L.A. and Chicago; Petry, the rest; will CBS be next network to go with outside rep firm?*

**N**BC has decided to shut down its owned-station spot sales operations, and will, effective almost immediately, farm out that work to two outside rep firms—Harrington, Righter & Parsons Inc. and Petry Inc. The switch to outside reps ends several months of deliberations and negotiations by NBC with just about every major rep firm. The news that NBC has made a decision may fuel speculation that at least one other network, thought most likely to be CBS, may also choose to end its in-house rep operation.

The NBC switch represents the biggest piece of spot business to come into the market in years. NBC said HRP will rep the network's stations in New York, Los Angeles and Chicago starting Oct. 21, estimated to represent \$140 million in annual billings, while Petry will rep Washington, Miami and Denver starting next Monday (Oct. 14), estimated at \$90 million. Petry already reps a station in Denver, independent KTVD(TV), which it will give up.

Al Jerome, president, NBC Television Stations, told BROADCASTING the decision was "difficult" for NBC:

"NBC Spot has been the backbone of the sales organization, [but] we have to be thinking forward and are facing different challenges under a difficult economic environment. We are unable to build our own organization because FCC rules prohibit us from expanding our activities." Others have long speculated that NBC wanted to go outside as a cost-cutting move and that the decision may have been expedited when Bud Hirsch, long-time vice president of NBC Television sales, retired last month. NBC's Spot Sales division employs some 50 people. While the rep firms will no doubt contact some of the current staff, they are under no obligation to take anyone from NBC.

For Petry, landing the NBC stations helps salvage a year that has seen the firm lose stations in Detroit, Miami, Washington and Baltimore. Harry Stecker, executive vice president, Petry, was obviously pleased with the news and called NBC's decision a "reaffirmation that we are the best in the business."

HRP President Peter Ryan said he was "thrilled and delighted" to land the top-

## PREEMPTIONS LATEST CONFLICT BETWEEN NBC AND KRON-TV

**T**ension between NBC and its San Francisco affiliate, KRON-TV, surfaced last week with a report in the station's owner's own newspaper, the *San Francisco Chronicle*, suggesting that KRON-TV's affiliation might be in jeopardy. While *Chronicle* executives reportedly denied there was any significant conflict with NBC, the latter did not go out of its way to deny a problem. NBC-TV network president, Pier Mapes, said: "From time to time affiliate relations issue arise that we only discuss in-house. This is one of them."

Preemptions are only one of recent KRON-NBC disputes. In late 1989 the network blamed inadequate back-up power at the station for an hour delay in coverage of the San Francisco earthquake. KRON-TV is also said to be active in pushing for an earlier prime time on the West Coast, which network executives fear could lead to reduced viewing levels.

But preemptions may be the cause of the most recent tension. KRON-TV recently dropped NBC's daytime soap, *Another World*, and several months ago dropped the network's Saturday morning schedule. Even within the past week the station is said to have preempted NBC's prime time schedule twice, once for a movie special and the second time for a public affairs program.

Another NBC affiliate, KCRA-TV Sacramento, got the Saturday morning preemption ball rolling in 1989. —*GF*

## WHAS-TV DROPS KIDS' TV FOR NEWS

**A**BC affiliate WHAS-TV Louisville, Ky., last week began pre-empting one hour of the Saturday morning network children's schedule to make way for local news, the latest in a small but growing number of stations that have made the move.

"If you consider yourself to be the news leader in the market, this is something you want to look at," said Mike Rausch, news director of WHAS, the first ABC affiliate to make the switch. The station has sandwiched the 8 a.m. to 11 a.m. newscast between children's programming, resulting in one less hour of the ABC schedule.

The switch by WHAS came just two months after two Seattle stations—NBC affiliate KING-TV and CBS affiliate KIRO-TV—launched local news efforts of their own on Saturday mornings. KING has averaged between a 2 and 3 rating on its 6 a.m. to 10 a.m. newscast, which pre-empts the network's children's-TV lineup. KIRO pre-empts most of the CBS children's schedule to make room for its 6 a.m. to 9 a.m. local news.

Among other stations that have made the move, NBC affiliate KRON-TV San Francisco has averaged about a 3 rating and 11 share among households since debuting its Saturday morning news lineup in March. NBC affiliates KCRA-TV Sacramento and WPXI(TV) Pittsburgh have also been holding their own with Saturday morning newscasts. —*BB*



three NBC stations. HRP, he said, will have to add the appropriate staff.

NBC, according to rep firms, first considered getting out of the rep business in March, but no announcement was made until August. NBC's Jerome and Monte Newman, executive vice president, sales and marketing, spent the last several months reviewing the network's rep division and meeting with major rep firms. During that time several rumors about who would rep which NBC stations emerged but none as interesting as the one that had Petry possibly buying a controlling interest in NBC Spot Sales ("In Brief," Sept. 30). Apparently that deal, or a similar one, could not be completed because Fox, which has agreements with Petry in many of the NBC markets, balked at the idea of dual representation.

NBC and the two reps declined to detail their respective agreements. The contracts with NBC, some observers speculated, are for five years at a lower than normal commission rate.

As for CBS, rep firms Blair, Katz and HRP are said to have met with the network last week about outside representation. Blair, one rep executive said, was the odds-on favorite to get the CBS stations. —**MF**

## COMMERCIAL CLUTTER GROWING

Commercial time on the three networks and Fox continues to grow, according to a just-released study by the American Association of Advertising Agencies and the Association of National Advertisers. The study, which compared the months of November 1990 to March 1991, showed the Big Three and Fox with gains in at least one daypart. NBC, with larger ad loads in prime time, daytime, early morning and news, added the most commercial time.

However, the rate of that growth, at least in some dayparts, may be slowing. In prime time, in percent change, the growth of network commercials was flat or declined in March 1991 compared to November 1990. Local spots grew on all three networks and Fox.

Fox, the study reports, continues to have more commercial clutter than its competitors. However, that number is also declining. In March, Fox had a total of 12:03 minutes per hour of commercials and promotions, down 20 seconds from November 1990.

Daytime, with an average of 37 commercials per hour, is the most cluttered daypart. Among the big three, NBC was the leader, with just over 16 minutes of commercial-promotional time per hour, and CBS was second. Although all three networks added inventory from November 1990 to March 1991, growth was minimal.

Peter Chrisanthopoulos, president, Network Television Association, pointed out that "whenever you are dealing with comparisons, there are going to be other variables that could sway results one way or another. Even if the comparisons were done in the same month and same week, there could be variances, and if you switch quarters and years, you compound those variables even more." Some factors that probably need to be weighed when comparing November 1990 to March of this year are network election coverage in November, a major holiday (when specials are aired) and more sporting events on the networks than in March. All of those factors may have had an impact on the amount of commercial clutter on the networks.

## PPV MERGER BETWEEN TVN AND REQUEST IN CARDS?

During the past two months, TVN investors Paramount and MCA/Universal have been talking with Request Television owners Group W Satellite Communications and Reiss Media about a merger of the two pay-per-view services. Technical problems, however, have put a hold on discussions, at least for the moment.

Paramount and MCA, which reportedly have put \$35 million into TVN, a backyard 11-channel satellite PPV service, and Request, one of two major cable PPV services, have discussed sharing TVN's 11 transponders (Request has two of its own). But the problem, according to sources, is that TVN's transponders on Telstar 303 are not cable-compatible.

If the two services were to merge, what the ownership structure would be is unclear. One source suggested that Request and TVN could share programming and transponders, but keep their businesses essentially separate. They could also do a full-scale merger of the services, or perhaps one group might try to buy out the other.

Cable industry speculation has long been that the Hollywood studios want to

own part of the PPV delivery system, which is looking more and more like it will be a major revenue stream for cable. With their investment in TVN, Paramount and MCA have been said to be the likeliest candidates to be both suppliers to and owners of cable PPV.

There are several options to make TVN's transponders accessible to cable systems, but they are expensive ones. TVN's satellites generally cannot be accessed by cable homes unless a \$1,400 satellite dish is installed at each cable headend. Request's two transponders (awaiting satellite compression to increase capacity to at least eight channels) could be made home satellite-friendly at significantly lower costs, but TVN would then have to find a way to dispense with its 11 transponders.

A source close to Request said the two-channel PPV service was looking for a short-term answer to provide additional channels until satellite compression is available next year. But with only 10% of cable systems having three channels or more of PPV, Request does not face much current demand for additional channels. By giving up its transponders, Request could gain long-term cost control benefits

that would likely please the 10 studios (including Paramount and MCA) that fund the service. By sharing its service with Request, TVN would also be able to offset some costs, and perhaps gain a foothold in the cable business.

However, the studios' past history with the cable industry could make things difficult. Paramount and MCA currently do not distribute their films to Viewer's Choice—the other dominant cable PPV service owned by eight cable MSO's, Warner Bros. and Walt Disney Co.—purportedly because the service takes a larger percentage of movie buy-rate revenue than does Request. But if TVN were to make a deal with Request, Paramount and MCA would be forced to sell their movies to Viewer's Choice or face antitrust issues, according to sources.

At least with respect to TVN's fledgling market of several hundred thousand backyard dish homes, the other studios have proved willing to sell their films to a PPV service owned by Paramount and MCA. The thought does not bother at least one studio executive, who said, "we don't care who owns it. We just want the category to grow." —**SDM**

# TELCO CEO URGES JOINT VENTURES WITH CABLE

*Time to stop 'turf wars,' Bell Atlantic's Smith says; FCC to launch inquiry into allowing cooperative arrangements; U.S. West, AT&T, TCI plan Denver video-on-demand test*

Construction of advanced telecommunications networks depends on ending the "turf wars" between telephone companies and cable and establishing joint ventures between the two, said Raymond Smith, chairman and chief executive officer, Bell Atlantic.

"That is the kind of common approach I believe will be necessary if the United States is to have a network suitable for the customer requirements for the next century. Without that there will be nothing but the silliness that has gone on to date," Smith said in a keynote speech to the Telco-Cable III Conference sponsored by Telecommunications Reports in Washington last week.

The events of 1991 have presented an ideal environment for cable-telco cooperation, Smith said. "Bell Atlantic has made a major decision. We've decided that one of our most important customers, which we will try to anticipate and meet in every way possible, [will be] the cable operators," he said. "We believe we can be a valuable partner in delivering quality service to cable customers," such as ancillary services [billing and collection], signal security and switched interactive video.

It has been an active year in telephone industry regulation, with the Congress considering bills to lift restrictions on telephone companies' entry into cable television, the decision by U.S. District Court Judge Harold Greene to lift the ban on information services by the regional Bell operating companies and FCC Chairman Alfred Sikes's proposal to allow limited joint ventures between cable and telephone companies ("In Brief," Sept. 16).

Sikes's joint venture proposal would foster the type of cooperation Smith advocated. It is part of Sikes's multifaceted "video dial tone" proposal that will get a public airing in a telco-cable inquiry the FCC expects to launch at its Oct. 24 open meeting.

The video dial tone package is aimed at encouraging telcos to build broadband networks that will allow consumers to call up video services in much the same way they now call up friends and neighbors on the phone.

In further defining the video dial tone concept in a speech in New York last month, Sikes said it should allow telcos to acquire minority interests in cable ventures. After an unspecified transition

period, he said, full or majority ownership might be granted.

FCC Commissioner James Quello endorsed the video dial tone on the whole in a speech in Louisville, Ky., last week (see story, page 68), but he later told BROADCASTING the endorsement does not necessarily extend to the idea of allowing joint ventures. "I haven't made up my mind on that," he said. "It sounds innocuous enough, but you can never tell."

Other commissioners are less certain about how far they will go in supporting video dial tone—in whole or in part.

FCC Commissioner Andrew Barrett, in a Telco-Cable III speech, said the FCC needs to give telcos "greater flexi-

*"Without [cooperation] there will be nothing but the silliness that has gone on to date."*

**Raymond Smith  
Bell Atlantic**

bility" to invest in broadband networks. But in considering telco entry into video, he said, the FCC cannot avoid "the tough costing, pricing, First Amendment and jurisdictional issues."

Barrett said the FCC must face squarely the question of whether or to what extent telcos should be allowed into cable so as not to slow technological development. "Our society has a critical interest in preserving the public switched network, and our policies should not discourage investment in that network," he said. "If regulators want to provide the local exchange carriers with an incentive to invest in the network, they must see that these carriers have prospects for financial gain and some hope of controlling their destiny."

Smith was not the only one talking about telco-cable partnerships last week. During another conference panel Bruce Ravenel, U.S. West director, strategic alliance management, seconded Smith's call for cooperation. "There is a competitiveness issue here, but there is also an issue of practicality and efficiency. Those who suggest that the U.S. West's

and TCI's of the world must necessarily savage each other and tear at each other's throats in order for the consumer to benefit may be shortsighted," he said.

TCI, U.S. West and AT&T, in fact, have already begun cooperating. Conference panelists from the three companies described their current partnership to test video on demand and multichannel pay per view in approximately 400 Denver homes.

The experimental system will use approximately 20 miles of cable, including four miles of fiber optics. Construction of the overlay system will begin in late October, according to Robert Thomson, TCI senior vice president, communications and policy planning. The test will run 12-18 months, with price and selection expected to be equivalent to a video store's.

The test is limited, "constructed so we can avoid a blockage problem," said Ken Trojniar, AT&T executive marketing director. But, he said, it will be thorough enough to determine demand for pay per view. With a solid demand estimate, participants can settle on a video-on-demand architecture.

"If consumers want thousands of titles at a moment's notice, it probably needs a switched [fiber optic] network to provide it. If, on the other hand, the lion's share of that demand can be met by 25, 50 or 100 channels of pay per view, the cable industry is well positioned to provide that," Ravenel said.

Fiber-optic deployment and the speed with which it can be accomplished is central to the current regulatory debates. There is no reason that telcos cannot rebuild their infrastructure by 2015 (the same year Japan has targeted for a complete fiber telecommunications rebuild) "given the right incentives and industry-wide commitments," Smith said. Without such commitment, the United States is in serious danger of rapid decline in its current technical superiority, he said.

The barriers to technological advancement are legal and regulatory, from a telco point of view. "So far, neither GTE nor any of our brethren have made the commitment to fiber to the curb as a business-as-usual proposition," said Tom Deaton, director, operations development, GTE Telephone Operations, Irving, Tex. "The economics are going to have to kick in. We believe we're very close to that."

—RMS, PJS, NAJ

# PROGRAMING

## ABC, NBC HOPE TO BLANK CBS DURING WORLD SERIES

*Other two networks will counter with specials and regular shows;  
CBS hopes to keep losses on fall classic below last year's*

**A**s CBS gears up for its coverage of the baseball playoffs, for which only one top-10 market team is a contender, ABC and NBC are standing pat with counterprogramming strategies that they used with some success last year.

NBC has scheduled several new long-form shows, including two movies based on Danielle Steel novels and a mini-series on the life of Jacqueline Onassis aimed largely at women, and others not interested in baseball.

ABC is relying primarily on regular series, especially its comedy nights, to give baseball a run for its money. But also, in a tip of the hat to NBC's strategy, it has scheduled a special two-part *Dynasty Reunion* special during the Series.

Industry watchers say CBS may have reason to brace itself for another less-than-fabulous baseball playoff season. At deadline, it appeared that the Los Angeles Dodgers (which have something of a national following) were the only top-10 market team with a good shot at making the playoffs. Their battle with the Atlanta Braves (in the 12th market) is going down to the wire. Last Wednesday, the Dodgers were half a game ahead in the National League West race.

The Pittsburgh Pirates (17th market) have clinched the National League East title, while the Minnesota Twins (13) have captured the American League West. The Toronto Blue Jays, a Canadian market not measured by Nielsen or Arbitron, has clinched the American League East.

CBS is feeling the pinch once again this year on sales for its baseball playoff coverage. Advertising agency officials said sales were soft and that the network had a lot of inventory left. One agency official said he was doing playoff deals in which the average price per 30-second unit was "significantly below" \$100,000. CBS reported a \$55-million after-tax loss on baseball in 1990, in part due to the four-game sweep of the World Series by the Cincinnati Reds. The net-



NBC counters baseball with 'Daddy'

work also projected \$115 million more in after-tax losses over the remaining

three years of the baseball contract.

CBS sales executives didn't return calls at deadline last week. But one indication of the lack of demand by advertisers is that the network won't have a pre-game show leading into prime time playoff games. Instead, it will begin each evening with a half-hour entertainment show prior to the games. Each of the prime time playoff games, starting Oct. 8, is scheduled to start at 8:30 p.m. The World Series games, starting Oct. 19, are all scheduled to start at 8.

NBC will air *A Woman Named Jackie* on three consecutive nights starting Oct. 13. Parts one and three face playoff games, while part two will go up against *Monday Night Football* on ABC.

Game one of the Series will go up against the Madonna theatrical "Who's That Girl?" on ABC and NBC's solid

## AX ABOUT TO FALL ON 'REAGAN'

**D**espite conflicting reports and non-confirmations from MCA TV and Twentieth Television officials, it looks as if *The Ron Reagan Show* is about to have its clearances pulled from some or all six of the Fox O&O stations and is facing cancellation as of Oct. 23, when it enters its "hiatus" from production, according to Velma Cato, executive producer of the hour talk strip. "The official word is that we go into hiatus Oct. 23 [with the last original episodes airing the second week of November], so I'll let people read into what that means," said Cato. Although Fox Television Stations Inc. officials have been unreachable for comment, Cato confirmed her quote in *New York Newsday*, saying: "The marriage [of the partners] is over, and they killed the baby."

The gulf between MCA TV, which syndicates the show nationally, and Fox Television Stations Inc. (partners on *Reagan*) apparently widened as the ratings have continued to sag at 11:30 p.m.-12:30 a.m. on Fox O&O flagship WNYW(TV) New York. According to industry sources, since the debut last March of the surging Twentieth Television dating strip *Studs* (see story, page 34), the lack of a clearance on WNYW(TV) has been a sore spot with Fox Inc. Chairman Barry Diller. New York station sources said that Twentieth Television Chairman Lucie Salhany and syndication president Michael Lambert had green-lighted sales pitches for *Studs* to other stations in the market, but Diller allegedly superseded that, ordering WNYW(TV) to move out *Reagan* for *Studs* by the end of this month.

It remains to be seen whether MCA TV will seek to fill the top market slots left vacant by the Fox O&O defections to keep *Reagan* afloat. An MCA TV spokeswoman said the syndication company had not heard any news of a growing Fox-MCA TV rift and said plans are proceeding to produce another 13 weeks of original episodes of *Reagan* at the end of the upcoming hiatus.



# JOAN CHALKS UP TIME PERI

ATLANTA  
+29%/+10%

PHILADELPHIA  
+4%/+8%

DETROIT  
+6%/+17%

CHARLOTTE \*  
+200%/+150%

PHOENIX  
+13%/+16%

HARTFORD  
+43%/+43%

CHICAGO  
+47%/+29%

SAN FRANCISCO  
+13%/+18%

HOUSTON  
+50%/+75%

CINCINNATI  
+6%/NC

SEATTLE  
+38%/NC

LOS ANGELES  
+16%/NC

DALLAS  
+26%/+23%

ST. LOUIS  
+34%/+38%

MIAMI  
+70%/+58%

DENVER  
+13%/+11%

WASHINGTON, DC  
NC/+8%

MILWAUKEE  
+8%/+13%

# GOOD INCREASES IN 18 MARKETS

The writing's on the wall: Joan's new format is earning high marks everywhere! She scored gains in 18 of the metered markets in the first three weeks of the season, with an average rating increase of 13%, and share increase of 9% over year-ago time period programming. Her clean slate of themed shows with daily doses of dish puts her in a class by herself, leaving her new competition choking in the dust!



Station Sales  
Contact David Sifford, Executive V.P./Marketing & Sales  
(615) 242-7017  
or Don Frehe, General Sales Manager, Central Region  
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Advertiser Sales  
Contact Clark Morehouse, Senior V.P./Advertiser Sales  
(212) 750-9263



Saturday night lineup.

*Dynasty: The Reunion* will take on game two on Oct. 20, while NBC will use a made-for, *I Still Dream of Jeannie*, the second made-for based on the 1960's

series. In 1985, the first *Jeannie* reunion movie placed second against the Series.

NBC will use *Danielle Steel's Daddy* against game four on Oct. 23. *Danielle Steel's Palomino* will go against *MNF*

but not against the series on Oct. 21.

NBC is airing a special, *The Funny Women of Television: A Museum of Television and Radio Special* against game five (if there is one) on Oct. 24. —SM

## FUN AND GAMES: SERIOUS BUSINESS FOR SYNDICATORS

*Viacom-Katz consortium's 'How's Your Love Life?,' Carsey-Werner's Cosby-hosted 'You Bet Your Life' early gamedy contenders*

**E**ven coming off the 1990-91 game show massacre, in which five syndicated offerings succumbed to swift ratings demises, the successful staggered-market introduction of Twentieth Television's *Studs* has raised new hopes for syndicators next season and appears to be spurring development of romance/game/comedy strips.

The Viacom Enterprises-Katz Communications programing consortium introduced its first joint-development project last week, formally launching *How's Your Love Life?* for March 1992 syndication. Carsey-Werner Co. began taping in August in Philadelphia the revived *You Bet Your Life* hosted by Bill Cosby (BROADCASTING, Sept. 16).

"Judging from Cosby's appeal and popularity, I guess you can assume *You Bet Your Life* will be an extremely easy sell," said Tom Bumbera, vice president, associate director of programing, Seltel. "The only real question remaining is whether it will have more [prime] access or early fringe clearances."

Of the early fanfare for *You Bet Your Life* and healthy ratings returns for *Studs*, Viacom Enterprises' first-run syndication President Michael Gerber said the strong buzz for both programs helps press the case for *How's Your Love Life?*—that the "gamedy genre attracts the key younger audience demos." Developed and pitched by veteran producers Bob and Sande Stewart (*The Price Is Right*, *\$100,000 Pyramid*), *Love Life* was one of three pilot finalists in contention for rollout. Gerber stressed that Katz, a New York-based rep firm, will only provide "recommendations" to its 200-plus client stations regarding clearing the program "based on its ability to fit a certain daypart and meet the needs of a station in that market."

The pilot, taped two months ago, was hosted by stand-up comedian Pat Bulard and featured a celebrity guest panel that arbitrates quarrels between couples. Targeting early fringe, access and late fringe, Gerber acknowledged that *How's Your Love Life?* is a potential compan-

ion piece to Warner Bros.' long-running *Love Connection* strip, as well as to Twentieth's *Studs*.

*Love Life* will be offered on a cash-plus-barter basis (two minutes national ad time for the initial March 1992 trigger date, a minute and a half triggering in September 1992). "If you look at the horrors of the last two seasons [with traditional game shows], those were mostly retreaded game board formats or some variation thereof."

Although Gerber said Viacom will be going after initial 26-week deals (March-August 1992) and 52-week renewals (September 1992-August 1993), stations have had the upper hand in demanding short-term deals (13-week terms, in many cases), coupled with multiple-time-period (tiering) clauses.

The following are some of the other gamedies in the works:

■ Columbia Pictures Television's *Ruckus* is being produced by Columbia-owned Merv Griffin Enterprises and has been tested on WNBC-TV New York (BROADCASTING, June 17, Aug. 12). It could mark CPT's initial first-run syndication entry.

■ Although King World has yet to confirm it, it has been widely rumored that *Hollywood Squares* was acquired

from Orion Pictures' defunct first-run TV division ("Closed Circuit," Aug. 12) and is being reformatted for a fall 1992 rollout.

■ Group W Productions also has *Make Me Laugh* a stand-up comedy competition being developed by Castle Rock Entertainment.

■ Warner Bros. is said to be considering romantically themed gamedies *Kiss and Tell* (from Kushner-Locke Productions) and *Couples* (Eric Leiber Productions) for the 1992-93 season ("Closed Circuit," Sept. 30).

■ Although ITC Domestic Television has had *Love Bugs* as an on-again/off-again development project for the last two seasons, rep sources say the syndicator is talking about a fall 1992 revival.

■ A romantic gamedy is also said to be in the works, among other first-run projects, from dick clark productions, but Buena Vista Television (which distributed Clark's discontinued *Challengers* game show last season) is keeping a tight lid on upcoming series plans.

■ TPE (Television Program Enterprises) Chairman Al Masini is rumored to be developing *Come As You Are*, a treasure hunt strip, which will be hosted by Chuck Henry (current co-anchor of TPE's *First Look* weekly half-hour). —MFF

## TRIBUNE STATIONS PUT 'COACH' IN GAME PLAN

**T**he launch of MCA TV's off-network package of *Coach* was kicked off last week with the sale of the show to three Tribune Broadcasting stations—WPIX-TV New York, KTLA-TV Los Angeles and WGN-TV Chicago.

The show is available starting in fall 1994, although stations have the option to air it as early as 1993, depending on need. Terms: An initial five-year cycle with 121 guaranteed episodes, for cash, plus one minute of barter for 104 con-

secutive weeks starting in fall 1994. (No barter in 1993-94 for stations that air it early.)

Shelly Schwab, president, MCA TV, said last week the Tribune deal was testament to the show's perceived value in what is clearly a buyer's market for sitcoms. "In an environment that is difficult, stations are being very selective as to how they spend their money. We had multiple offerings in all three markets."

Earlier, MCA TV tested station inter-



est for both *Coach* and *Major Dad*. While Schwab says neither was officially offered in syndication, station sources said it was clear potential buyers expressed more interest in *Coach* than in *Dad*.

Apparently, there had been some interest in both shows by cable networks, although Schwab ruled out the possibility of a shared broadcast-cable exhibition window for *Coach*. Buena Vista Television is considering such an approach for its *Empty Nest* (BROADCASTING, Sept. 30.).

"We explored every possible way of doing the show," said Schwab. "Cable surfaced, but we felt that by bringing it clean and pure to the marketplace we could maximize the revenue. This is the biggest deal we've ever made, from a revenue standpoint, in these markets."

*Coach* debuted on ABC during the



1988-89 season. Last season, the show ranked 18 among regularly scheduled

programs with an average 15.5 rating/24 share, one-tenth of a rating point behind NBC's *In the Heat of the Night* in its Tuesday night 9:30 p.m. time period. CBS was third in network competition with movies.

Schwab said MCA will position the show in syndication as one with the appeal and flexibility of *Cheers*—strong adult appeal with the flexibility to play both in the 6-8 p.m. block and in late night.

As for *Dad*, Schwab said the CBS sitcom, now in its third season, is on the shelf for now, as MCA TV "devotes its full resources" to the marketing of *Coach*. He said that it's to MCA's advantage to hold off selling *Dad* because the market is crowded and the show is gaining viewership on the network. The past two weeks, the show placed fourth and sixth, respectively, among prime time shows. —SM

## GAY SUICIDE THEME HOLDS UP 'LEAP' EPISODE

*Producer says NBC gives in to pressure; network says it needed review time*

In the NBC series *Quantum Leap* the main character, played by Scott Bakula, travels through time "leaping" into the bodies of different people to help them deal with difficult situations. Having rejected an episode of that show due to its subject matter, NBC finds itself in a difficult situation without benefit of that power.

More than a week ago, NBC was reported to have demanded \$750,000 from Universal Pictures Television to air a controversial episode of *Quantum Leap* in which a gay character contemplates suicide. While accounts of the situation from the parties involved have varied, the event illustrates the sensitive relationship among the creative community, networks and advertisers.

As of late last week, Universal had completed production on the episode, and Don Bellisario, executive producer, said he expects NBC will air the show after advertisers have been given an opportunity to preview it. Also last week, NBC denied that it had asked Universal for a fee to make up for anticipated advertiser pullouts, and that it had rejected the episode solely because the topic of homosexuality was addressed. All parties involved agreed that NBC had not asked the studio for the fee.

According to Rosalyn Weiman, vice president, Program Standards and Community Relations, NBC, the reasons her division rejected the script were varied. "Basically any time you consider teen suicide you have to be extremely careful

because of a copycat factor. We also didn't believe it was properly balanced in that it presented a negative gay portrayal," she said. Weiman also noted that part of the problem stemmed from the late arrival of the script to the network. "We didn't know anything about it until it arrived, and we felt it was rushed. We weren't ready to take responsibility for a script we didn't think handled those issues responsibly."

Bellisario, however, said the network was aware of the episode, and that concerns about teen suicide should be smoothed over with script changes that have the character in his 20's. "What this comes down to is this is an episode where they're looking for reasons not to accept the script because it deals with homosexuality," Bellisario said. "The problem is with the sales department, not standards and practices, which has problems with every show every week to some degree. Sometimes we agree, sometimes we don't," he said.

In addition to content concerns, an NBC spokeswoman said that "the real issue was that the script was kicked into pre-production so quickly. Normally, when we get a storyline with sensitive matters, standards and practices gets involved in the development process."

Bellisario disputes the notion that he sprang the script on the network in an attempt to push it through the process. "If there's a usual procedure, it hasn't been followed by *Quantum Leap* for nearly 60 episodes. Technically the

script was late, but not later than most of the scripts are," he said.

After it was reported that NBC was asking for a fee to air the episode, the network was barraged with objections. Among the critics was the Gay and Lesbian Alliance Against Defamation (GLADD), which said that, if the assertion were true, the group would launch a boycott against NBC shows. Last week, however, the group issued a statement retracting its original position and sided with NBC, saying that, after reviewing a copy of a script, they agreed that the network's concerns about copycat suicide were valid and that the gay portrayals in the episode were clearly negative.

The problem, said Bellisario, is that GLAAD is probably reacting to a first or second draft of the script, not the version that was produced: "This is not a show they are going to stand up and cheer about. This is not a gay-bashing show."

Bellisario has received support from other producers as well as the Writers Guild of America. Barney Rosensweig, executive producer of CBS's *The Trials of Rosie O'Neill*, said he would match any funds raised by his writing staff for the purpose of taking out advertisements in support of the *Quantum Leap* episode.

Rosensweig said the networks will only hurt themselves if they pull away from addressing timely topics. "What the networks need to do more than ever is to be at the forefront, to compete with cable. They are being hamstrung by this fear," he said. —SC

# RATINGS ROUNDUP

	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Sep 23	ABC 14.4/22		70. MacGyver [9.2/15] 8.6/14	9.8/16	13. NFL Monday Night Football—N.Y. Jets vs. Chicago Bears [16.8/30] 16.1/24	18.4/27	17.4/26	16.0/25
	CBS 18.4/28		8. Evening Shade [17.8/28]	6. Major Dad [18.4/28]	3. Murphy Brown [20.4/29]	4. Designing Wmn [19.5/28]	11. Northern Exposure* [17.1/27] 17.5/27 16.7/28	
	NBC 16.7/25		22. Fresh Prince [15.1/24]	34. Blossom [13.1/20]	7. NBC Monday Night Movies—Wild Texas Wind [18.0/27] 17.4/25 17.9/26 18.5/29 18.2/30			
Tuesday Sep 24	ABC 15.6/25		8. Full House [17.8/29]	8. Home Improvement [17.8/28]	1. Roseanne [21.4/32]	41. Homefront* [12.2/20] 13.3/21 12.2/20		11.0/19
	CBS 15.5/25		25. Rescue: 911 [14.8/24] 14.1/23 15.5/24		18. CBS Tuesday Night Movie—Murder in New Hampshire [15.9/26] 13.9/21 16.3/25 16.7/28 16.8/30			
	NBC 13.7/22		26. NBC Movie of the Week—Perry Mason: Case of Fatal Fashion [14.6/23] 13.3/22 14.6/23		15.1/23	15.3/24	46. Law and Order [12.0/21] 12.1/20 11.8/21	
Wednesday Sep 25	ABC 12.6/21		51. Dinosaurs [11.5/20]	33. Growing Pains [13.3/22]	13. Doogie Hsr* [16.8/26]	39. Sibs* [12.4/20]	53. Anything But Love* [11.3/19]	61. Good & Evil* [10.2/19]
	CBS 12.3/21		38. Royal Family [12.7/22]	65. Teech [10.1/17]	40. Jake and the Fatman [13.1/21] 11.9/19 12.7/20		34. 48 Hours [13.1/23] 13.1/22 13.0/24	
	NBC 12.8/22		19. Unsolved Mysteries [15.8/27] 14.7/25 16.9/28		46. Night Court [12.0/19]	51. Seinfeld [11.5/19]	57. Quantum Leap [10.7/19] 10.7/18 10.7/20	
Thursday Sep 26	ABC 10.2/17		70. Pros and Cons* [9.2/15] 8.8/15 9.5/15		73. FBI: Untold Stories* [9.1/14]	61. American Detective* [10.2/16]	48. Primetime Live [11.8/20] 12.2/20 11.4/21	
	CBS 10.9/18		60. Top Cops [10.3/17] 9.7/16 10.9/18		69. Trials of Rosie O'Neill [9.5/15] 9.0/14 10.0/16		37. Knots Landing [12.8/22] 12.5/21 13.1/24	
	NBC 16.1/26		17. Cosby [16.2/27]	15. A Different World [16.5/27]	2. Cheers [20.8/32]	15. Wings [16.5/26]	31. Reasonable Doubts [13.4/23] 13.7/23 13.1/24	
FOX 11.0/18		38. Simpsons [12.9/22]	67. Drexell's Class [9.9/16]	58. Beverly Hills 90210 [11.9/19] 10.4/16 10.9/17				
Friday Sep 27	ABC 12.5/24		41. Family Matters [12.2/24]	29. Step By Step [13.8/25]	41. Perfect Strgs [12.2/23]	41. Baby Talk [12.2/23]	45. 20/20 [12.1/24] 12.0/23 12.1/25	
	CBS 10.7/20		74. Princesses [8.5/16]	65. Brooklyn Br [10.1/19]	49. CBS Friday Night Movie—Stranger at My Door [11.7/22] 11.2/21 12.1/22 11.8/23 12.2/25			
	NBC 6.8/13		89. Real Life w/l. Pauley [5.8/11]	88. Expose [6.0/11]	84. Dear John [6.8/13]	80. Flesh N Blood [7.3/13]	75. Reasonable Doubts* [8.2/16] 8.2/16 8.5/17	
FOX 5.9/11		79. America's Most Wtd [7.5/15] 7.8/15 7.2/14		96. Ultimate Challenge [4.3/8] 4.4/8 4.2/8				
Saturday Sep 28	ABC 8.5/16		61. Who's the Boss? [10.2/19]	58. Growing Pains [10.6/20]	80. Young Riders* [7.3/13] 7.0/13 7.5/13	76. The Commish* [7.9/16] 7.9/15 7.8/16		
	CBS 7.7/15		78. CBS Saturday Movie—Her Alibi [7.6/14] 6.4/12 7.1/13 8.2/15 8.5/15				76. P.S. I Luv U [7.9/16] 7.7/15 8.1/16	
	NBC 11.9/22		55. Golden Girls [10.9/21]	61. Torkelsons [10.2/19]	22. Empty Nest [15.1/27]	31. Nurses [13.4/24]	55. Sisters* [10.9/21] 11.1/21 10.6/21	
FOX 6.0/11		86. Cops [6.3/12]	80. Cops 2 [7.3/13]	92. Totally Hidden Video [5.4/10]	95. Best of the Worst [4.8/9]			
Sunday Sep 29	ABC 13.2/22	70. Life Goes On [9.2/16] 8.2/15 10.1/17	22. Am. Fun. H. Videos [15.1/24]	21. Am. Funniest People [15.4/24]	28. ABC Sunday Night Movie—Keeping Secrets [14.2/23] 12.7/19 14.2/22 15.0/24 14.8/25			
	CBS 17.0/28	4. 60 Minutes [19.5/35] 18.1/34 20.9/36	11. Murder, She Wrote [17.1/27] 16.5/26 17.8/27		20. CBS Sunday Movie—Mission of the Shark [15.6/25] 15.3/23 16.1/25 16.1/26 14.9/25			
	NBC 8.6/14	92. Adv/Mark Brian [5.4/10]	90. Eerie, Ind. [5.6/10]	90. Man of the People [5.6/9]	83. Pacific Station [7.0/11]	49. NBC Sunday Night Movie—...And Then She Was Gone [11.7/19] 10.6/16 11.5/18 11.9/19 12.5/21		
FOX 9.1/15	87. True Colors [6.2/12]	85. Parker Lws [6.6/11]	30. In Living Color [13.7/22]	53. Roc [11.3/17]	26. Married/Chdn [14.6/22]	68. Herman's Head [9.8/15]	94. Sunday Comics [5.1/8] 5.4/9 4.8/8	

WEEKLY PRIME TIME AVERAGE	ABC 12.5/21	CBS 13.4/23	NBC 12.3/21	FOX 8.2/14	YELLOW = 1/2 HR WINNER
SEASON PRIME TIME AVERAGE	ABC 11.7/20	CBS 14.0/24	NBC 12.4/21	FOX 7.9/13	*—PREMIERE
NIGHTLY RATING/SHARE	RANKING/SHOW [PROGRAM RATING/SHARE]		HALF-HOUR RATING/SHARE		SOURCE: A.C. NIELSEN



# BASKETBALL TELECASTS ADJUST TO LEANER TIMES

*Slower sales than usual in college arena; professional sees value in multiyear deals*

**A**s NBC and TNT enter the second year of their four-year contracts with the National Basketball Association, neither network is boasting about big profits. NBC Sports executives are said to be expecting at best a small profit on the network's \$600-million deal, while Turner Sports executives are budgeting for a loss on their \$275-million contract.

But in comparison to other sports, professional basketball appears to be faring well in the slumped marketplace. Both NBC and TNT are already about 75% sold out on the upcoming NBA season and have been able to do so at pricing consistent with last year.

"They're in a very, very good position right now," said SFM Media's Gary Villante, director of network negotiations for Isuzu and Avis.

NBC is benefiting from long-term deals with Miller Brewing and eight automakers, including General Motors Corp., Ford Motor Corp., Chrysler Corp., Toyota Motor Sales USA, Nissan Motor Corp. USA, American Honda Motor Corp., Mazda Motor of America and Mitsubishi Motors Corp.

Largely as a result of those multiyear deals, NBC Sports President Dick Ebersol has said that the NBA contract has already made money and will continue to make money over the course of the four-year contract.

Going into the second year of the contract, one NBC Sports insider said unit pricing for a 30-second spot in the upcoming season is holding at about last year's level. According to information from Arbitron's Broadcast Advertisers Reports (BAR), spots last year averaged \$44,400 in the fourth quarter of 1990 and \$55,000 in the first quarter of 1991. Unit prices for the championship series were going for an estimated \$225,000, while 30-second spots for the 1991 NBA All-Star game went for about \$140,000.

Ratings for the NBA on NBC have so far been a mixed bag (see chart, p.38). While the 1991 NBA finals were up almost 30% over the previous year, the network saw a 10% drop in regular season ratings and an 8% decline in playoff numbers.

NBC will add two regular season NBA games to its schedule this year, bringing the network's total to 24.

On the cable side, TNT is close to 75% sold out on its 1991-92 NBA schedule through deals with incumbent advertisers, according to Turner executive Mark Mariani. Pricing is said to be up slightly from last year, when units sold at about \$12,000 during the regular season and \$30,000 for playoff games. TNT is guaranteeing a 2.1 national rating among cable homes for its regular season games and a 3.6 average rating for the playoffs. Entering its third year of NBA coverage on Nov. 1, TNT will feature 51 regular-season prime time contests and several special events, including at least 26 playoff games.

Turner Sports President Terry McGuirk earlier this year acknowledged that the company was budgeting at a loss on its NBA package, but would not provide specific figures. Regardless of any losses, said Kevin O'Malley, Turner Sports vice president of programing, "we're in a pretty positive position relative to what is out there in the marketplace."

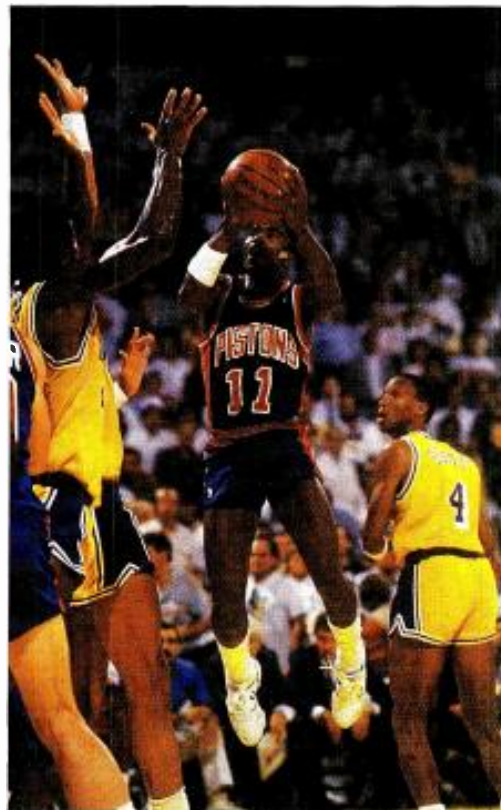
On the local side, NBA teams are expected to take in about the same amount as last year, \$104 million, in various deals with over-the-air and cable TV and local radio. A number of major local contracts will not be up for renewal until 1996, according to Ken Haines, executive vice president, Raycom Sports and Entertainment.

In other significant NBA TV developments, a federal judge in Chicago earlier this year knocked down efforts by the association to limit to 20 the number of games that can be aired by a superstation. Tribune-owned WGN-TV, which won the case, will this season increase the number of Bulls telecasts from 25 to 30 regular-season games.

## College basketball

As with most sports properties on television these days, college basketball is learning to adjust to tough economic times. Sales are moving at a slower pace than they have in the past; fewer games are making their way to the national broadcast schedules, and network sports divisions are looking for ways to make production of the games more affordable.

The most obvious cost-saving move by a network this season will be a new



deal between ABC Sports and Raycom Sports and Entertainment in which the independent producer-syndicator will pay the network about \$1.5 million in exchange for distribution of at least 26 Sunday afternoon college basketball games. The deal allows ABC to televise games while avoiding the high costs usually associated with in-house production.

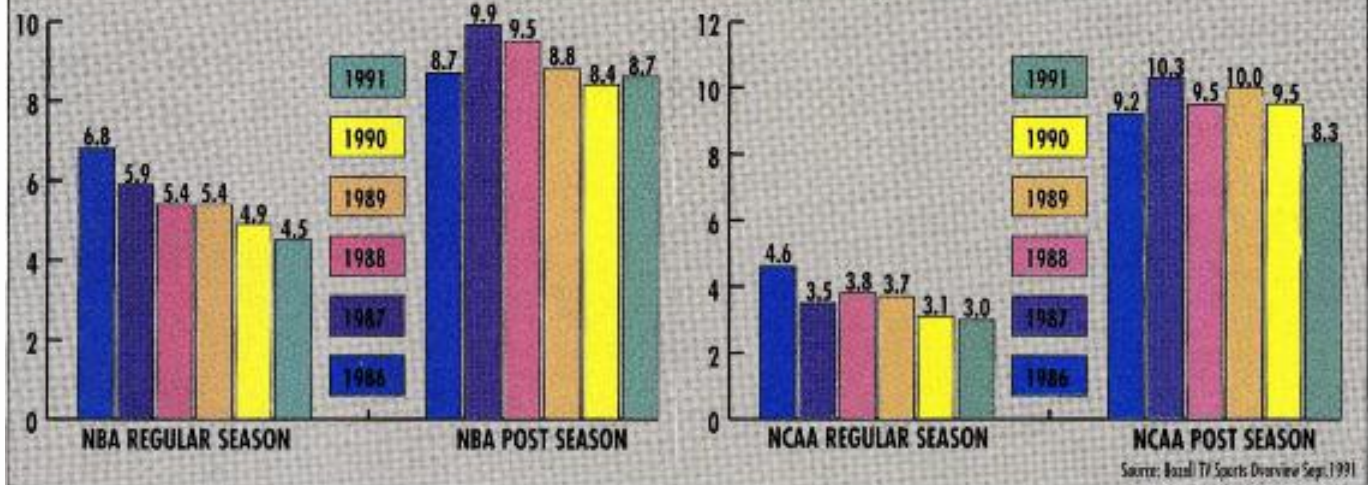
"Using the mere scale of efficiency, we're able to negotiate production arrangements cheaper than an organization producing 30 games a year," said Raycom's Ken Haines. "There's an economy of scale."

Some executives at the major NCAA conferences have expressed concern that the tough economy is resulting in a declining number of national network broadcasts for college basketball. NBC will present six games this season, up from four last year but down from 20 games during the 1989-90 season; CBS will drop three regular season games previously covered on a regional basis, and ABC Sports will present its 26-game schedule in 11 broadcast windows on a predominantly regional basis.

"It is a concern, but at this point I'm not sure what can be done about it," said Jim Haney, commissioner of the Big West Conference. "The advertising dollars are becoming increasingly diffi-



## NBA AND NCAA RATINGS TRENDS, 1986-1991



cult to get. I'd like to think it's going to come back, but there's so much sports on television that you really need something special to make it stand out."

The networks are likely to air more college basketball as the 1997 expiration date nears on CBS's NCAA Tournament package, said Mark Womack, executive associate commissioner, Southeastern Conference. The networks will likely do so in order to win favor with the NCAA, he explained.

CBS Sports will be entering the second of its seven-year, \$1-billion deal to carry the NCAA Tournament package, spending an average of \$143 million this season in rights to the games. The 65-hour slate of games last year saw a drop in average tournament and championship game ratings compared with 1990-91 (see chart), but CBS Sports President Neal Pilson said the coverage nevertheless made a small profit in its debut outing.

In other CBS Sports developments this year, the network will be entering the first of a four-year deal with the Big Ten. The network has agreed to pay approximately \$4.7 million per season for 20 annual team appearances by the league, which was previously featured on ABC. With the completion of the deal, CBS now holds exclusive rights to the network broadcasts of both the Big East and Big Ten games.

CBS will present 29 national Saturday and Sunday afternoon broadcasts featuring 24 different teams from five conferences. The network's 11th consecutive season of NCAA regular-season Division I basketball begins Dec. 7 at 3:45 p.m. ET with Kentucky at Indiana and concludes with coverage of the women's and men's NCAA Division I Basketball Championship games on April 5 and 6,

respectively.

Raycom, which will be handling the scheduling, marketing and production of all college basketball games on ABC, will be involved in the production or sale of more than 350 games representing six major conferences: ACC, Big Eight, Big Ten, Metro, Pac-10 and Southwest Conference.

Among those conferences, the ACC will this season enter the first of a six-year deal allowing Raycom to handle all clearances on its games. Raycom last season handled only regional distribution of the ACC games, while the league itself had ironed out a one-year \$1.9-million network deal with CBS.

Haines said regional sales for the upcoming season have been steady at Raycom, which covers about 75% of the United States through regional deals. "When advertisers have to cut, they tend to cut the national product rather than the regional product," according to Haines.

Sales have not yet taken off at ESPN on its extensive college basketball schedule, but executives at the cable network have learned not to panic.

"It seems to me the pace of sales is three to four weeks behind the traditional pattern," said ESPN's Jack Bonanni, senior vice president, advertising sales. "It has taught me a new kind of patience."

ESPN is guaranteeing average ratings of 1.6 for its fourth-quarter games and 2.0 for the early 1992 match-ups. Bonanni said although sales might take a little longer than they once did, he did not anticipate any price-cutting on ESPN's 200-plus game schedule.

ESPN's 1991-92 schedule begins on Nov. 15 with the Indiana-UCLA Tip-Off Classic, which will be the first prime

time start for the season opener. ESPN's coverage, which runs through March, will feature 118 teams prior to the championship, the most ever for the cable network. At least 30 of the 32 final teams in last year's NCAA tournament will be featured.

Among the biggest shifts in the ESPN schedule will be moving Big Ten games from Mondays at 9:30 p.m. ET to Tuesdays at 7:30 p.m., allowing for more appearances by the conference's Midwestern teams. ESPN's Monday night triple-header, *Big Monday*, will now begin with the Big East at 7:30, followed by the Big Eight at 9:30 and, in most cases, wrapping up with a Big West game.

The Big Ten Conference renegotiated an existing six-year deal with ESPN last spring to allow for the shift from Mondays to the earlier Tuesday time slot. Under the terms of the new agreement, the conference will be seen on ESPN at least through the 1996-97 season.

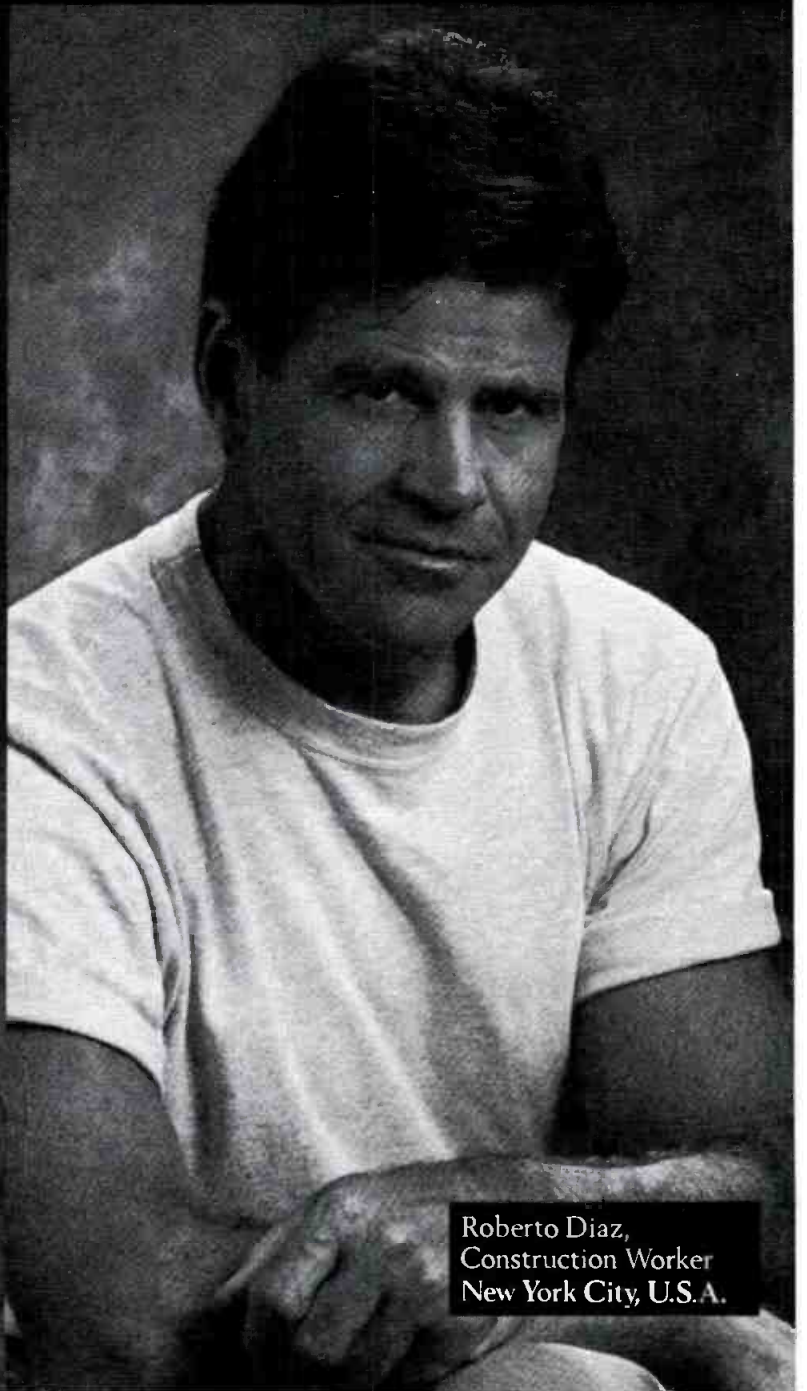
Following the Big Ten on Tuesday nights on ESPN will be the Southeastern Conference at 9:30 p.m. Wednesday nights on the cable network will continue to feature Big East and Atlantic Coast Conference doubleheaders, while Thursdays will present a double-header selected from a number of different conferences, including the Pac 10 and the new Great Midwest Conference.

In other college basketball coverage, SportsChannel America, which reaches a total 11 million subscribers nationally through its various regional networks, will deliver almost 140 games representing mostly independent schools. Prime Network, through its 15 affiliated regional networks, will deliver an as-yet-undetermined schedule of games to a portion of its 23 million subscribers. —RB

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# INTERNATIONAL

## INTERNATIONAL TELEVISION: A FLATTER WORLD?

*Cross-currents, including recession, pay TV and UK franchise announcements, shape volume and flow of programming; future of U.S. programming also a question*

**O**ne thing executives can agree on is that the past few years of distributing programming internationally have been excellent. Whether such growth has temporarily topped out is less clear. In particular, the future demand for U.S.-originated product is a subject of debate.

Since no one tallies the actual expenditures, evidence of change in the marketplace tends to be anecdotal, company-specific or circumstantial. Of the latter, those who suggest demand for programming is a flat note that the surge of broadcast outlet sign-ons has mostly passed. Thus, they say, the initial surge in demand has largely subsided in those countries that collectively account for roughly three-quarters of worldwide program spending: Canada, France, Italy, Germany, Spain, Japan and the United Kingdom.

Said Colin Davis, president, MCA TV International: "I think it is a fact of life, the end of the introduction of major new channels. The last major market is Spain; there are no major new markets left. And now we have quotas coming in Europe."

Ironically, one country where deregulation is still in process, the United Kingdom, has been depressing the program marketplace, at least as of MIP-COM. That is because the British government is not expected to award the ITV franchises until at least Oct. 15. Bruce Johansen, vice president, West Coast programming and international sales, Multimedia Entertainment, described the impact of waiting on the UK: "The UK is in some respects a model for those countries where the nongovernment experience is just beginning. Thus, those countries are now tied into a paralysis, and the current situation has put a damper on British co-production and co-financing as well."

Not all countries and their broadcasters are on hold or digesting prior growth. Mark Beilby, the London-based media analyst for S.G. Warburg, said: "German stations in particular are jockeying for market share and bumping up

against their [outside programming] quota limit. Sweden and Holland have also been active." Several executives also cited Asia as an area of recent growth. Asian pay television in particular is growing, said Jeffrey Reiss, whose Reiss Media Entertainment Corp. is a joint partner in the company programming WowWow, the Japanese pay-TV start-up: "We are seeing activities in the Asian Pacific rim, from Korea to Australia. Almost none of these countries now have much pay, and yet broadcasting is modest."

Jeffrey Schlesinger, senior vice president of Warner Bros. International Television Distribution, said that there is a general international trend of "layering of the media," with broadcast systems being now supplemented by pay TV, pay per view, basic cable networks and direct satellite broadcasting. This next phase, at least on the pay side, would favor those program distributors that have film libraries. A recent report by Coopers & Lybrand said that as a genre, films outperform all other television fare in Europe except sports. As expected, the addition of pay TV windows will delay the sale of film packages to terrestrial broadcasters for at least half a year, said Bruce Gordon, president, International Television Division, Paramount Pictures.

Events of the past year have seen sudden broadcast markets opening up in Eastern Europe and the Soviet Union. Unfortunately, those countries are also short on foreign exchange to buy programming, so program distributors are looking primarily at bartering the programming for advertising spots.

Many executives also say general economic conditions have not encouraged program buying activity. Recessions have caught up with most European countries, and although some, such as France and Italy, already appear on the way to economic recovery, sluggishness still prevails in the United Kingdom, while Japan and Korea may be just beginning the downward side of the economic cycle. Said Vivien Wallace, chief

executive of Granada Television International: "In Europe, in particular, the market is tough. The French government had to bail out Antenne 2 and FR 3. Spain's RTV had a loss, and Italian broadcasters are in difficulty because new Italian restrictions limit the amount of air time to be sold. The new commercial network in Ireland is warning there won't be enough advertising money if the public channel continues to sell air time. There is a cash crunch everywhere."

These same executives who acknowledge the changed scenery don't necessarily complain about their own companies' performance. More than once it was said that good product (presumably theirs) would continue to sell but that poorer product will not. Wallace, MCA's Davis and others also say that despite the "cash crunch," it is a rarity that international customers actually cannot pay their bills.

The idea that the current difficulties among some international broadcasters are necessarily bad is challenged by Worldvision Enterprises Executive Vice President Bert Cohen, who said the recession at the same time helps program distributors: "It's a little too early to say what things will look like for our year ending July 1992. But a recessionary period helps catalogue sales. There tends to be more bought-in programs than self-produced programs."

Again, not everyone agrees that U.S.-produced programs will lose much ground to locally produced shows. Larry Gershman, chairman and chief executive officer of World International Network, said the likely trend is stronger not for shows produced in-house, but for co-productions: "For one thing, foreign companies will have to produce by the standard measured out of Hollywood, because the audience at home wants a measure of excellence. Also doing a co-production will help lay off some of their costs. They all want to get into America, and, with few exceptions, the only way they can do that is to get in with co-productions. -GF



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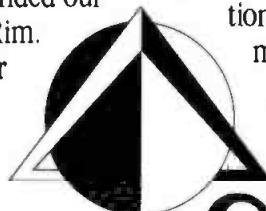
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# RADIO

## STATION HITS NO. 1 WITH URBAN, CHR BLEND

*Washington's WPGC-FM tops both Birch and Arbitron with eclectic format, audiences*

In the nation's capitol, a station forging a new format out of Contemporary Hits Radio and Urban has staked new ground in ratings as well. WPGC-FM, after four years of steady post-format-change growth, is today sitting squarely atop both the Arbitron and Birch ratings. That both ratings services agree on the top station in a market is notable enough, but the margin by which WPGC-FM has pulled away from the pack is even more surprising.

Four years ago, WPGC-FM (under former call letters WCLY(FM) in Washington, D.C.) was "a sleepy little adult-contemporary station, hovering around 11th in the 25-54 demos," according to general manager Benjamin Hill. Today that former also-ran station is number one, garnering a 13.4/12-plus rating in the Birch summer survey, a winning finish among adults 18-34 and 18-49 and a place in the top five for the coveted 25-54 demo. Such ratings success is unheard of for an Urban-leaning CHR station that also placed first with teens and that avoids most television, outdoor and other mass-media marketing strategies.

Hill, whose background is in programming, came to WPGC as program director from owner Cook Inlet's Houston station KFMK(FM) in January 1987. Three months later he was named general manager and effected a massive format change based on basic demographic research and music testing throughout the market. "We saw a big hole for a true contemporary crossover station," he recalls. "Washington had several CHR stations that had a 90% white core audience, and several Urban stations that were predominantly black." Hill said the ethnic composition of the D.C. market was such that he felt a station could build a strong following with a mix of "predominantly black music and a hit-oriented presentation that would appeal to both black and white listeners."

On Memorial Day 1987, Hill changed format and reclaimed the abandoned WPGC heritage call letters. Since then the station has grown steadily, a testament to Hill's market perception as well as to his commitment to the station's untested strategy. "The station has been up each



WPGC-FM's "Party Panda" mascot entertains President Bush's granddaughter at the National Zoo.

of those years on a four-book average," Hill said. "The market was right, the format was right and the package and presentation were right."

So right, in fact, that it took the market by surprise. "Our initial design was to shake out 60% black, 40% white, versus the typical Urban station that is 90% black and the CHR that is 90% white," Hill said. "Currently we're 60-70% black cume and average quarter hour, and the rest is white."

In an industry dependent on labels, WPGC-FM's programming defies typical format description. "We share a lot of listeners with CHR, Urban and AC stations," Hill observed. "We generally don't define the station in terms of color, and labels aren't very appropriate because we kind of invented a new station and format. The majority of the industry calls us CHR-leaning Dance-Urban, and the trades classify us as a CHR station." Hill said that his original game plan was to develop a format that relied on playing the most popular hits for Washing-

ton, and therefore he ignores the record charts and the music other stations are playing.

"We are not a jukebox," Hill continued. "Our programming strictly is the result of our research in this individual market, and as music evolves, so do we. It's more than a format; it's a theory." That theory carries over to a conscientious avoidance of such positioning imagery as "Power Zoo" or "Magic Pig." "Our image is WPGC 95, 18 songs in a row," Hill said. "We are what comes out of the speakers, and we capitalize on word of mouth. Because we are a cutting-edge new music radio station, people naturally are going to talk about a station that has this kind of excitement."

This talk, plus a distinct lack of head-to-head competition, has precluded Hill from using television or outdoor advertising. "At this point the station is perceived as new, exciting, hot and hip, and every day people are discovering us without TV or billboards," he observed. Where many Urban-leaning CHR's are relying on artist depth, WPGC remains heavily hit-oriented. "We play singles and repeat them in appropriate rotation, depending on how big the records are," Hill explained. "We don't go for depth and image and smoothness and all those things an Urban station might go for."

Hill said he feels no obligation to break records in the market, but "as the top hit-oriented station in the market, we're going to break more records than anyone else." Still, complaints of tight rotation and repetition continually dog WPGC, objections that Hill quickly dismisses. "Over the years it's been proven again and again that the station that plays the hits will annihilate the competition," he said.

Heavy dayparting also plays into WPGC's programming, which features a strong lineup of teen-oriented "cutting edge" music in the afternoons and evenings, and more mass-appeal music and personalities in morning drive. "People listen to a morning show on a station they would never think of listening to outside of morning drive, because they just like the personalities," Hill explained. "In morning drive we're com-



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peting with everybody, so we play songs you might hear on all other contemporary stations."

Currently WPGC bills first or second in the market, which Hill acknowledges is unusual for a contemporary station, particularly in a market with several strong AC stations and a country station. This position confounds some competing stations, whose account executives occa-

sionally target WPGC's audience as too youth-oriented. Said Hill: "Every once in a while someone else points to our audience composition and says '35% of your listeners are teens.' That's true, but 25% of our audience is 25-54, and because our numbers are so great, that 25-54 number still might be twice as large as our nearest competitor."

The infinite wisdom in radio is that

everything is finite—especially ratings. Hill believes that WPGC-FM has room to grow, although he concedes the station's success eventually has to level off. "I don't think we've peaked yet, because I still see audience attraction and come attraction at this station," Hill said. "We've definitely made a mark on this market, but the real beauty is we haven't put anybody out of business." —EBB

## AM RESCUE PLAN RILES MINORITY BROADCASTERS

*NABOB, AHORA consider objection to 'members only' restriction in expanded band; some current operators say the problem is lack of power, not interference*

**T**he FCC's adoption two weeks ago of a multifaceted interference-reduction plan (BROADCASTING, Sept. 30) designed to rescue AM radio has unleashed a barrage of criticism, most of it from minority broadcasters who object to the incumbents-only restriction in the expanded band.

Two associations representing minority broadcasters, the National Association of Black Owned Broadcasters (NABOB) and the American Hispanic Owned Radio Association (AHORA), are looking to band together and, perhaps, file a request for reconsideration.

The action has the support of many broadcasters, but few see it as a final solution to the oldest broadcast medium's problems.

The central element of the FCC plan is a set-aside of the newly available expanded band (1605-1705 khz) for current broadcasters willing to migrate there from their current channels in the existing band. A provision to set aside 10% of the space for new entrants was voted down by the commissioners, and

that decision is drawing most of the heat from minority broadcasters.

"We are definitely looking at ways to stop it, to stay the commission's decisions," said Pluria Marshall, chairman of the National Black Media Coalition. "There is no question that some portion of this new opportunity should be reserved for minorities."

Marshall believes the new action disregards efforts made to date by broadcasters and regulators to encourage diversity in ownership and programming. "It is very insensitive," he said. "How the hell are we ever going to catch up if they don't level the playing field?"

Reaction from Maria Helen Barro, president of the newly formed AHORA, echoed that of Marshall. "I'm particularly concerned about the exclusion of women and minority applicants," Barro said, "and, in conjunction with NABOB, we are reviewing the possibility of filing a request for reconsideration."

The proposal is also drawing fire from Capitol Hill. Leading the charge is House Telecommunications Subcommit-

tee Chairman Edward Markey (D-Mass.). "FCC has raised interference-free radio above all other values, including diversity," said Markey aide Larry Irving. "Diversity of ownership seems not to be of any importance to them at all."

Commissioner James Quello had come close to providing the necessary vote for adoption of the 10% plan, but in the end sided with Commissioner Sherrie Marshall and Chairman Alfred Sikes in reserving the entire band for migration. Given today's tough economic climate, awarding channels of the expanded band to new entrants would be like "giving them nothing but a license to lose money," Quello said.

Barro agrees that Quello's point is valid, but only in the short term, she said. "When things improve," Barro added, "we would like to have a certain number of allocations set aside for women and minorities. We are very disappointed."

Migrating from one part of the band to another could also be a sticking point for some broadcasters, particularly those who see lack of power, not interference, as the major problem in the band. "Interference is not too much of a problem.... AM still does very well in the Midwest," said Dean Sorenson of Sorenson Broadcasting. Broadcasters searching for the right answer to AM's problems, he said, need to ask themselves if they would give up 980 khz to move to 1700 khz. "I wouldn't want to take that chance," he said, "because you can take an FM from zero and build it up, but taking an AM from nothing to something is almost impossible."

Vernon H. Baker heads the Baker Family Stations, with 11 AM's. He views the current action by the FCC with some skepticism. "The listener doesn't

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care about interference," he said, "they just want to be able to hear the station." Baker believes the FCC should find ways to help existing stations increase their power output, and said that moving stations up the band or encouraging some to go dark is not the answer. "The migration of stations up the band is just like asking Virginia sheep to migrate to the North Pole," Baker said. "I don't think anyone is going to pay anyone to go off the air—that is ludicrous. Most AM's can barely survive, let alone buy anyone out."

But for every broadcaster quick to point out perceived weaknesses in the plan is a broadcaster happy to see the FCC taking action to shore up the band. Anna Mae Sokusky, head of the CBS AM station group, thinks the move by the FCC is a positive one. "CBS filed with the FCC in favor of this sort of action," she said. "Our position is that anything to save the AM band and relieve congestion is definitely worth looking at—and this seems to be that." —lc

## ABC, SOUNDSCAN SIGN DEAL FOR DISTRIBUTION

**A**BC Radio Networks has entered into a long-term agreement with SoundScan for exclusive radio distribution rights to SoundScan's computerized point-of-sale record data. Effective Oct. 10, ABC will begin distributing, to affiliate and non-affiliate stations, local computerized record sales information, compiled by SoundScan by analyzing uniform price code data at some 7,500 U.S. retail record outlets. The data will be fed to affiliate stations via satellite over the ABC Data system, and will also be made available to non-ABC Radio Network affiliates and to non-Data capable affiliates through a subscription fax newsletter.

SoundScan's computerized point-of-sales monitoring system provides local sales information to the record industry, and also is used in compiling national record charts. The system currently scans 50% of all U.S. prerecorded music sales, tracking more than five million units a week. ABC plans to distribute this sales information for the 50 top-selling singles and albums to stations in the top 99 markets.

## RIDING GAIN

### COME BACK, SHANE

Houston-based radio consultant Ed Shane has published a new how-to programing and marketing text titled "Cutting Through: Strategies and Tactics for Radio." Through an examination of changing demographics, changing listener tastes and changing values, the book is designed to assist radio broadcasters make their stations stand out in their markets by "riding today's trends." The book begins by defining and setting a strategy, then applies specific research and programing tactics. Additionally,

case studies illustrate how to develop a mission statement, understand listener awareness, identify perceptual filters, use visualization in the control room and maximize a listener database.

### WORLD AIRWAYS

WXPN(FM) Philadelphia's two-hour morning alternative music program *World Cafe* will debut nationwide Oct. 14 on U.S. public radio stations. Delivered via satellite through American Public Radio, the program features a blend of contemporary adult, acoustic rock, singer-

### ARBITRON-BIRCH JOINT VENTURE JUST 'RUMOR'

**J**ust a groundless rumor." That's how Ken Wollenberg, Arbitron executive vice president for sales and marketing, termed persistent stories that Arbitron and Birch/Scarborough have considered working together to produce a ratings package that somehow would incorporate the strengths of both radio ratings firms.

"Someone made a remark during a panel discussion at a Burkhart-Abrams seminar preceding the NAB radio convention in San Francisco last month," Wollenberg explained. "I don't know who said it, or exactly what was said, but I can tell you that neither Birch nor Arbitron is considering doing anything together. We do things in different ways, and we both believe in our methodologies deeply. Arbitron has almost 30 years of experience behind the diary and quite a few industry studies that confirm the diary's value in precision in measuring radio. So I can't imagine doing anything else."

Birch President Bill Livek, through a company spokesperson, concurred with Wollenberg. Said the spokesperson: "This is just a rumor that got started in San Francisco and was perpetuated at the convention, but it is just a rumor."

In an unrelated matter, Wollenberg told BROADCASTING that, with the demise of the three-book survey concept defeated by industry vote last summer (BROADCASTING, Aug. 12), the Arbitron Advisory Council at its December meeting will consider several new options for improving survey sample size. Wollenberg would not elaborate on what those options might entail.

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songwriter, R&B, instrumental and worldwide music. *World Cafe*, hosted by David Dye, will include such core artists as Elvis Costello, Shawn Colvin, Paul Simon, Vinx, the Neville Brothers and Youssou N'Dour. The program originally was funded through a National Radio Program Production Fund grant from the Corporation for Public Broadcasting and went into on-air development at WXPN(FM) last fall.

## HIBERNATION

Due to poor health, radio researcher and programing consultant Jhan Hiber has closed the doors on his consultancy and entered into a period of "hibernation" until medical researchers find a cure for chronic fatigue syndrome. Hiber currently resides in Carmel, Calif.

## NEW GROUP REPORTS

Miller, Kaplan, Arase & Co. of North Hollywood, Calif., is introducing monthly "Groupwide Market Revenue Reports," three-page compilations of data on group revenue performance in

individual markets. The reports will also compare group stations' contributions to total group revenue.

## IN BUSINESS

Ellen Silver, former executive vice president, Narwood Productions Inc., New York, has opened Four Star Media, a full-service radio programing and audio/video production and marketing company. Based in New York, the company will offer radio programing development and distribution; audio and video production; public service campaigns; music and technical consultation, and celebrity and talent booking.

## SPORTING PROPOSITION

Scott T. Meier has formed SRC Inc., a consultancy specializing in sports radio concepts, programing and sales consulting. Meier, who put all-sports WFAN(AM) New York on the air, and served as vice president and general manager of the station for four years, will be based in Mamaroneck, N. Y.

## WELL DONE

The Oklahoma City Radio Council has been awarded the Radio Advertising Bureau's Partnership Award for its campaign to increase radio revenues in a newspaper-dominated market. According to the council, the *Daily Oklahoman* was receiving 78% of its market's ad dollars when the paper began attacking the effectiveness of radio with an ad series last December. The pro-radio campaign developed by Jeffery-Scott Advertising and launched by the council earlier this year has earned more than \$700,000 of radio revenue from former newspaper advertisers. Radio Council President Wayne Walker believes the changes are the result of local broadcasters changing their approach to marketing radio. "We are very careful never to attack the credibility of newspaper advertising the way they did with radio. We think that we've been very successful in sowing the seeds of doubt in advertisers' minds about newspaper—enough to get them to cut back on their newspaper spending."

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STEREO PLAYBACK/RECORD CART DECK, CB-102 REMOTE CONTROLLER, MX505B-II 1/4" REEL TO REEL RECORDER/PLAYER, RTS 927 REFERENCE TONE GENERATOR W/POWER SUPPLY, TASCAM '22BMII STEREO CASSETTE RECORDER/PLAYER, [(6) GENTNER DIGITAL TELEPHONE HYBRIDS (\*)], COMREX PTLX TRANSMITTER, 2XR 2 LINE DECODER, RTLX DECODER, VEGA Q PLUS (32) 3/STATION WIRELESS INTERCOM SYSTEMS.

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(\* NOTE: This equipment is subject to litigation and may not be included in this sale.

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# CABLE

## TCI TAKES ITS STORY TO THE PUBLIC

*Expanded public relations campaign will attempt to explain various aspects of business to subscribers and regulators*

In an attempt to further educate its customers, as well as state and federal regulators, about what it does, Tele-Communications Inc. last week unveiled a multifaceted campaign to tell its story.

The program includes a multimedia information campaign, continuation of national television advertising, delineation of franchise fees on customer bills, and the sending of an annual report to all TCI subscribers, expected to number 10 million by the end of 1992, according to TCI Senior Vice President Robert Thomson.

TCI Executive Vice President and Chief Operating Officer J.C. Sparkman said the plan would cost "a couple of million dollars," but TCI would make up the cost if it cut down basic churn just 1%. TCI's churn average—and the industry's—is 27%-30%, according to Sparkman, although it is down a bit this year because fewer people are moving due to the economy, he said.

The main impetus for the plan, according to TCI executives, was the results of a customer satisfaction survey conducted by Talmey-Drake Research and Strategy Inc. When asked who paid

for programming, 88% of TCI subscribers were unaware TCI paid to carry cable networks. These subscribers said they thought either TCI got the programming free, or that programmers paid a fee to TCI. That, said Sparkman, "shook me up."

TCI now wants to address consumers' "abysmal understanding of the facts of the business," said Thomson. A key part of the plan will be to break out the franchise fee as a line item on TCI customers' bills starting in the spring of 1992. "We want to make them [subscribers] aware, as much as we can, where their dollar goes," said Thomson.

TCI also wants to prevent a potential problem if local officials "take it wrongly, and think we're trying to shift blame for rate increases to them," said Thomson, so the MSO will make every effort to make sure the change is presented in a "neutral," not "hostile," manner to city government. Thomson pointed out that other MSO's already break out franchise fees on their bills. However, TCI does want to make clear to its customers that the cable industry as a whole pays \$800 million a year in franchise fees (TCI pays \$150 million). "We get no

credit for that," said Sparkman. By breaking out the franchise fee, TCI and its customers will save on sales tax on that fee, since a tax cannot be taxed, according to Sparkman.

As part of the plan, TCI also plans to continue its national ad campaign. Building on three spots created this year by Hal Riney & Partners that sought to create a personality for TCI, the four spots for 1992 deal with more specific aspects of the MSO. One ad, for example, highlights CNN's coverage of the Gulf War and ends with the tag line: "TCI is one of the largest financial contributors to CNN." One spot highlights VISN, the religious network coordinated by 27 different groups, and ends with the statement: "The VISN network is one of many channels TCI helped create." Another spot ends by humorously depicting how TCI spends "over \$600 million just to make sure there's something on that everyone wants to watch."

Another part of TCI's new communications plan begins in 1992, and explains a new facet of TCI's business—rate structure, technical aspects, channel positioning, etc.—every month through print ads, bill stuffers, countertop displays and video spots. Additionally, starting this fiscal year, all TCI subscribers will receive a newlycreated annual report offering details of TCI and its future plans.

The plan is a supplement to TCI's two-year-old Customer 1st program, which encompasses 33 elements to improve customer service, including the 11 NCTA customer guidelines.

To further improve customer service, TCI plans to further its research of customer satisfaction, starting in December. Talmey-Drake, which has been performing surveys for TCI since 1988, now will survey its customers every day, for a total of 3,000 each week. Those results will be available to TCI executives weekly, division heads monthly and state managers quarterly, and local systems will get an annual report card, based on interviews with 300 subscribers in their franchises.

—SDM

### TURNER HOPES ANIMATION CHANNEL WILL COME TO LIFE

Turner Broadcasting Systems Chairman Ted Turner confirmed last week that TBS, now in negotiation to purchase the Hanna-Barbera library, is looking to create a 24-hour animation channel, assuming the acquisition is completed (BROADCASTING, Aug. 12, Sept. 9). Turner is said to be offering Hanna-Barbera's owner, Great American Communications, \$250 million to \$300 million for the library.

In a speech to cable operators at the Cable Television Administration and Marketing Society conference in Atlantic City last week, Turner said TBS was "taking a hard look with MSO's about whether or not they'd like us to do an animation channel." Although Turner was not specific about a launch date, the current licensing status of much of the Hanna-Barbera product would likely put off launch for several years. Much of the 7,000 half-hours of the Hanna-Barbera library are currently under license, but most of those contracts are up in about three years. The Hanna-Barbera library is about one-third of all animation ever produced, and TBS already has a substantial animation library, including MGM and Warner Bros. cartoons, giving it a total library few, if any, competitors would be able to match. Turner said in a speech in New York late last month that the Hanna-Barbera acquisition would give TBS a larger animation library than Disney, the current leader.

# CABLE'S SEARCH FOR NEW REVENUE POSSIBILITIES

*Much of the focus at Atlantic Cable Show is on the economic and programing possibilities 150 channels will offer*

**W**alking the exhibit floor and attending the panel sessions of the Atlantic Cable Show last week, one might have forgotten that the cable industry was in the television business. Talk centered on diversifying cable to create new revenue streams and to compete with existing businesses ranging from the telephone companies to home video to radio to print media.

"The landscape is growing in terms of the amount and broadness of services it [cable] can provide," said Hal Krisberg, president, Jerrold Communications, one of the conference's speakers.

Although no one is quite sure how cable will diversify to fill the promise of 150 channels of programing, the industry is realizing that the most revenue-enhancing ideas are the ones to be nurtured. The conventional wisdom seems to be that cable will continue to offer anywhere from 40 to 60 basic cable channels, and then create subscription-based superniche channels and devote upwards of 50 channels to pay per view.

But not every programer's multiplexing effort will make economic sense. Given that it will cost \$250 to \$350 per subscriber to create the infrastructure to offer 150 channels, John Sie, chairman of Encore, asked whether it will be possible that 20 superniche channels of Discovery or MTV will "rationalize the economics of compression."

The industry anxiously awaits results from the near-video and video-on-demand PPV tests soon to be conducted by Time Warner in its Queens system and by TCI, AT&T and U.S. West in some of their systems. According to Encore's Sie, those results will have a profound effect on whether pay per view will fill a sizable portion of the 150 channels, and whether it will bring in enough revenue to warrant an entire fiber network to the home.

According to Sie, who is working with Encore's parent, TCI, to program its PPV experiments, the video-on-demand will have pause and rewind features to offer as much of the equivalency of home video viewing as possible. Ultimately, those tests will aim to show cable whether it can truly chase after the \$15-billion-a-year home video industry. TCI is already beginning to do that with pay TV: starting in November, Encore will position itself as "America's First Electronic Home Video Club."

Digital audio is another potential rev-

enue stream cable is examining. One benefit to operators is that digital audio takes up no video bandwidth, yet subscribers who opt for it will pay an average of \$10 a month, said Krisberg of Jerrold Communications, which owns one of three digital audio services currently in the market. With CD-quality sound, and a multitude of commercial-free formats, there "is no reason cable can't do to broadcast radio what it did to broadcast TV," he said.

Cable is not content with expanding its revenue into traditional entertainment vehicles. While many of these revenue streams may not start flowing for several years, the cable industry is taking the time now to see how deeply it can go into diversification. One potentially profitable area is personal communications networks; one cable show speaker, Tom Gillette, senior partner, Media Management Services Inc., predicted PCN revenue will equal total cable revenue by the end of the decade.

Gillette warned his audience that the telephone companies won't just "let us walk in and take their business away." He advocated that cable PCN's attack

the cordless telephone market, rather than the telcos' existing franchises of wired and mobile cellular phones. Despite poor quality, Americans have bought 54 million cordless phones, said Gillette. "This is a market we should go after." But there also may be avenues to work with telcos, particularly outside their franchise areas, he added.

Interactivity, especially for non-entertainment uses, is another buzzword growing louder in the cable business. One company, InSight Telecast Inc., with backing from companies as diverse as Viacom, PBS, Spelling Entertainment and Sumitomo, is creating an interactive electronic program guide that offers everything from automatic VCR recording to selecting programs by genre. Technology experts continue to talk of ways to use interactivity for other functions, including information services, banking and educational programs, as well as for entertainment purposes.

Creating all these revenue streams does not merely mean finding ways to use technology, but their development now will help insure financing is available to build the new technology. **-SDM**

## PRIME/SPORTSCHANNEL MERGER TO SPELL END TO MSG AFFILIATION

**M**SG Network, an affiliate of Prime Network, will end that affiliation if and when Prime merges with SportsChannel America, say sources close to the negotiations.

The Paramount-owned New York sports network is said to be the party ending the affiliation if the long-awaited merger occurs. The primary problem is that SportsChannel New York would also be an affiliate, and MSG does not want to share network programing with SCNY. Although it is possible MSG and SCNY could split programing, that does not appear to have been acceptable, or perhaps even offered, to MSG.

MSG currently takes about 20% of its programing from Prime, primarily college football, tennis and auto racing. Apart from the programing it would need to replace, MSG would lose a distribution outlet for its original programing. The network and Prime recently announced a deal to co-finance and dis-

tribute *Around the NFL*, anchored by former New York Giants coach Bill Parcells, which MSG is producing. The future of that program, as well as other possible ventures, would be in jeopardy if MSG were no longer a Prime affiliate.

A merged Prime and SportsChannel America (with the tentative name of Prime Sports America) would also lose some advantages. MSG, with 4.5 million subscribers, is the largest regional sports network in the country. The merged entity loses a large base in the New York ADI alone, where MSG has three million homes, compared to SCNY's 800,000 (the SportsChannel affiliate has a total of 1.5 million homes).

If MSG opts out of an affiliation with Prime Sports America, a potential conflict also surfaces for Group W Sports Marketing, which sells ad time and sponsorships for MSG outside of New York, but is also 10% owner of Prime's parent, Affiliated Regional Communications.



# CABLE LOOKS AT LIFE IN THE SLOW LANE

*Basic and pay declines contribute to sobering outlook for future*

Cable's self-image has undergone some changes. The belief among cable executives that the industry is recession-proof seems to have been shattered, they say, by the reality of the bleakness of the national and television economies.

The consensus among cable executives at the Cable Television Administration and Marketing Society one-day conference last week in Atlantic City was that cable is not only subject to the spending behavior of a recession, but that cable is indeed a maturing industry, which only hampers the economic outlook. "As a maturing industry, we're probably feeling more fully the effects of the economy than we have previously," said Matthew Blank, president and chief operating officer, Showtime Networks, Inc., who moderated the conference's opening panel. "Many of our products may not stack up as [well as] they did in the past," he said.

The reason for the mood can be linked to basic and pay growth, or more accurately the lack of it, according to Blank and co-panelist Sharon Patrick, president, Rainbow Programming Holdings Inc. Both categories have experienced a decline in growth during the first half of 1991. The last seven of eight quarters have seen a decline in pay units, and basic growth is down for the first time ever, from first-half 1990 to the same period for 1991, according to Patrick. Even pay-per-view buy rates are down in 1991 versus 1990 according to the CTAM database, said Patrick, who added that the cable industry can no longer debate whether or not slow growth is coming. "It's official. Slower growth conditions are undeniably here."

For cable to survive in these conditions, it must spend energy and money to improve the value of the product, said Patrick. One way to do that, she said, is to "rationalize the product lineup." As Rainbow's American Movie Classics is advocating in its trade advertising campaign, Patrick suggested that operators remove unprofitable and unvaluable channels from their cable systems. The AMC ad campaign has mostly targeted duplicated broadcast affiliates, but every channel should be under scrutiny, and removed if necessary, she said. "Let's hope those channels aren't Rainbow's, but if they are, get rid of them," she advised operators. In a separate panel, Preston Padden, Fox's senior vice president, affiliates, agreed. Cable should "weed out weak performers and support

promising new services," said Padden, who has helped get FoxNet, Fox's satellite service available to cable systems, up and running.

Cable becomes especially vulnerable during economic and growth downturns if it does not meet customer service goals, said Patrick, as a Consumer Reports survey recently reminded the industry (BROADCASTING, Aug. 26). If cable is perceived as an expensive product compared to free broadcast, "at least our service must work," said Patrick.

Despite the efforts cable makes to adjust to its maturity and the declining economy, executives at CTAM say they

do not foresee a return to the boom days of the mid- and late-1980's. Drastic differences are appearing not only in operating cable's existing businesses, but in creating new ones, according to panelist Lee Masters, president and chief executive officer, E! Entertainment Television. The cost of breaking even on a new basic cable network has doubled from the days of MTV's launch investment of \$50 million. Despite networks such as Court TV, which reportedly will spend \$60 million to break even, Masters maintained that \$125 million is the minimum new networks will need to spend. -SDM

## CABLE PONDERES FILLING CHANNELS CREATED BY COMPRESSION

*Spin-offs of cable networks, multiplexing and niche programming among ways cable will fill channels*

Now that cable networks are coming to grips with the vast amount of channel capacity digital compression will open up in the next few years, they are coming up with some ideas to fill those channels. Whether broadcasters fill those channels as well is the question some industry observers are waiting to see answered.

Many cable network executives, speaking at a seminar sponsored by Paul Kagan Associates, said they envision a world of 150 channels filled with spin-offs of existing cable networks, similar to the three-channel multiplex service HBO is now testing or MTV's plans for three channels covering different musical genres.

The other main component, they say, will be pay per view, mostly in the form of first-run theatrical movies and inexpensive niche programming. The latter, too, could be largely controlled by existing cable networks. The Discovery Channel, for example, is looking at a service called Discovery Select, which would charge viewers 40 or 50 cents for niche programming that targets special interests. Discovery Chairman and Chief Executive Officer John Hendricks predicts cable will bring in \$10 billion to \$15 billion in new revenue through niche PPV purchases.

But with all the talk of more choice and more channels, a key question is

when, or even if, cable will find price resistance among consumers. If cable services are offered à la carte, and consumers are allowed to "pay for what you want, and not more than you want...then price resistance goes away," said Tom Rogers, president, NBC cable and business development.

Pay per view could possibly put economic pressure on both broadcast and cable, particularly conventional pay TV. It has already had some effect on the premium service, Showtime. According to Winston "Tony" Cox, chairman and CEO of Showtime Networks Inc., "We got hurt this summer as a result of a very healthy spring for pay per view." And if PPV succeeds as a video-on-demand service (something Tele-Communications Inc. is experimenting with), and succeeds in moving up windows for theatrical movies nearer to home video windows, pay per view "will be competing with the unique characteristic of broadcast network programming," which offers fresh product and high production values, according to NBC's Rogers.

While ABC and NBC continue to be active in cable programming, most notably in ESPN and CNBC, respectively, expanding the broadcast networks themselves to two or three channels each does not make economic sense, said David Poltrack, senior vice president, research and planning, at CBS. -SDM

# BUSINESS

## CHASE TO LEAVE BROADCASTING BEHIND

*Group owner to sell TV and radio properties but will keep Seltel; Eastern European investments cited as motivation for sale*

**C**hase Communications, which only recently rapidly accumulated one of the larger broadcasting groups in the industry, last week announced an about-face. The Hartford, Conn.-based group owner of five Fox affiliates, one AM-FM combo and minority owners of two other AM-FM combos has retained Shearson Lehman Brothers to sell its broadcast properties so it can concentrate on its business ventures in Eastern Europe. Not part of the sale, according to Chase executives, is the rep firm Seltel, which the company acquired in 1989.

The timing of the announcement surprised industry observers. The station trading market has been soft for some time now, and even though independents in general and Fox affiliates in particular have been a bright spot, some question whether Chase Communications will receive offers comparable to what they originally paid for their properties. Chase co-chairman Arnold Chase told BROADCASTING that "regardless of whether the market may be on target, soft or ahead, we look at the potential in Europe and the return there as being the most important aspect to analyze." Chase Enterprises has a partnership with the Polish government to provide cable television service to the country's major cities. Chase founder David Chase was born in Poland. The company is reportedly investing \$20 million to \$40 million of its own money to finance the initial \$270 million five-year phase expected to be spent on the cable system.

There had been some talk that the group owner might try a public offering to raise capital. However, recent public offerings by group owners have not yet met with positive results.

Since Chase Communications is private, financial information on the company is not readily available. Chase has other interests, notably in real estate and banking, but these might be even weaker candidates for divestiture, given their respective problems.

Group owners and brokers familiar

Chase Communications		
TV Stations	Affiliation	Estimated Worth*
WPTY-TV Memphis	Fox	\$13 million
WTIC-TV Hartford, Conn.	Fox	\$26.1 million
KDVR(TV) Denver	Fox	\$33.7 million
WATL(TV) Atlanta	Fox	\$60 million
WXIN(TV) Indianapolis	Fox	\$29.6 million
Radio Stations	Format	Estimated Worth*
WTIC-AM-FM Hartford, Conn.	Adult Contemp.	\$45 million-\$0 million
WSTC(AM)-WQQJ(FM) Stamford, Conn.	Adult Contemp./Oldies	\$3 million
WTOP(AM)-WASH(FM) Washington	All News/ Country	\$70 million
KGLD(AM)-WKQB(FM) St. Louis	Oldies/CHR	\$5 million-\$6 million

\*Source: Industry estimates and Broadcast Investment Analysts Inc.'s "Investing in Television 1991"

with Chase Communications have suggested the group has heavy programing liabilities and is also being pressured by its senior lenders. Chase executives declined to address specifics about the company's financial condition except to say the station group is very profitable.

Some specific information on programing costs for Chase's WATL-TV Atlanta and WXIN-TV Indianapolis is available. Chase purchased the two properties (along with WTOP(AM)-WASH(FM) Washington) from Outlet Communications in 1989. At that time, Outlet had commitments to acquire about \$40 million in programing. Chase, according to industry observers, renegotiated agreements with syndicators to defer payments and also agreed to pick up other shows from program suppliers. The liabilities are now said to be substantially less than prior owners'.

Without knowing the exact extent of Chase's programing commitments and when those commitments are due, speculators are wary about trying to put an estimate on the group's television properties. Chase, observers noted, bought some of its properties during the station

trading boom of the mid-to-late 1980's. According to a 1989 investment-firm analysis of TV station performance, the stations Chase now owns had \$68 million in revenue that year with only one of the five stations posting positive cash flow.

According to Chase, there have already been several calls about the stations from would-be buyers. However, tough times facing potential suitors when it comes to financing may mean the stations will be on the market for some time. As one potential buyer put it: "There are not many buyers around that can do more than kick the tires."

Chase may have an even tougher sell with its radio properties. While WTIC-AM-FM Hartford, Conn., is number one in the market, the depressed New England economy may keep potential buyers away; there is also the possibility there is little room for growth for the properties. One broker estimated the properties are worth \$45 million to \$50 million, but the broker doubted that such

*Continues on page 59.*



# CHANGING HANDS

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

**WGNE-FM Titusville, Fla.** □ Sold by SBC Technologies Inc. (formerly Sage Broadcasting) to Southern Starr Broadcasting Group Inc. for \$3.5 million. Seller is headed by Gerald A. Poch and also owns WACO-AM-FM Waco, Tex., and WVMX(FM) Stowe, Vt. Buyer is headed by Robert E. Long and also owns KOLL(FM) Pine Bluff (Little Rock), Ark.; WPLR(FM) New Haven, Conn., and WKNN-FM Pascagoula (Biloxi-Gulfport), Miss. WGNE-FM has country format on 98.1 mhz with 50 kw and antenna 462 feet above average terrain. *Broker: Biernacki Brokerage.*

**KIXI(AM) Seattle** □ Sold by Noble Broadcast Group to The Sandusky Radio Group for \$3.5 million. Seller is headed by John T. Lynch and also owns seven AM's and 10 FM's. Buyer is headed by Norman Rau and recently sold KRMX-FM San Diego for \$10.1 million ("Changing Hands," Aug. 5). Sandusky Radio, through subsidiaries, also owns KEGL(FM) Dallas-Fort Worth; KDKB(FM) Mesa (Phoenix), Ariz., and

## PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$4,430,393 □ 4

FM's □ \$4,140,000 □ 9

AM-FM's □ \$2,723,773 □ 3

TV's □ \$0 □ 0

Total □ \$11,294,166 □ 16

Year to Date:

AM's □ \$65,901,372 □ 210

FM's □ \$174,381,958 □ 221

AM-FM's □ \$194,884,681 □ 153

TV's □ \$926,654,200 □ 65

Total □ \$1,361,822,211 □ 649

For 1990 total see *JAN. 7, 1991 BROADCASTING.*

**KLSY-AM-FM Bellevue (Seattle-Tacoma), Wash.** Sandusky Radio is in process of divesting KLSY(AM) Bellevue to avoid multiple ownership rule violations. Buyer is subsidiary of Sandusky Newspapers Inc., publisher of four midwestern newspapers. KIXI has big band format on 880 khz with 50 kw day and 10 kw night. *Broker: Ray Stanfield & Associates.*

**WZAZ-AM-FM Jacksonville, FL** □ Sold by Thomas M. Baumer, transfer agent, to UNC Media Group Ltd. for \$2.025 million. Terms: \$200,000 cash at closing and \$1.825 million assumption of seller's liabilities. Seller has no other broadcast interests. Buyer is headed by Edward Dugger III and recently purchased WKKV-AM-FM Racine, Wis. Dugger is principal of UNC Ventures Inc., specializing in financing for minority-owned communications businesses. WZAZ(AM) is fulltimer with black format on 1400 khz with 1 kw. WZAZ-FM has urban contemporary format on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

**KGDD(AM) Paris, Tex.** □ Sold by Lamar County Broadcasting to Webster Broadcasting Corp. for \$561,893 cash. Seller is headed by Ray Eller and has no other broadcast interests. Buyer is headed by Charles L. Webster and has no other broadcast interests. KGDD has country format on 1250 khz with 500 w day and 95 w night.

**WXRS-AM-FM Swainsboro, Ga.** □ Sold by Crossroads Radio Inc. to Lacom Communication Inc. for \$448,773. Station is being repurchased by previous owner, who sold station last year for \$500,000 ("Changing Hands," Sept. 3, 1990). Terms: \$323,773.25 assumption of liabilities and \$125,000 cancellation of debt owed by seller to buyer. Seller is headed by Roy A. Thompson, and has no other broadcast interests. Buyer is headed by Owen L. Studstill and has interests in WXKO(AM)-WKXK(FM) Fort Valley, Ga., and WGLC-AM-FM Mendola and WXKO-FM Pana, both Illinois. WXRS has black format on 1590 khz with 2.5 kw day and 25 w night. WXRS-FM has country format on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

**KKHQ(FM) Odem, Tex.** □ Sold by Capi Spanish Broadcasting Inc. to Fulgham & Wood Communications for \$275,000 three-year promissory note at 10%. Seller is headed by Hector P. Gonzales and has no other broadcast interests. Buyer is headed jointly by William W. Fulgham

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August 30, 1991

## Davenport LTD, Partnership

has completed the sale of the assets of

### KLJB-TV

Davenport, Iowa  
to

Grant Communications  
and  
CitiCorp Venture Capital

The undersigned initiated this transaction on behalf of the seller and assisted in the negotiations and financing.

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(513) 791-8730



On hand for the contract signing of the sale of WMMO(FM) Orlando, Fla., for \$8.15 million ("Changing Hands," Sept. 16), to Granum Communications from Radio Orlando, are (l-r): Bob Poe, WMMO general manager; James E. Martin Jr., Radio Orlando managing general partner; George Reed, broker, Media Services Group; Michael Weinstein, Granum chief financial officer; Herb McCord, Granum president, and Peter Ferrara, Granum chief operating officer.

and William O. Woody. Fulgham owns KBRA(FM) Freer, Tex. KKHQ has Spanish format on 98.3 mhz with 3 kw and antenna 303 feet above average terrain.

WLNL(AM) Horseheads, N.Y. □ Sold by Lighthouse Broadcasting Co. to Love Church Ministries Inc. for \$256,000. Terms: \$15,000 cash at closing, \$80,000 10-year promissory note at 10% and \$161,000 assumption of seller's debts. Seller is headed by Paul E. Schumacher and has interests in WSJL(FM) Cape May, N.J., and WTCL(AM) Chattahoochee, Fla. Buyer is headed by James R. Pierce and

has no other broadcast interests. WLNL has religious format on 1000 khz with 5 kw day.

KZEY(AM)-KROZ(FM) Tyler, Tex. □ Sold by Hawthorne Broadcasting Corp. to Roger Whitehurst for \$250,000. Seller is headed by Buck Rogers and is owned 100% by PaineWebber Capital Inc., which is also licensee of KIKM-FM Sherman, Tex. Buyer is former Texas cable TV operator. KZEY has urban contemporary format on 690 khz with 1 kw day and 92 w night. KROZ has C&W format on 92.1 mhz with 3 kw and antenna 280 feet above average terrain. Broker: Norman Fischer & Associates Inc.

## BONDS FOR 'BULLETS'

In what is described as a first, the state of Israel is undertaking a public stock offering to co-finance production of second season of CBS late-night series *Sweating Bullets*, which will be filmed entirely in Israel. The second 22-episode order of the series will be partly financed by \$6.5 million raised by the public offering. The co-production, by DLIN Film Productions, Ltd. Partnership in Israel and Canada's Accent Entertainment Corporation, is distributed in the United States by Kushner-Locke Company. "As distributors in a rapidly changing marketplace, we must constantly explore new opportunities to satisfy the demand for product and for delivering that product in a manner which will prove profitable for all parties involved," said Peter Locke and Donald Kushner, co-chairmen, Kushner-Locke Company. Kushner-Locke will provide additional financing to the series. Post-production on *Sweating Bullets* will take place in Toronto. The recent 22-episode order from CBS brings to 44 the number of episodes produced of the show. Action series airs on Monday night at 11:30 p.m.-12:30 a.m.

# CLOSED!

WTXL-TV, Tallahassee, Florida from Tallahassee-27 Limited Partnership to Tallahassee Channel 27, Inc., affiliated with ET Broadcasting, Inc., F. Tracy Lavery and Elio Betty, Principals for \$5,350,000.

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## IN OUR 60TH ANNIVERSARY ISSUE,

Once in a decade an important issue comes along. This one took six decades. It's *Broadcasting's* 60th Anniversary Issue. We look at 60 years of incredible change, profile 60 of the most influential people in the business and ask what the next 60 years will bring.

We're also marking our 60th Anniversary with the creation of the *Broadcasting Magazine* Hall of Fame. On December 10th, we'll induct the first members. It's our way of honoring and remembering the people who have made broadcasting what it is today. And will be tomorrow.

# TO THE NEW WAVE...



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This special Anniversary Issue will be polybagged with the regular December 9th issue. It's one wave you've got to catch. Closing November 27th.

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# FOCUS ON FINANCE

Most media stocks were down for week in which general market averages were mixed in light movement. MSO stocks retreated slightly, following strong gains of two weeks ago, although ATC climbed for week ending Wednesday, along with stock of parent company, Time Warner. Gains were coincident with news that Time Warner may be near receipt of foreign equity investment (see "Top of the Week"). Several cable programming stocks showed gains including QVC

Network, which last week launched fashion channel, up 10%, and Turner Broadcasting, up 9%. Among group owners, News Corp. gain 6%, to \$18, while Gannett fell 7%, to \$37 3/4, and Multimedia slipped 5%, to \$24.

IDB Communications gained 8%, coincident with announced plans for two million-share secondary offering, while Microdyne jumped 27%, upon announced receipt of satellite tele-conferencing contracts.

Stock Index Notes: A-American, N-NYSE, O-NASDAQ, T-Toronto. 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 Oct 2	Closing Wed Sep 25	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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## BROADCASTING

A (BHC) BHC Comm.	55	5/8 55	1/8	1/2	00.91	-6	1,536
N (CCB) Cap. Cities/ABC	431		428		3	00.70	17 7,183
N (CBS) CBS Inc.	158	5/8 156	3/8	2 1/4	01.44	70	2,069
A (CCU) Clear Channel	13	3/4 13	1/4	1/2	03.77	1325	100
O (JCOR) Jacor Commun.	2		2		00.00	-2	24
O (OSBN) Osborn Commun.	5	1/4 6	3/4	- 1 1/2	-22.22	-9	48
O (OCOMA) Outlet Comm.	4	1/2 5	3/4	- 1 1/4	-21.74	-8	37
N (PL) Pinelands	14		13	3/4	01.82	-31	234
A (PR) Price Commun.		1/4	1/4		20.00		2
O (SCRIP) Scripps Howard	58		51		7	13.73	22 526
O (SUNNC) SunGroup Inc.		3/4	3/4		00.00	-1	1
O (TLMD) Telemundo	1	5/8 1	5/8		00.00		37
O (UTVI) United Television	27		27	1/4	- 00.92	2	296

## BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	29	1/2 30		- 1/2	- 01.67	22	561
A (AK) Ackerley Comm.	1	7/8 1	7/8		00.00	-1	28
N (AFL) American Family	23	1/2 23	5/8	- 1/8	- 00.53	15	1,927
O (ACCMA) Assoc. Comm.	17	7/8 17	7/8		00.00	162	667
N (CCN) Chris-Craft	27	1/8 26		1 1/8	04.33	9	663
O (DUCO) Durham Corp.	31	1/8 30	1/2		5/8	02.05	15 257
N (GCI) Gannett Co.	37	3/8 40		- 2 5/8	- 06.56	18	5,726
N (GE) General Electric	70	1/2 68	7/8	1 5/8	02.36	13	59,962
O (GACC) Great American	1	13/16 1	7/8	- 1/16	- 03.33		94
A (HTG) Heritage Media	2	1/2 2	3/4	- 1/4	- 09.09	-3	124
N (JP) Jefferson-Pilot	51	1/2 50	3/8	1 1/8	02.23	11	1,739
N (LEE) Lee Enterprises	22	1/8 22	1/2	- 3/8	- 01.67	11	518
N (LC) Liberty	41	1/4 42		- 3/4	- 01.79	13	329
O (LINB) LIN	72	7/8 74	1/2	- 1 5/8	- 02.18	-39	3,828
N (MHP) McGraw-Hill	50	7/8 52		- 1 1/8	- 02.16	15	2,549
A (MEGA) Media General	22	1/2 22		1/2	02.27	22	569
N (MDP) Meredith Corp.	27	3/8 26	1/2		7/8	03.30	14 445
O (MMEDC) Multimedia	24		25	1/4	- 04.95	18	874
A (NYTA) New York Times	22	1/8 22	1/4	- 1/8	- 00.56	31	1,719
N (NWS) News Corp. Ltd.	18		17		05.88	9	4,563
O (PARC) Park Commun.	15		15		00.00	17	310
O (PLTZ) Pulitzer Pub.	22	3/4 22	1/4	1/2	02.25	21	233
O (SAGB) Sage Bcsg.	1	5/8 1	5/8		00.00	-1	6
O (STAUF) Stauffer Comm.	117		117		00.00	39	117
N (TMC) Times Mirror	29	1/2 30	7/8	- 1 3/8	- 04.45	25	3,967
N (TRB) Tribune Co.	40	5/8 40	5/8		00.00	28	2,606
A (TBSA) Turner Bcstg. 'A'	17	3/8 16		1 3/8	08.59	-38	2,427

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N (WPO) Washington Post	208		212	3/4	- 4 3/4	- 02.23	17 2,526
N (WX) Westinghouse	22	1/8 22	1/2	- 3/8	- 01.67	41	7,055

## PROGRAMING

O (IATV) ACTV Inc.	2	1/8 2	1/8		00.00		1
O (AACI) All American TV	2	3/8 2	3/8		00.00		1
N (CRC) Carolco Pictures	5	7/8 5	3/4	1/8	02.17	18	166
O (DCPI) dick clark prod.	4	3/4 4	3/4		00.00	16	39
N (DIS) Disney	112	5/8 113	1/2	- 7/8	- 00.77	19	14,765
A (FE) Fries Entertain.		1/4	1/4		00.00		1
A (HHH) Heritage Ent.		7/8	15/16	- 1/16	06.67		1
N (HSN) Home Shop. Net.	6	1/8 6	1/8		00.00	-76	533
O (IBTVA) IBS		3/8	3/8		00.00	4	1
N (KWP) King World	29	5/8 28	3/4	7/8	03.04	12	1,089
O (KREN) Kings Road Ent.		1/4	1/4		00.00	-1	1
N (MC) Matsushita	121		116	1/4	4 3/4	04.09	13 241,827
A (NNH) Nelson Holdings		5/16	5/16		00.00		1
O (NNET) Nostalgia Net.		15/32	7/16	1/32	07.14		2
N (OPC) Orion Pictures	1	3/8 1	3/8		00.00		30
N (PCI) Paramount Comm.	37	7/8 36	7/8	1	02.71	28	4,338
N (PLA) Playboy Ent.	6	7/8 6	7/8		00.00	76	127
O (QNTXQ) Quintex Ent.		1/8	1/8		00.00		2
O (QVCN) QVC Network	17		15	1/2	1 1/2	09.68	-26 273
O (RVCC) Reeves Commun.	6	3/4 6	3/4		00.00	-6	85
O (RPICA) Republic Pic. 'A'	7	1/2 7		1/2	07.14	35	29
A (SP) Spelling Ent.	4	1/4 4	3/8	- 1/8	- 02.86	31	144
O (JUKE) Video Jukebox	3	1/2 3	3/4	- 1/4	- 06.67	-25	39
O (WONE) Westwood One	1	1/2 1	9/16	- 1/16	- 04.00	-1	23

## CABLE

A (ATN) Acton Corp.	4	1/4 4	1/8	1/8	03.30		6
O (ATCMA) ATC	49	3/4 47	3/4	2	04.19	40	5,207
A (CVC) Cablevision Sys. 'A'	30	3/4 31	3/4	- 1	- 03.15	-2	712
A (CTY) Century Comm.	9	7/8 10	1/2	- 5/8	- 05.95	-11	776
O (CMCSA) Comcast	15	3/4 16	1/4	- 1/2	- 03.08	-10	1,879
A (FAL) Falcon Cable	10	1/4 10	1/2	- 1/4	- 02.38	-5	67
O (JOIN) Jones Intercable	11	3/4 12	1/4	- 1/2	- 04.08	-3	146
N (KRI) Knight-Ridder	48	1/8 50	3/4	- 2 5/8	- 05.17	18	2,510
T (RCI.A) Rogers 'A'	11	1/2 11	1/2		00.00	-9	395
O (TCAT) TCA Cable TV	18		17	7/8	1/8	00.70	66 437
O (TCOMA) TCI	14	7/8 15	7/8	- 1	- 06.30	-23	5,595
N (TWX) Time Warner	85	82	5/8	2 3/8	02.87	-5	4,750
O (UAECA) United Art. 'A'	14	7/8 15	7/8	- 1	- 06.30	-13	2,228
A (VIA) Viacom	29	7/8 29	3/4	1/8	00.42	-41	3,487

## CHASE SELLING

Continued from page 53.

a price would be paid in today's climate.

It is a different story in Washington and St. Louis where Chase owns 40% of WTOF(AM)-WASH-FM Washington and KGLD(AM)-WKBQ(FM) St. Louis. The remaining 60% is held by a Sheet Metal Workers Union pension fund, and Chase may have a difficult time selling a minority interest in the properties. Of course, the pension fund may want to acquire the Chase share or sell its 60% holdings.

According to industry estimates, WTOF(AM)-WASH-FM would still be likely to command the close to \$70 million that Chase paid for it in 1989. The St. Louis properties, however, are not as successful and one estimate put their value between \$5 million and \$6 million. Until the issue of the pension fund is resolved, those stations may be a hard sell.

Chase said it has a letter of intent for its Stamford properties but declined to provide details as to price and purchaser. Brokers estimated the worth of the AM-FM combo at about \$3 million.

Chase purchased its first TV station, WPTY-TV Memphis, in June 1986. The group also owns WTIC-TV Hartford and KDVR-TV Denver.

Besides media, Chase also has interests in real estate, insurance, banking and manufacturing. -JF

## BOTTOM LINE

River City Broadcasting closed last week on its purchase of WTTV(TV) Indianapolis and its satellite, WTKK-TV Kokomo. Communications Equity Associates represented River City in the \$36-million purchase and arranged \$79 million in senior debt financing. River City's purchase of WTTV was facilitated by addition of the Bank of Montreal and Banque Paribas to its existing senior lending group of Bankers Trust Co. and Union Bank with Bankers Trust and Bank of Montreal serving as co-agents. River City owns four TV's and one FM.

Fries Entertainment Inc. said it will not make its semiannual interest payment on its 7.5% subordinated debentures due Oct. 1 and will exercise the right to use a 30-day grace period to make the payment.

The bonds have a face amount of \$24.9 million. Fries will also fail to make a required principal repayment to its bank, precipitating a cross-default and acceleration to today of all amounts due under its current \$29.5 million lending arrangement. A period of 30 days is available to Fries to attempt to cure this default as well. And the company's financing arrangements with Spectrum plc and a supplier will be in default in the event a default under the bank agreement or the bonds remains uncured at the end of any applicable grace or cure periods.

Orion Pictures Corp. said payment of approximately \$400,000 in interest on its 10% Subordinated Sinking Fund Debentures due 1999 would not be made at the expiration of the current grace period on Oct. 1, 1991, in view of the subordination provisions in such notes restricting the payment of interest.

Regal Communications Corp. has acquired Synchronal Group, an infomercial marketer/producer. The purchase price was about \$18.3 million, of which \$4.5 million was paid in cash and \$3 million in promissory notes. The balance of the purchase was in the form of two classes of preferred stock. For the fiscal year ended March 31, 1991, Synchronal had revenues of \$143.3 million and operating profit of \$2.7 million.

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### EQUIPMENT & MANUFACTURING

N (MMM) JM	91	3/8	91	3/8	00.00	15	19,628		
N (ARV) Arvin Industries	20	1/4	22	1/4	- 2	- 08.99	17	418	
O (CCBL) C-Cor Electronics	7	1/2	8	1/8	- 5/8	- 07.69	812	36	
O (CTEX) C-Tec Corp.	16	3/4	16	3/4	00.00	-21	275		
N (CHV) Chyron	9/32	9/32			00.00		3		
A (COH) Cohu	10	3/4	10	1/2	1/4	02.38	8	20	
N (EK) Eastman Kodak	42	7/8	42	1/2	3/8	00.88	20	13,791	
N (HRS) Harris Corp.	23	22	1/4	3/4	03.37	31	865		
N (IV) Mark IV Indus.	17	1/4	16	1/4	07.81	9	237		
O (MATT) Matthews Equip.	4	7/16	4	5/16	1/8	02.90	215	25	
O (MCDY) Microdyne	11	1/8	8	3/4	2	3/8	27.14	-11	36
N (MOT) Motorola	58	3/4	61	- 2	1/4	- 03.69	16	8,037	
A (PPI) Pico Products	1	3/4	1	3/4	00.00	- 2	6		
N (SFA) Sci-Atlanta	13	3/4	13	1/8	5/8	04.76	13	296	
N (SNE) Sony Corp.	40	3/4	40	3/4	01.88	19	13,543		
N (TEK) Tektronix	25	1/2	24	3/8	1	1/8	04.62	-22	711
N (VAR) Varian Assoc.	33	1/2	32	3/4	3/4	02.29	74	620	
O (WGNR) Wegner	1	13/16	3/16	23.08	- 2	5			
N (ZE) Zenith	5	5/8	5	5/8	00.00	- 2	163		

### SERVICE

O (AFTI) Am. Film Tech.	3	5/8	2	15/16	11/16	23.40	-9	31	
O (BSIM) Burnup & Sims	4	1/2	4	1/2	00.00	-13	56		
A (CLR) Color Systems	3	1/2	3	3/4	- 1/4	- 06.67	-5	42	
N (CQ) Comsat	35	1/8	34	7/8	1/4	00.72	-38	658	
N (CDA) Control Data	9	3/8	8	1	3/8	17.19	66	341	
N (DNB) Dun & Bradstreet	47	5/8	46	7/8	3/4	01.60	17	8,374	
N (FCB) Foote Cone & B.	25	1/2	25	7/8	- 3/8	- 01.45	12	283	
O (GREY) Grey Adv.	132	129	3	02.33	11	145			
O (IDBX) IDB Commun.	14	1/4	13	1/4	1	07.54	120	84	
N (IPG) Interpublic Group	45	1/2	47	- 1	1/2	- 03.19	19	1,729	
N (OMC) Omnicom	24	7/8	28	3/4	- 3	7/8	- 13.48	14	806
O (RTRSY) Reuters	49	5/8	50	1/8	- 1/2	- 01.00	17	21,742	
N (SAA) Saatchi & Saatchi	13/16	7/8	- 1/16	- 07.14	-1	1,358			
O (TLMT) Telemation	3/16	3/16	00.00	0					
O (TMCI) TM Century	5/32	5/32	00.00	-10	4				
A (UNV) Unitel Video	7	3/4	7	7/8	- 1/8	- 01.59	10	11	
O (WPPGY) WPP Group	2	3/4	3	- 1/4	- 08.33	1	129		
Standard & Poor's Industrials	458.49	458.50	-0.01	-0.01%					

# TECHNOLOGY

## BROADCASTERS, MILITARY AT ODDS OVER DAB AS WARC APPROACHES

*Disagreement over which band to seek for new aural service, S or L, hoped to be resolved before U.S. delegation leaves for Feb. meeting in Spain*

**W**ith the start of the World Administrative Radio Conference just four months off, the U.S. still does not have a position on what kind and how much spectrum to seek for digital audio broadcasting—the would-be successor to AM and FM radio.

The U.S. is hung up by a sharp disagreement between the military and commercial broadcasters over spectrum for DAB. The military wants WARC to allocate spectrum for DAB in the S band, around 2.5 ghz. Broadcasters, on the other hand, believe S band is unsuitable for the service and are demanding an allocation in the L band, more practical frequencies around 1.5 ghz.

Despite the apparent rigidity in positions, Jan Baran, who will be heading the U.S. WARC delegation as an ambassador, is confident the compromise can be worked out between now and Feb. 3 when the conference convenes for four weeks in Torremolinos, Spain.

"We are not going to be pointless, aimless and rudderless," Baran said. "It's a difficult issue that's going to have to be noodled some more. The U.S. does not wind up going to conferences like this with no agenda."

The consequences of failing to present a unified and firm front are troubling, Baran said. "In those instances where the U.S. has entered a WARC with either an unsupportable position or achieved one late in the conference," he said, "it lost ground and credibility."

For broadcasters, DAB is the critical issue at WARC '92. But for Baran, it is but one of many he and other U.S. delegates will have to cope with that are vital to other elements of the communications industries.

WARC '92, shaping up as the most far-reaching WARC since 1979, will also be tackling international allocations for shortwave broadcasting, land-mobile communications, mobile satellite communications, low earth orbit satellite communications (LEOsats) and HDTV satellite broadcasting.



U.S. delegation head Jan Baran

Under the aegis of the International Telecommunication Union, WARC's are held every several years to allocate spectrum on an international basis.

Countries are not bound by the decisions, but they try to hammer out agreements for the sake of international standardization and free and easy trade in communications equipment. Agreements involving the U.S. constitute treaties and, as such, are subject to ratification by the Senate.

The DAB dispute is the exception to the rule. The U.S., through months of meetings among government officials and industry representatives, has developed firm positions on other issues on the WARC agenda.

They include:

- More spectrum of shortwave broadcasting scattered throughout the high-frequency band. The spectrum is used by private, mostly religious, broadcasters interested in an international audience as well as the Voice of America and the Board of International Broadcasting's Radio Free Europe and Radio Liberty.

- Spectrum in the VHF band (on a shared-use basis) for low earth orbit communications satellites. The satellites would provide a mobile data communications service using low-cost transceiv-

ers.

- More spectrum in the 1-3 ghz band for mobile satellite communications, to meet the demands of a growing number of would-be service providers. With the spectrum, the likes of American Mobile Satellite Corp. and Motorola would launch satellites capable of providing a broad array of communications services in competition with conventional land-mobile services.

The U.S. is also preparing to resist some proposals being advanced by Western European countries. Chief among them are a proposal to set aside a significant piece of land-mobile spectrum for an international personal communications network (PCN) service and one to allocate spectrum for wideband HDTV satellite broadcasting. PCN is a mobile telephone service promising less costly transceivers than cellular telephone.

If there is a unifying theme to the U.S. positions, it is to keep all options open.

The FCC, on behalf of commercial broadcasters, and the National Telecommunications and Information Administration, on behalf of military and other government users, are attempting to work out their differences over DAB spectrum.

Walda Roseman, director of the FCC's Office of International Communications, shares Baran's optimism that some kind of deal will be struck.

The FCC and NTIA staffs have been exchanging information for the past few months, Roseman said. They will be sitting down in an attempt to resolve their differences within the next few weeks, she added.

The final word will come from the State Department, which relies on the FCC and NTIA for recommendations, but is ultimately responsible for setting and advancing the U.S. positions.

The military now uses the L and S bands for telemetry in testing aircraft—that is, for sending and receiving data



for aircraft in flight. It argues that DAB should be restricted to the out-of-the-way S band.

But, broadcasters argue, S band is unattractive for satellite DAB and potentially unusable for terrestrial DAB. If either service is to have a chance, they say, it will have to be at L band.

Ben Fisher, a member of the FCC industry advisory committee on WARC and a prospective member of the U.S. delegation, says allocating S band for DAB could increase the cost of implementing a satellite DAB service as much as five-fold. The satellites would have to be more powerful to overcome the poorer propagation of S band, he said. And S band may simply be infeasible for terrestrial DAB because of the line-of-sight nature of the higher S-band signals, he added.

To the dismay of some broadcasters and in contradiction to the L band recommendation of its industry advisory committee, the FCC last June recommended to the State Department that it seek spectrum for terrestrial and satellite DAB in the L and S bands. It offered no specifics on the split.

Fisher advocates the U.S. proposing to allocate L band and S band to both aeronautical telemetry and DAB on a "co-primary" basis. If other countries go along, he said, the debate over which of the co-primary services gets to use the bands would be deferred until after the conference.

The approach seems to fit Baran's maximum-flexibility philosophy. "I don't think we want to foreclose for the foreseeable future options on [DAB]," he said. "We don't know what the future is going to bring.

"The telemetry people are correct in arguing they should not be dislocated at great cost for an uncertain future technology," he said. "But at the same time, if that technology does become extremely commercial—economical—and technically feasible, we have to have some flexibility in the years ahead to accommodate both of those interests."

Even if the U.S. makes a clear pitch for a DAB allocation in the L band, either on an exclusive or co-primary basis, it is by no means certain it will get it. Although Canada and Mexico and other large countries of North and South America support an L band allocation, the European countries do not. They have their own plans for the band, Baran said.

Although the U.S. will be asking for more HF spectrum, it is not enough to sate current government and private users. The FCC's industry advisory com-

mittee on WARC planning recommended a total of 2,735 khz in several bands, but the FCC in its recommendation to State asked for just 1,325 khz.

George Jacobs, a Silver Spring, Md., consultant to private shortwave broadcasters, feels the FCC failed in its responsibility to private licensees, bending under pressure from government users to ask for less spectrum than needed. Without the FCC, he said, the private users "have no representation" in international allocation matters.

There has been some speculation that the VOA may try to circumvent normal WARC preparatory procedures by making an appeal for additional shortwave spectrum through the National Security Council. But Baran thinks an accommodation can be worked out within the executive branch without taking the matter to the NSC level. "I think we can resolve this thing among ourselves."

The U.S. will be asking for no additional spectrum for land-mobile communications services, believing the current allocation is adequate to meet future requirements.

But the U.S. is sour on a European proposal to allocate spectrum exclusively for an international mobile service, which will allow users to move from country to country with the same equipment and frequencies.

Such an allocation would lock the U.S. into a service that it is not yet sure it wants, said Baran. There are currently so many alternative global communications services, the U.S. feels it is unnecessary to reserve spectrum just for the "global roaming" capability, he said. What's more, he added, such a service would benefit only those relatively few people who travel internationally and do not have access to other types of telephone services.

The U.S. will also be working to turn back a European proposal to allocate spectrum in the 17 ghz band for wide-band HDTV satellite broadcasting. "We are not convinced we need such an allocation," said Roseman. With the use of compression techniques, she said, the U.S. believes it can accommodate the equivalent of broadband HDTV in the currently allocated DBS channels. —MAJ

## RECOGNIZING ENGINEERING EXCELLENCE

The National Academy of Television Arts and Sciences presented its 1990-1991 Technical Achievement and Scientific Development Engineering Awards at the Marriott Marquis Hotel in New York. The winners were, listed alphabetically:

- *Accom Inc.* for digital encoding from 525/625 analog and digital component to analog and digital composite.
- *Abekas Video Systems* for multilayer real time component digital video compositing technology.
- *Faroudja Laboratories* for techniques for minimization of NTSC artifacts through advanced encoding techniques.
- *The Grass Valley Group* for multilayer real time component digital video compositing technology.
- *Magni Systems* for development of test signals and measuring equipment for performance evaluation of component video systems.
- *Masahiko Morizono, Sony Corp.*, for technical vision and leadership in the television industry.
- *NEC* for pioneering work and implementation of data compression techniques for real time television transmission. It won a second award for CCD imaging technologies.
- *Matsushita Electronic Corp. (Panasonic)* for CCD imaging technologies.
- *Philips* for the development of digital audio technology leading to the compact disc.
- *Ramadec EPO Ltd.* for computerized robotic camera systems.
- *Sony Corp.* for outstanding achievement in scientific and technological development. It won a second award for CCD imaging technologies.
- *Telettra USA* for pioneering work and implementation of data compression techniques for real time television transmission.
- *Toshiba Corp.* for CCD imaging technologies.
- *T.S.M. Corp.* for the development and implementation of TV camera robotics systems.
- *Vinten Broadcast Inc.* for computerized Robotic Camera Systems.

# IN SYNC

## CHYRON BUYER

Chyron Corp. filed a plan of reorganization and a disclosure statement in bankruptcy court last week. Given approval by the court, Chyron's secured and unsecured creditors and its shareholders, PESA Electronica, S.A., Madrid, will invest \$10 million cash to acquire 81% in Chyron Group, including Chyron, DSC, Aurora and CMX. Shares held by present shareholders would represent the remaining 19% of the reorganized company.

PESA is an international supplier of broadcast equipment, systems and remote transmission trucks, with facilities in Madrid and Huntsville, Ala. Chyron builds and markets TV graphics, special effects, animation products and computer-assisted TV and audio editing systems. PESA last year acquired 3M's Broadcast and Related Products businesses.

Chyron Chairman and Chief Executive Officer Alfred Leubert said he is confident approvals will be obtained and that the reorganization will be consummated before the end of 1991.

## LPTV REPLY

In reply comments filed with the FCC last week, the Community Broadcasters Association (CBA) denied allegations that low-power television stations are seeking to upgrade their secondary status or impede the introduction of high-definition television. According to the CBA, members of the National Association of Broadcasters, Maximum Service Television Inc. and the Association of Independent Television Stations "must feel terribly threatened by competition from locally programed LPTV stations, considering the effort they put into opposing" the CBA's petition to amend LPTV rules.

Arguing that neither its members' secondary status nor HDTV is "on the table," the CBA asserted: "What this proceeding is about is that a significant number of community television stations want regulatory albatrosses removed from their necks in the form of the name of a service [low-power TV] that implies inferiority, a call-sign format that

the public and the advertising industry do not understand and an artificial power limit that can be changed without in any way changing current interference standards."

## EXHIBITOR IMPACT

More than 80% of decision makers plan to buy products or services in the next 12 months as a direct result of exhibits at the National Association of Broadcasters convention in Las Vegas last April, according to an NAB Research and Planning study released last week.

Among other findings in "NAB '91 Convention Exhibits: Impact Assessment":

- Nearly 30% of decision makers polled said their companies purchased exhibitor products while at the convention.

- 55.5% of buying decisions were made during, not before, NAB '91.

- Nearly 30% of product purchases were in excess of \$100,000 and 46.2% were in excess of \$50,000; 3.3% of purchasers spent more than \$1 million each.

- Decision makers visited an average 137 exhibit booths, and nearly 90% engaged in comparison shopping at the show.

- Nearly 50% of decision makers plan to spend more than \$100,000 in the next 12 months; 66% plan to spend more than \$50,000; nearly 40% estimate spending between \$101,000 and \$1 million, and 8.5% intend to spend in excess of \$1 million.

- Nearly 12% made purchases on-site without previous intention, and nearly 40% now plan purchases over the next 12 months that they had not planned prior to the convention.

## NEW TIMES, NEW NAME

Sony Magnetic Products Group of America has changed its name to Sony Recording Media of America. "Recent Sony advancements in high-density storage technology, including a new generation of magnetic and optical media, have enabled us to diversify our product lineup to enhance our leadership position in the years to come," said Shin Takagi, president and chief operating officer

for Sony Recording Media. "Our new name better communicates Sony's commitment to expanding the marketplace in all these important market segments."

## LASER LINK

Optical Networks International and AT&T have donated a Laser Link II transmitter and receiver for use at Cable Television Laboratories in Boulder, Colo. Cable Labs will use the ONI equipment to deliver simultaneous digital and analog signals over a simulated hybrid fiber and coaxial cable system. Signals will be run through 5 dB of AT&T's depressed clad, single-mode fiber to a Laser Link optical interface, then sent through an eight-amplifier AM cascade.

## (NON)MERGER MERGER

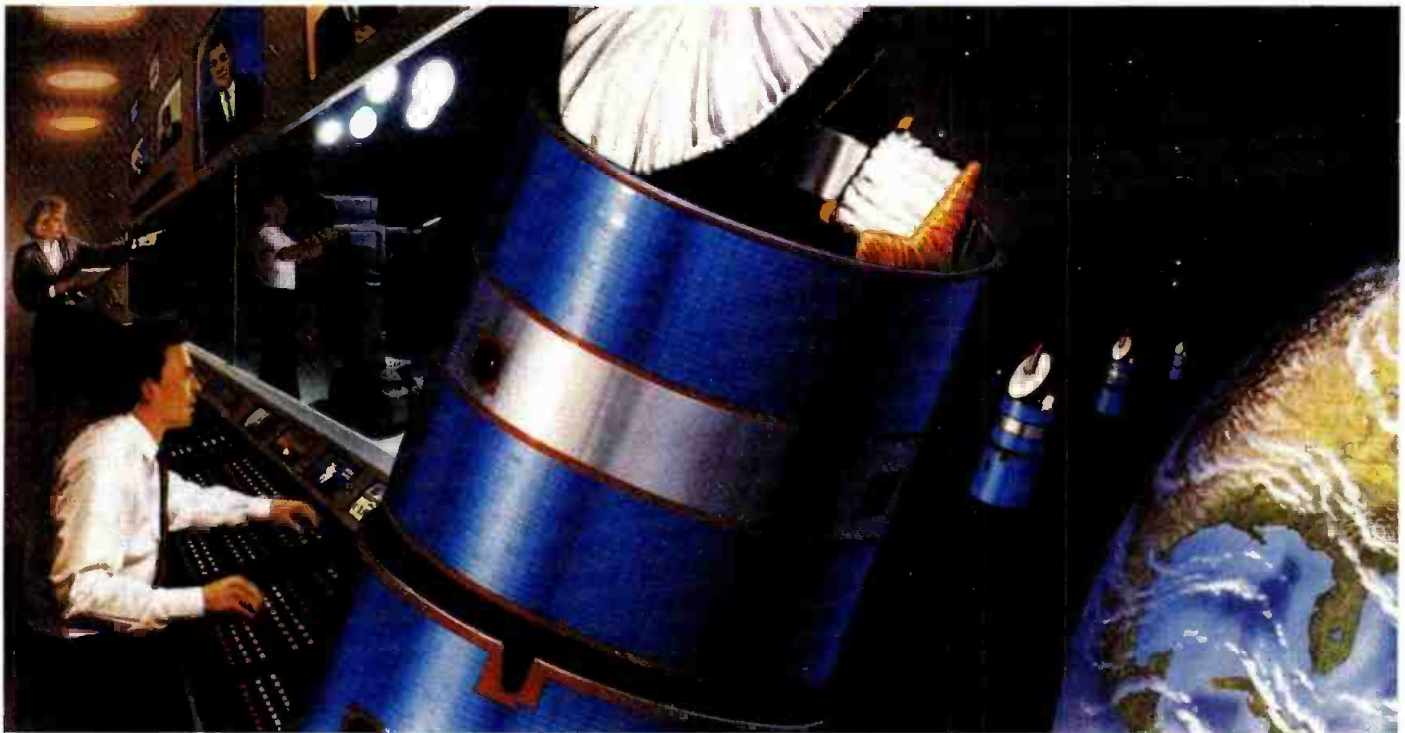
The Cable Ad Channel System (CACS), owned by NuCable Resources Corp., has entered "a strategic development, marketing and support agreement" with Com/Tech Communications Technologies Inc., a specialist in combining digital and analog video. By terms of the agreement, Com/Tech assumed liability for CACS affiliate contracts last Tuesday (Oct. 1) and will implement "technical enhancements" in the CACS still-frame system for local advertising. However, CACS ownership will remain with NuCable, which said 250 cable systems have purchased CACS equipment since its introduction in 1986. NuCable said it will redirect its focus to its newer Advertising Deliver Delivery Network, which downloads commercials to cable systems via satellite, tagging them with system-specific audio and video.

## VIEWER FEEDBACK

Advanced Research Services (ARS) of Dallas is offering to local radio and TV news directors and ad managers, and to national programmers, an audience research technology that combines computer-generated questionnaires and audio responses from viewers or listeners. ARS clients can play back stored, catalogued digital audio responses in the respondents "own words...as well as the emotion with which it was delivered."



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# SATELLITE

## FOOTPRINTS

**Split interpretation.** Comsat and Pan American Satellite applauded a decision issued last week by the U.S. Court of Appeals for the Second Circuit, New York. Each said its stance in a two-year-old Pan Am Sat antitrust suit against Comsat (dismissed in September 1990 by the U.S. District Court for the Southern District of New York) was confirmed by the appeals court.

According to Pan Am Sat and its parent Alpha Lyracom Space Communications, the court found that some Comsat actions are not immune from antitrust enforcement, ruling last Monday (Sept. 30) that Pan Am Sat's original complaint contained "allegations of anticompetitive conduct by Comsat in its separate role...as the sole provider of access to the global satellite system to U.S. communications carriers." The decision, said Pan Am Sat, gives it a green light to amend and renew its suit.

Comsat, conceding that the appeals court allowed Pan Am Sat "to file an amended complaint [and] proceed only with the few minor allegations that are limited to Comsat's role as common carrier," said it "is extremely pleased with the decision" since it confirms that "Comsat is not subject to antitrust liability in its role as the designated United States Signatory to Intelsat."

**Westwood (and Satcom K) One.** Westwood One reached a long-term agreement with GE Americom for single-channel-per-carrier backhaul capacity aboard Americom's Ku-band Satcom K-1 satellite. Effective immediately, Westwood programming delivered via GE's Digital Audio Transmission Service will be backhauled via K-1 to Americom's Vernon Valley, N.J., antenna farm for uplinking to Westwood One Radio Networks, the NBC Radio Networks and Mutual Broadcasting System affiliates via Americom's C-band bird, Satcom C-5.

**Bugs, Daffy and SkyPix.** Warner Bros. and SkyPix Corp. reached a long-term, nonexclusive agreement by which Warner will provide the 80-channel Ku-band satellite-to-home television service with pay-per-view movies.

Edward Bleier, president of Warner Bros. Pay TV, Animation and Network Features, confirmed that the contract will give SkyPix access to new theatrical releases, special live events and to Warner's library, including Looney Toon cartoons.

Said Bleier: "We try to encourage all technologies, and, obviously, we think highly of the multiplex format."

SkyPix, which, two weeks ago, gained a commitment from Mitsubishi International Corp. to finance manufacture of its proprietary compressed digital video consumer satellite receivers, expects to offer up to 200 movies per day, including a choice of top box office releases every 30 minutes.

"The combination of excellent first-run titles and the wide selection of other titles from the Warner Bros. library, coupled with SkyPix's multichannel capability, will enhance a SkyPix programming format that combines a wide variety of consumer choices with the convenience of in-home ordering," said Harry Bernstein, senior vice president for programming for SkyPix, which now claims such agreements with 35 Hollywood and independent studios.

**Comments invited on low-orbit spectrum.** By this week or next, the FCC will invite industry comments on its recommendation that proposed low Earth orbit (LEO) satellite services be allocated four segments of the VHF and UHF spectrum.

In response to petitions for rulemaking by Orbital Communications Corp., Starsys Inc. and Volunteers in Technical Assistance, the commission has proposed allocating frequency bands 137-138, 148-150.05, 399.9-400.05 and 400.15-401 mhz. In addition to acknowledging "the perceived need for data messaging and radio determination operations and the apparent willingness of the petitioners to invest," the FCC said the proposed allocation is consistent with U.S. proposals for the World Administrative Radio Conference next February.

The petitioners, as well as other companies, propose to use satellites placed at 650-1,250 miles altitude to provide messaging and position determination services to businesses and consumers. One of those companies, Washington-based Leosat Corp., plans to inaugurate services in early 1993. The Leosat data terminal, designed to provide real-time, two-way messaging, would be priced at about \$75.

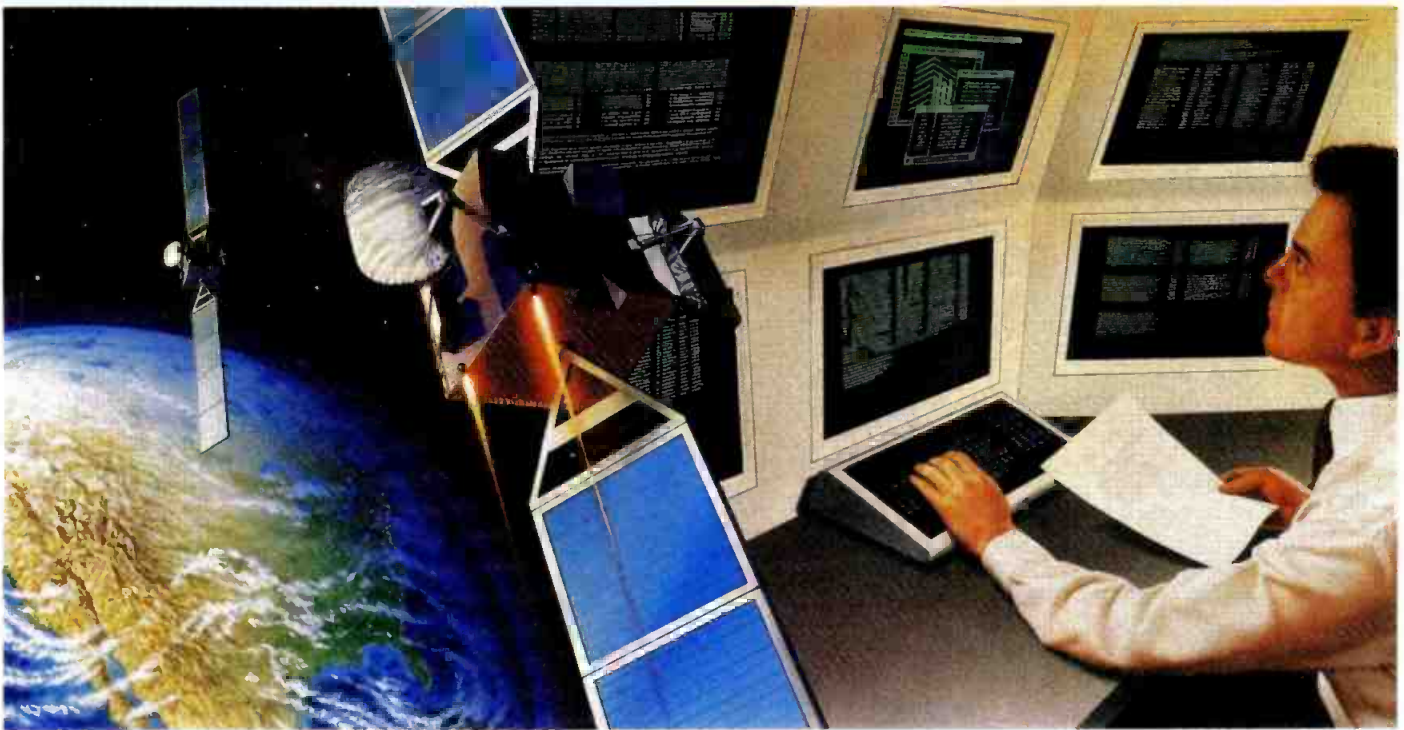
Starting from the date on which the notice of proposed rulemaking appears in the Federal Register, interested parties will have 60 days to file comments and an additional 30 days for replies.

**Europe sees CNBC.** CNBC has contracted BrightStar Communications to deliver three of its regular programs to Super Channel in London each weekday. With its own full-time Intelsat capacity over the Atlantic Ocean, BrightStar began daily feeds (4:30-4:45 p.m. and 8:25-9:25 p.m. ET) of CNBC's *Market Wrap* coverage of Wall Street (live) and of *Business View* and *Business Insiders* (tape delayed) on Sept. 20. NBC holds 37% interest in BrightStar parent Visnews and owns 100% of CNBC.

**Swahili by satellite.** The Kenya TV Network has reserved one audio channel aboard the AfriStar 1 satellite, proposed for launch in late 1993 or early 1994 by Washington-based Afrispace. "The AfriStar 1 satellite should provide us with an excellent ability to reach every part of Kenya with a digital quality signal," Jared Kangwana, chairman of the Kenya TV Network, said in a prepared statement. "We are also looking forward to the opportunity for a channel dedicated to Swahili culture in our region of Africa." Afrispace said the reserved beam will allow the Kenya TV audio service to reach \$100 portable, hand-held Starman radios (designed by Washington-based Marcor Inc.) "in every part of East Africa."

**Ku-mpression.** Primestar Partners has issued a request for video compression system proposals. The mid-power Ku-band direct satellite broadcasting service aims to choose a vendor by January 1992 and to introduce a compression sidecar for its existing Scientific-Atlanta Primestar receivers, as well as begin manufacture of consolidated receiver-decompressors by the end of 1992. Primestar currently offers a total of 11 superstation, basic and pay-per-view services via Satcom K-1.

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# WASHINGTON

## MMDS LOTTERY MAY BOLSTER CASE FOR AUCTIONS

*Thirty-five licenses awarded in 22 states; opponents say procedure is too costly*

**D**reams of small fortunes were kept alive for a select few last Wednesday (Oct. 2) when the FCC held a lottery for MMDS licenses, but whether those dreams become financial reality in the near future depends, many believe, on what the new licensees do with their windfall.

Ping-pong balls determined the destination for approximately 35 E or F channel MMDS licenses in 22 states, and later this month, the FCC will hold a second lottery for an additional 100 or so licenses.

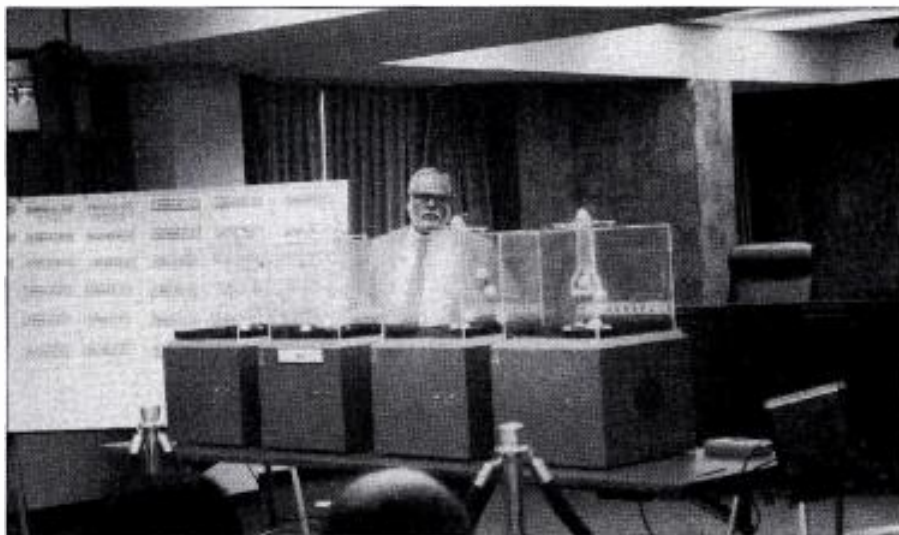
Although MMDS has become synonymous with the term "wireless cable," a single MMDS license (four video channels) does not add up to a wireless cable system. Such a system relies on eight MMDS channels (E and F) in conjunction with MDS, ITFS and OFS channels to provide over 30 channels of programming to consumers' homes.

Although winning settlement groups have much to be happy about, their worries are far from over. Because it is believed by many inside the FCC that the lottery process has been abused and that speculators have descended onto the wireless bandwagon to virtually everyone's detriment, the FCC will examine each group to determine if the partnership was formed prior to a public notice listing all the accepted applicants. That would violate long-standing commission policy.

Also, attorneys for the Federal Trade Commission were on hand last week, and it is said they will look into each winning settlement group to see if any federal security laws may have been violated as well as to determine if those in settlement groups were led by third parties to believe that a sale of the newly won license would result in a substantial return on their investment.

"We don't have jurisdiction over the people who are causing the problems, but we're trying to close as many of the holes as possible," said the FCC's Diane Hofbauer, special assistant for licensing oversight.

Many agree that whatever fortunes are



Settlement groups won most of the MMDS licenses at the FCC's lottery last week. The FCC's Charles Gratch, above, chooses the winning numbers for Anniston, Ala.

awaiting last week's winners will be made by those who build and operate a system, not by those hoping to cash in on a sale of the license. Unlike cellular phone licenses that occasionally change hands for millions of dollars, four-channel MMDS licenses in small- and medium-sized markets often sell for only thousands of dollars.

For some lottery participants, especially those in settlement groups, selling the license may not recover the costs. In Savannah, Ga., for example, the MMDS license won last week by Rochester Grand Alliance Partnership, a settlement group composed of 29 applicants, has been estimated to be worth between \$40,000 and \$85,000. Each of the applicants, it is believed, has spent between \$2,000 and \$5,000, exclusive of settlement costs, yet a sale of the license for the top price would mean slightly less than \$3,000 for each applicant.

The Savannah example illustrates other problems in the lottery system that advocates of spectrum auctioning and FCC process reform are likely to seize on at upcoming spectrum-management hearings on Capitol Hill. More than 430 applicants spent over a million dollars

for a chance at a license worth no more than one-tenth of that. The FCC received processing fees for the applications, but, because of the backlog created by the thousands of applications for the 35 licenses, the agency may not have recovered its costs.

Along with FCC Chairman Alfred Sikes, who has been an auction proponent since his days at the National Telecommunications and Information Administration, there is also support for auctions on the Hill from Republicans on various telecommunications committees.

Auctions aside, Sikes has been under fire from House Energy and Commerce Committee Chairman John Dingell (D-Mich.) for problems caused in other lotteries, including land mobile, by so-called application mills. Dingell is particularly concerned that the FCC has not done enough to prevent the flood of applications that the mill rained down on the FCC. It's too early to tell if last week's winners were the product of the mills, but that the vast majority of licenses were won by settlement groups is likely to increase congressional scrutiny on the process in particular, and the FCC in general.

-PJS



# Broadcasting

## FALL FORECAST

### OCTOBER



**OCTOBER 28**

**TV Technology**

Bonus Distribution: SMPTE

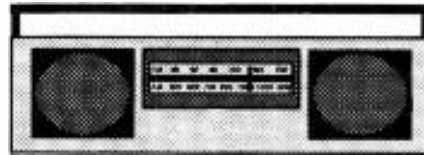
Ad Deadline: *October 18*

### NOVEMBER

**NOVEMBER 11**

**Radio Business, Sales and Marketing**

Ad Deadline: *November 4*



**NOVEMBER 18**

**Cable Television**

Bonus Distribution: Western Cable Show

Ad Deadline: *November 8*

**NOVEMBER 25**

**All-Sports Special**

Ad Deadline: *November 18*



### DECEMBER



**DECEMBER 2**

**Hispanic Television**

Ad Deadline: *November 25*

**DECEMBER 9**

**60th Anniversary Special**

Polybagged with regular issue

Ad Deadline: *November 27*



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# QUELLO URGES LENIENCY IN OVERCHARGE CASES

*Commissioner says difficulty in interpreting lowest unit charge hinders broadcasters*

**T**he FCC should not impose "harsh penalties" on broadcasters for overcharging candidates for campaign spots if the broadcasters can demonstrate they "earnestly tried" to comply with the law or "inadvertently erred," FCC Commissioner James Quello told a group of broadcasters in Louisville, Ky., last week.

Quello, in a speech before the Kentucky Broadcasters Association and the American Women in Radio and Television, said leniency is warranted because of the difficulty broadcasters and the FCC have had in interpreting the so-called lowest-unit-charge law requiring broadcasters to provide commercial time to candidates at their most favorable rates for each class of time.

In hopes it will help broadcasters comply with the law, Quello endorsed the FCC's current effort to write new guidelines outlining broadcasters' obligations. "To the extent we have added to the confusion it is incumbent upon the FCC to help clear things up," he said.

The FCC audited 30 radio and television stations in July 1990 to gauge their compliance with the law, and is in the final stages of determining what actions should be taken. "As I understand it, [the] vast majority of stations will be found to have been in compliance," Quello said. "To whatever extent the [Mass Media Bureau] finds what it believes are some violations, the stations will be given an opportunity to respond to specific allegations...."

Quello also said the agency should declare exclusive jurisdiction over enforcing the law to pre-empt candidates who have been suing stations around the country for alleged overcharges.

"Congress established the FCC as the expert agency responsible for overseeing this complex area," said Quello. "Not only that, if the lowest-unit-rate provision is to have any coherent meaning at all, it cannot be subject to differing interpretations in the courts of 50 states."

The FCC declaratory rules would save the FCC the trouble of re-explaining its position in each case, Quello said. "Also, if the ruling is appealed, as I expect it would be, the review would probably take place in the D.C. Circuit, the court most familiar with our rules," he said.

On other topics:

Quello said he supported legislative efforts to give broadcasters retransmis-

sion rights to television stations—that is, the right to deny cable systems the right to retransmit their signals or, put another way, to charge them for the privilege.

However, the right should be tempered by "practical guidelines," Quello said. "The main problem could be administering complex regulations for the rural or small markets where cable provides the primary TV service," he said.

Quello also said he agreed with the provision of the proposed legislation giving broadcasters the option of choosing must carry over retransmission consent rights. Under must carry, cable systems would be obliged to carry the station.

Quello also endorsed, in essence, FCC Chairman Alfred Sikes's "video dial tone" proposal. He said he agrees that telephone companies should be allowed to build and operate integrated data, voice and video networks "without the necessity of requiring phone companies to obtain local permission or a local franchise.

"I also agree at this time that phone companies should act as common carriers and not be allowed to provide or produce TV programming," Quello said. "To me the key question is, will telco entry be a boon or deterrent to the all-important universal free over-the-air TV service to all Americans?"

—MAJ

## WALL STREET PANS CABLE REREG BILL

*Sandler Capital partner says retransmission consent would backfire on broadcasters, advises cable to concentrate on universal service*

**T**he Senate's cable reregulation bill (S. 12) with its controversial retransmission consent provision will harm the broadcast industry more than help it, according to Wall Street analyst John Kornreich, general partner, Sandler Capital Management, New York. He gave the legislation no chance for passage into law.

"Wall Street's view is that this is a total disaster. It would cut off the programming. It would cut off technology implementation. There's nothing good about it," Kornreich said in a speech to the Washington Metropolitan Cable Club last Monday (Sept. 30).

"If the broadcasting industry were to be silly enough to actually succeed in getting retransmission consent, the local cable operators will say to the TV stations in the market: 'I'll carry the number-one news and I'll carry the guy with the best sports, but I can become an affiliate of the other network and the third affiliate is bypassed,'" he said. "If it did happen, it would probably backfire on the broadcasters." In the unlikely event of cable re-regulation passage, Kornreich predicted the final product will be a compromise bill the cable industry can live with.

Kornreich's advice for the cable industry: "Seek universal service. I think the industry, once it gets to a 70% [penetration] level, should move to place cable in every home in the country without charge." He proposed free installation of the cable drop in all remaining noncable homes, along with free transmission of local broadcast signals to all homes. Universal access to cable would increase the marketability of basic, pay and pay-per-view services, he said.

"This would, I think, also play very well in Congress," he said.

In spite of the current political battles between broadcasters and cable, greater cooperation between the industries will be a trend over the next five years. It has already begun, Kornreich said, with ventures like ALLNEWSO, the 24-hour local news service in the Washington area that Allbritton Communications (owner of WJLA-TV Washington) is scheduled to begin today (Oct. 7). Katz Communications, a broadcasting rep firm, has been hired to represent ALLNEWSO. "I think you're going to see more of these overlaps that are in everybody's interest," Kornreich said.

Kornreich also gave an analysis of the general direction various media will take

as they emerge from the current recession. "The worst is over," he said.

Over the next five years he projected 5%-6% growth rates for radio and TV stations, TV networks and magazine publishers. Cable will grow at about a 3% rate over that period but will emerge as the only media that experienced significant growth during the recession.

Growth in the theater business will be flat due to the impact of pay per view.

"The ones that will bounce back the most will be the ones that are best situated with strong franchises," such as TV stations with the dominant news departments in their markets and newspapers with the highest penetration in their communities, Kornreich said.

The regional Bell operating companies' entry into the cable business will come over the next five years. "I think the cable industry understands that long-term there is an inevitability of telco entry," he said. But it may be a limited entry that will lead to telco-cable joint ventures rather than increased competition. -RMS

## GOOD TIMES FOR MINORITY BUYERS, NBMC TOLD

*Tough financial times yield affordable properties, group owner Ragan Henry says*

**D**espite a sluggish economy and tough financial climate, this is nevertheless a good time to be a minority entrepreneur, said radio group owner Ragan Henry at a panel held during the 18th annual National Black Media Coalition convention in Washington last week.

Newcomers can acquire stations "at the expense of someone else," Henry said, since many stations are selling at distress prices. Once the buyer identifies a property, "an entrepreneur can make a deal with a finance company with a small down payment and proof of sufficient working capital and assume all or part of the note," he said.

Henry suggested that, for financing, entrepreneurs consider a more traditional source than financial institutions, i.e., friends and family.

"The list of well-known broadcasters who are in trouble would shock you," Henry said. "Banks have learned not to foreclose.... What [the banks] are doing is keeping the entrepreneurs on the job by discreetly shopping the properties around. In many cases people you think are secure are being dictated to by their banks.

"Broadcasting has always been up 7 to 13% in terms of annual sales," Henry said. "We've hit a year where it's 4%—that exposed the weak entrepreneurs who couldn't make it because inflation was covering up and allowing them to make the interest payments."

Another panelist, Frank Milton, president of WLBT-TV Jackson, Miss., said those interested in owning broadcast stations should first learn the business from the inside. "Get with a well-run company and learn the dynamics," he said.

Milton said he became an owner because he didn't like the way stations were doing business and the way they treated their employees. He attributes his success to hiring good people and allowing them to do their jobs. "There's a stage where you have to let the ego set



Mal Goode, the first black network news correspondent, was honored last week in Washington by the National Black Media Coalition. Media notables who came to salute the dean of black journalists and former ABC News correspondent were, from left, 'Prime Time Live' co-anchor Sam Donaldson, honoree Mal Goode, WUSA-TV news anchor Maureen Bunyan and '60 Minutes' correspondent Ed Bradley.

aside and focus on two things: what's best and what's right. You find out what your niche is and stay within that area,

and get other people who are competent in sales, engineering and news and let them run those areas." -MLB

### MATTER OF CONTROL

**T**he FCC Mass Media Bureau is investigating control of National Minority TV Inc., which is seeking to buy WTGI-TV Wilmington, Del., from Delaware Valley Broadcasters for \$4 million. FCC rules prevent ownership interest in more than 12 stations unless they are minority controlled. In the letter to the National Media counsel, the FCC has questions concerning the role of Paul Crouch, Phillip Aguilar and P. Jane Duff. Crouch, who is white, is president, director and 33% voting shareholder of National Minority as well as president of the Trinity Broadcasting Network, licensee of 12 commercial TV's. If Crouch has actual control of National Minority, grant of the sale would be "inconsistent" with the rules, the FCC said.

### PIRATES CAPTURED

**T**he FCC field office in Dallas has shut down two pirate radio stations broadcasting from residences in West Odessa, Tex., after a raid. Among the four arrested are Tom Barnes and Mark Chanez, both 27, who identified themselves as a Pirate Radio Network and operated on 95.1 mhz and 107.7 mhz. The stations used call signs KROX and KFRE, assigned to AM's outside Texas. The offense carries criminal penalties of up to one year imprisonment and up to a \$100,000 fine.



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# JOURNALISM

## OFFICIALS DISCUSS TV'S IMPACT ON GULF WAR

**T**elevision had little impact on President Bush's policy decisions during the Persian Gulf War and the months leading up to it, but was a factor in the administration's execution of its policy goals.

Key decisions to send U.S. troops to the Gulf, to begin the bombing of Iraq on Jan. 15 and to begin the ground war a month later were made with little consideration for the effect they would have on television newscasts, two administration officials said during the "Conference on Television and the Gulf War: The Impact on Strategy and Decision Making" in Washington, sponsored by the Johns Hopkins Foreign Policy Institute and the Annenberg Washington Program.

"Television was hardly being mentioned at all" in White House and Pentagon policy meetings, said Paul D. Wolfowitz, undersecretary of defense for policy, who attended most of those meetings both in Washington and in the Middle East during two pre-war trips there with Defense Secretary Dick Cheney.

But once the decisions were made, "television was the chief tool for selling our policy," said Richard N. Haass, special assistant to the President and senior director for Near East and South Asian affairs on the National Security Council. Bush's efforts to form a multinational force against Iraq "would not have succeeded without television," he said.

The Bush administration also tried to use television as a diplomatic channel to Iraq. "For Saddam Hussein, we were conscious that television was one of the few ways to get any message to him directly, not just because diplomatic channels were largely blocked, but because you couldn't have any confidence that any of his subordinates could convey a message exactly as it was conveyed to them," Wolfowitz said. "No one wants to spread bad news in that system."

But TV diplomacy was often not enough. Hussein was convinced going into the war that U.S. air power would be insignificant strategically, as it was in Vietnam. "We did try to get some coverage on CNN about position-guided



The public is ready to see the Pentagon's videotape of the lopsided coalition victory in the ground war with Iraq, said Ed Turner, CNN executive vice president.

munitions to get the message across that air power in this theater with our technology would be something they never encountered before. We obviously failed in that regard," Wolfowitz said.

Haass identified nine policy milestones marking key decisions before, during and after the Gulf War. Television had nearly no impact on five of the nine, he said. "It did not play a role in our pre-Aug. 2 [1990] policy" and did not hasten the timing of troop deployments a few days after the Iraqi invasion of Kuwait. Other than the final deliberations and vote of United Nations Resolution 678, in which Iraq was given a Jan. 15 deadline to leave Kuwait, "the whole UN process was not really fought out on camera," Haass said. The decisions to start the air and ground wars were also made without regard to how they would play on TV.

Televised coverage of the congressional debates over whether to give Bush the authority to use force in the Gulf had some, "but not decisive," impact on events, Haass said. The coverage did perhaps increase Congress's pace toward the final vote.

TV had more of an impact on how the war was carried out. Both Haass and Wolfowitz said the images of the bombed bunker in Baghdad in which

several civilians died led coalition bombers to be more careful to avoid hitting civilian targets.

The decision to end the ground war was not based on television, but the pictures of rapid coalition advances and surrendering Iraqi soldiers made the decision easier. "I think there was a little concern that, if you will forgive the football phrase, we were piling on," Haass said.

That "piling-on" impression might have been greater had the Pentagon released more of its own video footage of the battles. Only a few examples of the air war—almost all of them showing direct hits—were released during the conflict.

"The fact of the matter is that you have not seen the ground war yet. You have not seen videotape and you have not seen still pictures. That footage exists, thousands and thousands of feet of it, on tape and film and still pictures in the Washington area and may be released by 1994," said Ed Turner, CNN executive vice president. "There is no doubt but that for some, the display of this videotape could undermine the will to pursue this kind of foreign policy. However, war is the public's business. The viewers are grown-ups. They really can take bad news."

In the aftermath of the failed attempt by Kurds and Shiite Muslims to overthrow Hussein after the ceasefire, "television probably had the greatest impact," Haass said. The vivid pictures of beaten rebels and starving refugees forced the administration to speed its relief program and eventually use the military to carve out a secure region for the Kurds in Northern Iraq, he said.

Television inadvertently helped contain the scope of the war. Both U.S. and Israeli military analysts had doubts about the effectiveness of the Patriot missile system in defending against Iraq's Scud missiles. Those doubts were erased by TV pictures beamed to a global audience. The Patriots "worked beyond any of our imaginations.... I think that demonstration of Patriot effectiveness [shown to Israeli TV viewers] played a role in Israel's decision to stay out of the war," Wolfowitz said. —RMS

# FOR THE RECORD

As compiled by BROADCASTING from September 30 through October 4 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

- **WZAZ-AM-FM Jacksonville, FL** (AM: BAL910910GW; 1400 khz; 1 kw-U; FM: BALH910910GX; 92.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Thomas M. Baumer, transfer agent, to UNC Media Group Ltd. for \$2.025 million. Seller has no other broadcast interests. Buyer is headed by Edward Dugger III and UNC Media Group Ltd. (100% VS), and recently purchased WKKV-AM-FM Racine, WI. Filed Sept. 10.
- **WXRS-AM-FM Swainsboro, GA** (AM: BAL910827GU; 1590 khz; 2.5 kw-D; 25 w-N; FM: BALH910827GT; 103.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Crossroads Radio Inc. to Lacom Communication Inc. for \$448,773. Seller is headed by Roy A. Thompson, and has no other broadcast interests. Buyer is headed by Owen L. Studstill, and has interests in WXKO(AM)-WKXK(FM) Fort Valley, GA, and WGLC-AM-FM Mendola and WXKO-FM Pana, both Illinois. Filed Aug. 27.
- **KLSN(FM) Jefferson, IN** (BALH910906GV; 98.9 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from Lyon Company Inc. to Breakthrough Broadcasting Ltd. for \$90,000. Seller is headed by Jack J. Lyon; he has 33.3% interest in assignee. Buyer is headed by Van G. Harden, and has no other broadcast interests. Filed Sept. 6.
- **KABI(AM)-KSAJ-FM Abilene, KS** (AM: BAL910912EC; 1560 khz; 250 w-D; FM: BALH910912ED; 98.5 mhz; 100 kw; ant. 443 ft.)—Seeks assignment of license from KABI Inc. to Eagle Broadcasting Co. Inc. for \$650,000 ("Changing Hands," Sept. 16). Seller is headed by Norton Warner, and also owns KRLN-AM-FM Canon City and KSTR-AM-FM Grand Junction, both Colorado, and KWBE(AM) Beatrice and KLIN(AM)-KEZG(FM) Lincoln, both Nebraska. Buyer is headed by John K. Vanier II, and has no other broadcast interests. Filed Sept. 12.
- **WSEQ(FM) Reidland, KY** (BAPH910913GO; 106.7 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of CP from Ladon Broadcasting Co. Inc. to WMOK Inc. for \$100,000. Seller is headed by Thomas S. Massie, and has no other broadcast interests. Buyer is headed by Gary G. Kidd, and is licensee of WMOK(AM)-WREZ(FM) Metropolis, IL. Kidd and Michele M. Kidd each own 25% of voting stock of permittee of new FM at Lutesville, MO. Filed Sept. 13.
- **WPRG(FM) Bar Harbor, ME** (BAPH910913GP; 99.1 mhz; 10.5 kw; ant. 498 ft.)—Seeks assignment of license from Bar Harbor Communications to Star Broadcasting of Maine Inc. for \$45,000. Seller is headed by Robert and Thomas Cole, father and son. Robert Cole has 100% interest in WCME(FM) Boothbay Harbor-Bath, and permittee of WPVM(FM) Howland, both Maine. Buyer is headed by Mark L. Osborne, who is also 50% shareholder of Acadia Broadcasting Co., licensee of WKSQ(FM) Ellsworth, ME. Filed Sept. 13.
- **KXDL(FM) Browerville, MN** (BAPH910912GR; 99.7 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of CP from Allyn R. Stencil to Prairie Broadcasting Co. Inc. for no cash consideration. Seller is headed by Allyn R. Stencil, and has no other broadcast interests. Buyer is headed by Donald D. Schermerhorn, and is licensee of KEYL(AM) Long Prairie, MN. Filed Sept. 12.
- **WLNL(AM) Horseheads, NY** (BAL910913EB; 1000 khz; 5 k w-D)—Seeks assignment of license from Lighthouse Broadcasting Co. to Love Church Ministries Inc. for \$256,000. Seller is headed by Paul E. Schumacher, and has interests in WSJL(FM) Cape May, NJ, and WTCL(AM) Chattahoochee, FL. Buyer is headed by James R. Pierce, and has no other broadcast interests. Filed Sept. 13.
- **WLMF(FM) Webster, NY** (BTCH910912GM; 102.7 mhz; 3 kw; ant. -100 ft.)—Seeks transfer of control from Webster Communications Inc. to George W. Kimble for \$75,000. Seller is Donna Coules, who is transferring all of her stock. Buyer is George W. Kimble, who has interests in licensees of WOLF-TV Scranton and WWLF-TV Hazleton, both Pennsylvania, and WNYR(AM) Syracuse, NY. He also has interests in permittees of W32AE Duboistown and WILF(TV) Williamsport, both Pennsylvania; WNY5(AM) Canton, WTJA(TV) Jamestown, WFUD(FM) Honeoye Falls and new FM in Clyde, all New York, and WNHA(AM) Concord, NH. Filed Sept. 12.
- **WCXJ(AM) Pittsburgh** (BAL910912EB; 1550 khz; 1 k w-D, 4 w-N)—Seeks assignment of license from Unity Broadcasting Corp. to Homewood-Brushton Revitalization & Development Corp. for \$112,500. Seller is J. V. A. Winsett, and has no other broadcast interests. Buyer is headed by Pamela Brown and other board members, and has no other broadcast interests. Filed Sept. 12.
- **KKHQ(FM) Odem, TX** (BALH910913GN; 98.3 mhz; 3 kw; ant. 303 ft.)—Seeks assignment of license from Capi Spanish Broadcasting Inc. to Fulgham & Wood Communications for \$275,000. Seller is headed by Hector P. Gonzales, and has no other broadcast interests. Buyer is headed jointly by William W. Fulgham and William O. Woody. Fulgham owns KBRA(FM) Freer, TX. Filed Sept. 13.
- **KGDD(AM) Paris, TX** (BAL910909EC; 1250 khz; 500 w-D, 95 w-N)—Seeks assignment of license from Lamar County Broadcasting to Webster Broadcasting Corp. for \$561,893. Seller is headed by Ray Eller, and has no other broadcast interests. Buyer is headed by Charles L. Webster, and has no other broadcast interests. Filed Sept. 9.
- **KQXC(FM) Wichita Falls, TX** (BAPH910912GQ; 105.5 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of CP from Samwill Broadcasting to Red River Communications Inc. for \$25,000. Seller is headed by Mandel G. Samuels and Kyle R. Williams, and has no other broadcast interests. Buyer is headed by David J. Messing, and is vice president of Sunrise Broadcasting Corp., licensee of KNCY-AM-FM Nebraska City and KBWH(FM) Blair, both Nebraska, and WFSF(AM)-WQLS(FM) Ozark, AL. Filed Sept. 12.
- **KTLE-FM Tooele, UT** (BALH910909GS; 92.1 mhz; 1.3 kw; ant. -737 ft.)—Seeks assignment of license from Thomas W. Mathis to Local Broadcasters Inc. for \$30,000. Seller also has interests in KTLE(AM) Tooele, UT; KBRV(AM) Soda Springs and KRCD-AM-FM Chubbuck, both Idaho. Buyer is headed by Mary F. Kirigin, and has no other broadcast interests. Filed Sept. 9.

### Actions

- **KUZZ(FM) Lake Village, AR** (BTCH910730HZ; 95.9 mhz; 3 kw; ant. 298 ft.)—Granted transfer of control within DBR Communications Inc. for \$16,000. Sellers are James A. Derryberry and Charles C. Ross III, and have no other broadcast interests. Buyer is Wayne Bennett, and has no other broadcast interests. Action Sept. 18.
- **KRMX(FM) San Diego** (BALH910712HY; 94.9 mhz; 21.8 kw; ant. 701 ft.)—Granted assignment of license from Sandusky Radio Southern California Inc. to San Diego Broadcasting Corp. for \$10.1 million. Seller is headed by Norman Rau, and through subsidiaries owns KEGL(FM) Dallas-Fort Worth; KDKB(FM) Mesa (Phoenix), AZ, and KLSY-FM Bellevue (Seattle-Tacoma), WA, and is subsidiary of Sandusky Newspapers Inc., publisher of four midwestern newspapers. Buyer is headed by Tim Sullivan and Brian Applegate, and is subsidiary of Anaheim Broadcasting Corp., which owns through subsidiaries KHQT(FM) Los Altos and KCAL-FM Redlands, both California. Action Sept. 18.
- **WGWD(FM) Gretna, FL** (BALH910528HN; 100.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Asset Investments Inc. to De Col Inc. for \$75,000. Seller is headed by Sherwood S. Day, and has no other broadcast interests. Buyer is headed by James T. Devanie (50%) and Arveh J. Colson Jr. (50%), and has no other broadcast interests. Action Sept. 18.
- **WPSO(AM) New Port Richey, FL** (BAL910808EE; 1500 khz; 250 w-D)—Granted assignment of license from T G A Communications Inc. to The Hays Group Inc. for \$240,000. Seller is headed by Diana L. Adkins, and has no other broadcast interests. Buyer is headed by Page Peary, and has no other broadcast interests. Action Sept. 20.
- **WGEC(FM) Springfield, GA** (BALH910717GZ; 103.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Christian Enterprises Inc. to Country Time Broadcasting for \$390,000. Seller is headed by James N. Birkitt, and has no other broadcast interests. Buyer is headed by Evelyn C. Harvey, and has no other broadcast interests. Action Sept. 16.
- **WWJY(FM) Crown Point, IN** (BTCH910802GL; 103.9 mhz; 3 kw; ant. 330 ft.)—Granted transfer of control from Meyer Broadcasting Corp. to Brown Brothers Communications Inc. for \$1 million. Seller is headed by John Meyer, and has no other broadcast interests. Buyer is headed by Willis F. and Willis E. Brown, father and son (each 50%), and has no other broadcast interests. Action Sept. 18.
- **KHCA(FM) Wamego, KS** (BALH910624GE; 95.3 mhz; 6 kw; ant. 328 ft.)—Granted assignment of license from Bill E. Stallard to KHCA Inc. for \$126,000. Seller has no other broadcast interests. Buyer is headed by Jerry C. Hutchins and Cathy M. Hutchins, husband and wife (each 50%), and has no other broadcast interests. Action Sept. 18.
- **WKJF-AM-FM Cadillac, MI** (AM: BAL910729HW; 1370 khz; 5 kw-D, 1 kw-N; FM: BALH910729HX; 92.9 mhz; 100 kw; ant. 700 ft.)—Granted assignment of license from Fetzer Broadcasting Co. to Hagar Broadcasting and Investments Co. for \$350,000 ("Changing Hands," Aug. 12). Seller is headed by Carl E. Lec, and also owns WJFM(FM) Grand Rapids and WKZO(AM) Kalamazoo, both



AL910726GI: 1190 khz; 1 kw-D; FM: ALH910726GJ: 92.1 mhz; 1.75 kw; ant. 400 ft.—Granted assignment of license from First Choice Communications Inc. to DPC Inc., subsidiary of Bank of Sun Prairie: First Choice Communications is voluntarily surrendering stations to bank after defaulting on loan principal totaling \$3,217,440). Seller is headed by John L. McMahon, and has no other broadcast interests. Buyer is headed by David Suchomel, president of PC Inc., and Bank of Sun Prairie (100%). Action Sept. 18.

#### NEW STATIONS

##### Applications

**Twin Falls, ID (BPET900111KG)**—Granted app. of State Board of Education, Idaho, for 89.9 mhz; 3.98 kw-V; ant. 131 m. Address: 1910 University Drive, Boise, ID 83725. Principal is headed by Jerold A. Ober, and has no other broadcast interests. Action Sept. 13.

**Norris City, IL (BPED900215MA)**—Granted app. of Voice of Calvary Ministries for 90.1 mhz; 22 kw-V; ant. 90 m. Address: 905 High St., Eldorado, IL 62930. Principal is headed by Wayne Bowers, and has no other broadcast interests. Action Sept. 20.

**Olney, IL (BPED891226ME)**—Granted app. of Southern Illinois University for 90.3 mhz; 25 kw-V; ant. 144 m. Address: Communications Bldg Rm 18, Carbondale, IL 62901. Principal is headed by John McNally and B. Barnard Birger, plus six other board members, and is licensee of WSIU-FM-TV Carbondale. WUSI-TV Olney and WSIE(FM) Edwardsville, all Illinois. Action Sept. 20.

**Blue Mountain Lake, NY (BPED900117NB)**—Granted app. of The St. Lawrence University for 91.3 mhz; .11 kw; ant. 527 m. Address: Romoda Drive, Canton, NY 13617. Principal is headed by Ellen Rocco

and 25 board members, and is licensee of noncommercial educational WSLU(FM) Canton and WSLO(FM) Malone, both New York. Action Sept. 1.

■ **La Crosse, WI (BPH910122MB)**—Dismissed app. of John H. White for 106.3 mhz; 16.18 kw; 124 m. Address: 1920 S. First St. #1404, Minneapolis, MN 55454. Principal has no other broadcast interests. Action Aug. 29.

#### FACILITIES CHANGES

##### Applications

##### AM's

■ **Birmingham, AL WAYE(AM) 1220 khz**—Aug. 29 application for CP to make changes in antenna system and change TL: to corner of Mims Ave., SW, and 14th St., SW, Birmingham: 33 28 41N 86 50 55W.

■ **Cave Creek, AZ KCCF(AM) 1100 khz**—Sept. 12 application mod. of CP (BP870929AP) to change TL approximately 10.5 km ENE of Cave Creek at junction of Cave Creek Rd. and Horseshoe Dam Rd., near Cave Creek, AZ; make changes in antenna system; 33 50 50N 111 49 56W.

■ **Phoenix KOOL(AM) 960 khz**—Sept. 12 application for CP to change TL to: .65 km S of Pinnacle Peak Rd. .62 km W of Phoenix, AZ; 33 41 34N 112 00 09W; make changes in antenna system.

■ **Oro Valley, AZ KVN(AM) 97.5 mhz**—Aug. 28 application mod. of CP (BPH861002TA) to change ant.: -41 m.; change TL: NW corner of La Chola Blvd. and Ina Rd., AZ.

■ **Napa, CA KVON(AM) 1440 khz**—Sept. 5 application mod. of CP (BP900921AA) to augment nighttime directional pattern.

■ **San Martin, CA KSJ(AM) 1120 khz**—Aug. 29 application mod. of CP (BP891031AD) to make changes in antenna system and change TL: to SE

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corner of intersection of Llagas and Middle Sts., San Martin, CA 37 06 08N 121 36 48W.

■ **Tompkinsville, KY WTKY(AM)** 1370 khz—Aug. 30 application for CP to reduce power to 2.1 kw and make changes in antenna system.

■ **Natick, MA WBIV(AM)** 1060 khz—Sept. 3 application mod. of CP (BP900214AC) to make changes in antenna system.

■ **Park Rapids, MN KPRM(AM)** 870 khz—Sept. 16 application for CP to make changes in antenna system.

■ **San German, PR WSOL(AM)** 1090 khz—Sept. 10 application for CP to change TL: S side of Rte. #2. .4 km S of Hormigueros, PR and make changes in antenna system.

■ **Jonesboro, TN WKTP(AM)** 1590 khz—Sept. 16 application mod. of CP (BP910715AE) to correct coordinates: 36 19 54N 82 28 27W.

**FM's**

■ **Glencoe, AL** (no call letters) 93.1 mhz—Sept. 5 application mod. of CP (BPH891025MI) to change ERP: 1.55 kw H&V; change ant.: 194 m.

■ **Buckeye, AZ KYNI(FM)** 106.9 mhz—Sept. 5 application mod. of CP (BPH880728MZ) to change ERP: 6 kw H&V; ant.: 93 m.; TL: Atop small hill on Arizona National Guard Training Grounds. 8.8 km NNW of Buckeye, AZ.

■ **Cottonwood, AZ KSMK-FM** 95.9 mhz—Sept. 5 application for CP to change ERP: 5 kw H&V; ant.: 762 m.; change TL: on Mingus Mtn. 10 km SW of Cottonwood change to class C1 (per docket #87-437).

■ **Prescott, AZ KNOT-FM** 98.3 mhz—Sept. 3 application for CP to change ERP: 6 kw H&V; ant.: 61 m.; change freq: 99.1 mhz; change to class A (per docket

#84-512).

■ **Victorville, CA** (no call letters) 88.5 mhz—Aug. 28 application mod. of CP (BPED890802MK) to change ERP: .055 kw H&V; ant.: 912.9 m.; TL: atop Quartzite Mtn. Communication site, Quartzite Mtn., 7.4 km N of interchange of interstate 15 and State Rte. 18. Victorville, CA.

■ **Panama City, FL WRSQ(FM)** 89.9 mhz—Sept. 9 application mod. of CP (BPED870507MA) to change ERP: 25 kw H&V; ant.: 70 m.; class: C2.

■ **Honolulu KAIM-FM** 95.5 mhz—Sept. 5 application for CP to change ERP: 14.45 kw H&V; ant.: 610 m.; change TL: Palikea Ridge. 6 km W-NW of Waipahu, HI.

■ **Lahaina, HI KPOA(FM)** 93.5 mhz—Aug. 9 application (BPH910513I) to change class: C3; ERP: .35kw; ant.: 738 m.; TL: Atop Waiakeakua. 6 km SE of Lanai City, HI. is accepted for filing and renumbered file number BPH910809IE.

■ **Bethalto, IL WXJO(FM)** 95.5 mhz—Sept. 6 application mod. of CP (BPH900622IA) to change overall height of antenna supporting structure to 101 m above ground and 253 m AMSL.

■ **Dixon, IL WIXN-FM** 101.7 mhz—Aug. 22 application mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Bremen, IN** (no call letters) 96.9 mhz—Sept. 11 application mod. of CP (BPH880722MH) to change ERP: 2.99 kw H&V; ant.: 141 m.; TL: Approx. 1.2 km E of intersection of North Rd. and Hepton Rd.

■ **Charlestown, IN WHOX(FM)** 104.3 mhz—Aug. 27 application mod. of CP (BPH880229MD) to change ant.: 100 m.; change TL: approximately 1 mi SW of intersection of Salem Church Rd. and Rte 62 and 3.9

mi NE of Charleston, IN. Charleston Township.

■ **Mt. Vernon, IN** (no call letters) 106.7 mhz—Sept. 5 application mod. of CP (BPH861023MD) to change ant.: 90 m.; change TL: .35 mi W of City limits and .35 mi N of State Rte. 62.

■ **West Lafayette, IN** (no call letters) 106.7 mhz—Sept. 5 application mod. of CP (BPH880822MA) to change ERP: 6 kw H&V; change TL: .5 km S of intersection of 750 N Rd. and 400 W Rd., West Lafayette, IN.

■ **Decorah, IA KRDI-FM** 100.9 mhz—Sept. 10 application mod. of CP (BPH900627IF) to change ERP: 30 kw H&V.

■ **Springfield, MA WNEK-FM** 97.5 mhz—Aug. 28 application for CP to change freq: 97.5 mhz. to 99.7 mhz.

■ **Detroit WLLZ(FM)** 98.7 mhz—Sept. 4 application mod. of CP (BPH900403IE) to change ERP: 8.8 kw H&V.

■ **Flint, MI WFUM-FM** 91.1 mhz—Sept. 5 application for CP to change ERP: 17.5 kw H&V.

■ **Spring Arbor, MI WSAE(FM)** 89.3 mhz—June 28 application (BPED880725MC) for CP to change freq: 106.9 mhz; ERP: 2.88 kw H&V; ant.: 102 m. is reinstated.

■ **Traverse City, MI WLDR(FM)** 101.9 mhz—Aug. 03 application for CP to change ant.: 192 m.

■ **Columbus, MS WACR-FM** 103.9 mhz—Aug. 30 application mod. of CP (BPH890329IF) to change ERP: 50 kw H&V; change ant.: 150 m.; TL: 4.3 mi E of Ethelsville, AL; change to class C2 (per docket #87-451).

■ **Los Lunas, NM KZPY(FM)** 106.3 mhz—Sept. 4

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application mod. of CP (BPH8805190A) to change ERP: 100 kw H&V; change ant.: 200 m.; TL: .3 mi S of Rte. 6; change to class C1 (per docket #574).

■ **Milton-Freewater, OR** KLUB(FM) 97.9 mhz—Aug. 28 application for CP to change ERP: 5.1 kw H&V; ant.: 215 m.; change TL: Microwave Hill, Duroc, OR, 310 mi W of Duroc Grain Elevator; change to class C3 (per docket #89-203).

■ **Bedford, PA** WAYC-FM 107.5 mhz—Aug. 27 application mod. of license to increase ERP: 0.37 kw H&V (pursuant to docket #88-375).

■ **Berwick, PA** WZWB(FM) 103.5 mhz—Sept. 3 application mod. of CP (BPH871110NK) to change ERP: 2 kw H&V; change ant.: 117.9 m.; TL: 41 05 11N 76 16 41W.

■ **South Williamsport, PA** WFXX-FM 99.3 mhz—Sept. 9 application for CP to change ERP: 4.2 kw H&V; ant.: 120 m.; TL: 1000 ft. E of Tre. 552, 300 ft. S of junction with Rte. 589, 9 mi NE of city.

■ **Hormigueros, PR** WBOZ-FM 92.1 mhz—Sept. 3 application for CP to change ERP: 2 kw H&V; ant.: 337 m.; change TL: Barrio Atalaya, 4.05 km S of Aguada, PR.

■ **Charleston, SC** WSUY(FM) 100.7 mhz—Sept. 12 application for CP to change freq: 100.5 MHz; ERP: 25 kw H&V; ant.: 100 m.; TL: Secessionville Road, Charleston, SC; class: C3; per docket 90-32.

■ **Lancaster, SC** WRHM(FM) 107.1 mhz—Aug. 14 application for CP to change ERP: 2.6 kw H&V.

■ **Carthage, TN** WUCZ(FM) 102.3 mhz—Aug. 19 application for CP to change ERP: 2.3 kw H&V; ant.: 148 m.; change TL: .8 km at 204 degrees (T) from intersection of Hwy. 70 N and Horseshoe Bend Rd., near Elmwood, TN.

■ **Germantown, TN** WEZI-FM 94.3 mhz—Aug. 22 application for CP to change ERP: 50 kw H&V; ant.: 144 m.; TL: 1.1 km E of US Rte. 78, Mineral Wells, MS; Channel: 231C2; employ a directional antenna; per docket 87-619.

■ **Waynesboro, TN** WTNR-FM 94.9 mhz—Aug. 19 application mod. of CP (BPH890104MC) to change ERP: 25 kw H&V; change class: C3 (per docket #90-564).

■ **Beeville, TX** KYTX(FM) 97.9 mhz—Sept. 5 application mod. of CP (BPH900108ID) to change ERP: 34 kw H&V; change ant.: 178 m.

■ **Cameron, TX** KCRM(FM) 103.1 mhz—Aug. 22 application for CP to change TL: 30 45 16N 96 54 30W.

■ **Canyon, TX** KAKS-FM 107.9 mhz—Aug. 22 application mod. of CP (BPH830419A) as Mod) to change ant.: 418 m.; TL: 6.3 km NE (53 degrees (T)) of Bushland, TX.

■ **Corpus Christi, TX** KBOS(FM) 94.7 mhz—Aug. 21 application mod. of CP (BPH880310NV) to change ant.: 87 m.; change TL: .25 mi SE of Rand Morgan Rd. on Southbound Access Rd. of IH-37, Corpus Christi, TX.

■ **Payson, UT** KTCE(FM) 92.3 mhz—Sept. 5 application mod. of CP (BPH880421MM) to change ERP: 0.110 kw H&V; change ant.: 675.4 m.; TL: 9 km NW of Payson in W Mountain Communications site, UT.

■ **Pullman, WA** KZZL-FM 99.5 mhz—Aug. 16 application for CP to change ERP: 81.4 kw H&V; ant.: 323 m.; change to class C1 (per docket #90-386).

■ **Altoona, WI** (no call letters) 98.1 mhz—Sept. 4 application mod. of CP (BPH900517MH) to change ant.: 85 m.; change TL: 1819 Mitchell Ave., Eau Claire, WI.

■ **Stevens Point, WI** WMGU(FM) 104.9 mhz—Aug. 30 application for CP to change ERP: 25 kw H&V; TL: intersection of Bluebird Lane and Burma Rd., NW of Mosinee, WI; change to class C3; change City of license to Marathon, WI (per docket #90-87).

#### TV's

■ **Houston** KZJL(TV) ch. 61—Aug. 30 application mod. of CP (BPCT820510KR) to change ERP: 2740 kw; ant.: 552 m; TL: .8 km NE of Senior Rd. near Mustang Bayou, TX; antenna: Andrew ATW 30H2-HSC2-615, (DA)(BT).

■ **Liano, TX** KLNO(TV) ch. 14 Sept. 16 application

mod. of CP (BPCT851105KE) to change ERP (vis): 3236 kw; ant.: 269 m; TL: 8 mi SE of Liano, TX; Off State Route 71; antenna: Dielectric TFU-36J(BT): 30 40 98N 98 33 59W.

#### Actions

##### AM's

■ **Moulton, AL** WHIY(AM) 1190 khz—Aug. 28 application (BP910116AB) dismissed for CP to correct coordinates to: 34 28 57N 87 18 23W and increase tower height.

■ **Punta Gorda, FL** WCCF(AM) 1580 khz—Sept. 23 application (BP900718AE) granted for CP to reduce power to 710 w and make changes in antenna system.

■ **Ely, MN** WELY(AM) 1450 khz—Sept. 4 application (BMP910805AD) granted mod. of CP (BP8912041F) to change TL: E end of Allaire St. between First Ave. E and Third Ave. E, Ely St., MN; 47 53 40N 91 51 50W; make changes in antenna system.

■ **New York** WLIB(AM) 1190 khz—Sept. 3 application (BP900405CQ) returned for CP to change hours of operation to unlimited by adding night service with 5 kw on freq: 1200 khz (remain on 1190 khz during day)

and make changes in antenna system.

■ **New York** WWRV(AM) 1330 khz—Aug. 29 application (BP910624AE) granted for CP to change from commercial station to non-commercial educational station.

■ **Wadesboro, NC** WADE(AM) 1340 khz—Sept. 5 application (BP900320AE) granted for CP to increase power to 1 kw and make changes in antenna system.

■ **Cuyahoga Falls, OH** WCUE(AM) 1150 khz—Sept. 5 application (BMP900720AB) granted mod. of CP (BP890809AC) to augment daytime pattern.

■ **Mobridge, SD** KOLY(AM) 1300 khz—Sept. 4 application (BP910624AB) granted for CP to correct coordinates to: 45 32 07N 100 20 45W.

■ **Del Valle, TX** KIXL(AM) 970 khz—Sept. 16 application (BMP910805AC) granted mod. of CP (BP900518AH) to augment daytime pattern.

■ **Gloucester, VA** WXGM(AM) 1420 khz—Sept. 16 application (BMP910809AE) granted mod. of CP (BP910328AC) to reduce day power to 704 watts and make changes in antenna system.

■ **Norton, VA** WNVA(AM) 1350 khz—Aug. 27 application (BP910520AE) granted for CP to correct coordinates to: 36 57 58N 82 35 17W.

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

SERVICE	ON AIR	CP's †	TOTAL *
Commercial AM	4,987	236	5,223
Commercial FM	4,502	1,013	5,515
Educational FM	1,475	300	1,775
<b>Total Radio</b>	<b>10,964</b>	<b>1,549</b>	<b>12,513</b>
Commercial VHF TV	557	15	572
Commercial UHF TV	570	171	741
Educational VHF TV	124	3	127
Educational UHF TV	232	11	243
<b>Total TV</b>	<b>1,483</b>	<b>200</b>	<b>1,683</b>
VHF LPTV	214	148	362
UHF LPTV	711	800	1,511
<b>Total LPTV</b>	<b>925</b>	<b>948</b>	<b>1,873</b>
FM translators	1,871	350	2,221
VHF translators	2,698	78	2,776
UHF translators	2,338	396	2,634

### 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. ‡ Construction permit. † Instructional TV fixed service. ‡ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

# CLASSIFIED

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

## RADIO

### HELP WANTED MANAGEMENT

**Immediate need** for sales-oriented general manager with both bottom line and program experience. FM-AM combo in small competitive market located in beautiful Southeast. Send resume, references, and salary requirements to Box P-42. EOE

**Marketing manager:** Radio station KFAM is a 50KW AM stereo in North Salt Lake City, Utah, and we are looking for the right person to manage our marketing dept. Call 801-531-0700. EOE.

**General manager** for small market AM/FM. Move North to Alaska and live a little better. Enjoy the unique Alaskan lifestyle and work with a solid team of radio professionals. Must have sales, programming and promotion experience. Emphasis on community involvement with ability to lead staff by example. This is an excellent opportunity with compensation based upon station's performance. Send resume in confidence to Box Q-1 EOE.

**Station manager** needed for WCOW AM and FM. 100,000 watt FM and 5,000 watt AM daytimer in west Wisconsin. Mutual affiliate with a Country Western format. Stations have strong news identity. Position requires supervision of all staff including news and sales. Please send resume and letter outlining experience along with salary requirements to: Zel Rice, PO Box 400, Sparta, WI 54656. No phone calls. EOE.

**General manager wanted:** Michigan Urban-formatted FM/MOR-Nostalgia AM seeks a well-organized sales animal to serve as general manager of these leading radio stations. The FM is #1 or #2 in all demos. The AM is the #1 AM in the market. The radio station is owned by national consultant Mike McVay. Send tape and resume to Steve Smith, McVay Broadcasting, Inc., 24650 Center Ridge Rd., Suite 148, Cleveland, OH 44145. No calls please. Equal employment opportunity.

**GM/GSM Pennsylvania** small market a BIG opportunity. We want a "people person" who can lead, sell and train Well established company. Immediate opening. Call 804-484-3017. EOE

**New England general manager:** Powerhouse large market FM with fabulous ratings, facilities and people has a rare opening for a sales oriented general manager. Winning candidate will be a disciplined, "take charge" individual possessing high motivational leadership skills. Send resume to Charles Stone, Broadcast Services, 1650 Tysons Blvd., Suite 790, McLean, VA 22101. EOE.

**KIKC AM & FM** seeking experienced general manager with strong sales and management skills and proven track record. Offering medical coverage, disability insurance and 401K Plan. Resumes to: Peter Koziowski, President, PO Box 1149, Presque Isle, ME 05769. EOE.

**Station manager:** Northern Ohio combo is looking for a station manager with a strong sales background. You must have a successful record and be knowledgeable in all aspects of station operations. Must be goal and budget minded. Send resume to: President, Radio Enterprises, Box 738, Ashtabula, OH 44004. EOE

**Excellent opportunity** for a radio sales manager in an undercrowded radio market of 30,000 plus in central Arkansas. Three stations in market with two of them ours. Competition is an AM stand-alone. Good earnings potential...minimum of three years radio and/or radio sales management experience required along with hard work, dedication and persistence. Reply to Box Q-2. EOE.

**Are you a highly motivated,** self starting sales oriented, take charge GM who would like to move to a pleasant mid-south market? Powerful combo. Attractive area. Generous compensation. EOE. Reply to Box Q-11.

### HELP WANTED SALES

**So. Maryland AM** looking for sales person. At least 2 yrs. experience, positive attitude, desire to be successful. Resume and references to GSM, PO Box 510, Leonardtown, MD 20650 EOE.

### HELP WANTED TECHNICAL

**Radio broadcast technicians:** Major satellite radio network seeks broadcast technicians for operations and maintenance positions in the NYC metro area. Applicants must have technical experience in the following areas: network operations, radio automation, computer systems, digital audio processing, fiber optics and satellite uplinking. A minimum of 2-3 years experience is required. Maintenance positions require SBE certification and demonstration of technical abilities. Shift work is required. Qualified applicants should send resume to: Personnel Dept., Digital Planet Broadcast Operations Center, 520 Thomas Blvd., Orange, NJ 07050. EOE. No phone calls.

**Chief engineer:** WJLQ-FM/WCOA-FM Pensacola is looking for an engineer experienced in digital and analog audio circuitry. The successful candidate must have directional AM and continental FM transmitter experience as well as current knowledge of FCC rules and regulations. Please send resume complete with salary history to Gary Michiels, General Manager, WJLQ-FM/WCOA-AM, 6565 North "W" Street, Pensacola, FL 32505. Deadline for applications is October 15, 1991 EOE.

### HELP WANTED NEWS

**Award winning small market news/talk station,** university town, seeks news director. Must eat, breathe and live news. Duties: Anchoring local newscasts, street reporting, training. Tapes and resumes to: Tim Molnar, WMAJ Radio, PO Box 888, State College, PA 16804. EOE.

**On-air hosts:** WNYC Public Radio currently seeks three part-time and one full-time host for FM programming. Responsibilities include performing on-air announcing duties including news, on-air fundraising, live events, remotes, interviews & continuity between programs. Requirements include a BA degree in Communications or satisfactory equivalent, 3 years of full time professional on-air experience or satisfactory equivalent. Strong knowledge of classical and jazz required. Shifts (1 per person): Saturday 10am-5pm; Sunday 10am-5pm, Sat/Sun 5pm-midnight; Mon-Fri midnight-6am. If interested, please send cover letter indicating position desired, resume and non-returnable-cassette to WNYC, Personnel, Dept. 13H, 1 Centre Street, 26th Floor, New York, NY 10007. EOE. No phone calls.

**WEPM-WKMZ** looking for intelligent, committed person for news operation. Writing skills, knowledge and respect for the English language a must. Commitment to honest, factual, unbiased reporting. Must be willing to accept style guidelines and open to professional criticism. EOE. Tape, resume to: Richard Strader, PO Box 767, Martinsburg, WV 25401.

**News director.** Excellent pay, benefits. Beautiful market. Minimum two years radio news experience. Send tape and resume to WZOE, Box 69, Broadcast Center, Princeton, IL 61356. EOE.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Community relations director KFLT:** AM Tucson, Arizona. Christian formatted station seeks individual with on-air and public relations-promotion experience. Send letter, resume, references and audition tape to: Ed Phillips, KFLT Radio, Box 36868, Tucson, AZ 85740. Women and minorities encouraged to apply. EOE.

**KANU-FM radio** at the University of Kansas seeks a classical music announcer/producer to host weekday classical programming and produce weekly concert series. Requires bachelor's degree plus previous experience programming/announcing classical music, plus production experience. Salary competitive, plus generous benefits. For complete description and/or to apply, send resume, classical aircheck and production sample, plus three professional references to: Rachel Hunter, KANU-FM, Broadcasting Hall, University of Kansas, Lawrence, KS 66045. Applications not accompanied by an audition tape will not be considered. Deadline for applications: November 1, 1991. KANU is an EO/AA employer.

**Contemporary Christian radio, WWDJ-AM** (NYC market) seeks qualified person to assume programming responsibilities and host morning show. Strong leadership skills a must. Rush tape, resume, and cover letter describing your suitability for the job to Edward Abeis, GM, WWDJ, 167 Main St., Hackensack, NJ 07601. Absolutely no calls. EOE.

### SITUATIONS WANTED MANAGEMENT

**GM, sales pro,** promotions, programming expert, people skills, profit motivated, bottom-line oriented, start-up or turnaround welcome, available immediately. Reply to Box N-45.

**Outstanding small market GM...**wants to get back to Texas, Arkansas or Louisiana. Great track record. 20+ years experience. Box P-49.

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**Selling general manager:** Experienced broadcaster seeks new challenge. Market size/location secondary to opportunity. Outstanding expertise in expense management, organization, motivation, selling and people. My aggressive experience at all levels of management will be an asset to your station. Reply to Box Q-3.

**Hard working, small market GM** needs new challenge. 6 years at present location. Looking for long term situation. Prefer Carolinas. Reply to Box Q-4.

**Self motivated/successful GSM, CRMC.** San Francisco based. Seeks new opportunity. Twenty solid years/great track record including experience with network station, news, talk, sports, music, AM/FM, consulting. New business development and event marketing expert. Unique ability hiring, training, motivating sales talent. Wrote the "book" in the West for category selling. NAB/RAB convention speaker. Prior owner/operator. Let's talk. Call Jack at 415-456-9722.

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**Experienced programmer** in top 100 with sales experience looking for GM challenge. I have creative ideas that can generate numbers and revenue. Bottom line and FCC versed. Reply to Box Q-5.

**Experienced news director.** Black male, seeking opportunity in markets 1 thru 50. 716-691-4437.

**Recession buster!** I have \$50 K to invest plus experience to be your GM or PD and help your station in all areas. West coast only. Let's talk! Brad 619-328-7728.

**21 year radio veteran** seeks small market challenge in Michigan or midwest/central/mideast regions. Mike - 419-243-0043.

#### SITUATIONS WANTED SALES

**Experienced sales manager,** salesman, honest, sober, reliable. Prefer Georgia or Florida. Experienced all phases. Reply Box Q-6.

#### SITUATIONS WANTED TECHNICAL

**Florida or anywhere!** Former Harris engineer available by the day, week or project. Work on anything. Excellent references. 813-849-3477.

**Broadcast engineer:** 25 years of experience with AM & FM technical and management for commercial and noncommercial stations. Willing to relocate. Reply Box Q-10.

#### SITUATIONS WANTED NEWS

**Pro newsmen/copywriter,** educated, personality. Available for interview anytime September. For details/demo tape phone me c/o Boye de Mente, tel. 602-952-0163.

**Experienced general assignment reporter.** Black male, seeking opportunity at all news station in markets 1 thru 40. 716-691-4437.

#### SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

**There are nearly 700** oldies stations, one of you needs a young but experienced, energetic but not headstrong, personable and knowledgeable PD/AT. Relocation no problem. AM-FM, small market, automated or satellite, let's talk. Buster J. Keaton 608-362-0086.

**Radio is my life!** (At least for the past 21 years) Seeking Country/AC programing challenge in Michigan or Midwest. Mike 419-243-0043.

**Money, money, money!** Do you need some for your station? Unique programing concept. Call me now. 813-849-3477.

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**Boost Sales!** Train new reps with "How to Sell Radio Time to a Savvy Media Buyer" by veteran media executive Lee White. \$9.95 + 1.25 P&H. In MD add 5% sales tax. CMC Communications, 712 S. Charles, Baltimore, MD 21230.

## TELEVISION

### HELP WANTED MANAGEMENT

**Business manager:** Small public television network seeks hands-on business manager for the network and its stations; computerized accounting, planning, forecasting, budgets, policy, mgt. info., purchasing, human resources, and contract management. Prof. requirements: Degree in Accounting, MBA or CPA helpful. Exper.: 3 or more years in acctg., prefer in public TV and management. Strong communication skills. PC, Lotus, DBase, etc. Send resume, including salary requirements, to Business Manager, HITN, 449 Broadway, 3rd Floor, New York, NY 10013. EOE.

### HELP WANTED SALES

**Sales specialist/Fairfield County:** Responsible for generating sales in Fairfield County for WTNH-TV. Minimum of 3 years broadcast experience required. Must be self-motivated individual. Send resume to Lou Verruto, WTNH, 8 Elm Street, New Haven, CT 06510. EOE.

### HELP WANTED TECHNICAL

**WDSU-TV in New Orleans, LA** is seeking an ENG maintenance engineer. Must be a highly qualified engineer in Beta, U-Matic, and field equipment repair. Applicant should have 3-5 years experience and should be capable of handling the pressure of our high energy news department. Send resume to Carolyn Simmons, Personnel Coordinator, WDSU-TV, 520 Royal St., New Orleans, LA 70130. No phone calls, please. EOE.

**Chief engineer:** Chicago, Illinois, WSNS-TV Channel 44, 22-year-old station. New transmitter. Job requires experience, technical ability and people skills. Salary open. Send resumes to Jose Lamas, 430 W. Grant Pl., Chicago, IL 60614, or call collect (312) 929-1200. All replies confidential. EOE.

**Videotape editor:** Experienced on-line editors needed for Mt. Kisco, New York based National Cable Network. Must be familiar with GVG editors & switchers, chyron, dubner, Betacam formats. Flexible hours/weekends. Please send resume to: THE TRAVEL CHANNEL, 90 South Bedford Road, Mt. Kisco, NY 10549, or fax #212-603-4526, attn: Edit Scheduler. EOE.

**Director of engineering and operations:** KABB-TV, San Antonio's top rated independent, is looking for a highly qualified, highly motivated individual to oversee the technical and production depts. Reports to the general mgr., will interface with sales, promotions and the public. River City Broadcasting stations offer excellent salary and benefits packages. Send resume to: KABB-TV, General Mgr., 520 N. Medina, San Antonio, TX 78207. No phone calls please. An equal opportunity employer.

## HELP WANTED NEWS

**Entry level reporter:** Send non-returnable tape and resume to WOWL-TV, 840 Cypress Mill Road, Florence, AL 35630. No phone calls please. EOE.

**Field producer:** Opportunity available for a creative, mature individual. Good journalism background a must. On camera experience required with a minimum of 3 years hands-on experience in news or magazine style stories. One of the country's top Christian television programs offers an excellent salary and benefits package. Send 1/2 inch reel and resume to: Personnel Director, PO Box 819099, Dallas, TX 75381-9009. EOE.

**Producer:** One of the strongest news organizations in the southeast is looking for a 5pm producer. We do more local news than anyone in the region, including production of the nation's only statewide cable news system. We have all the toys including SNG, Newstar, and Doppler Radar. The successful candidate must be a strong writer who can build memorable programs. This candidate must also be a producer with a solid track record of success and innovation. If you meet these requirements, send a resume and a non-returnable tape to Steve Minium, News Director, WBRC-TV, PO Box 6, Birmingham, AL 35201. EOE. M/F.

**Southeast NBC affiliate** looking for right person to complement male co-anchor. Must possess strong news judgment and team leadership. Reporting and Community involvement are critical to the position. An equal opportunity employer. Send tape and resume (no calls) to: WSAV-TV, News Director, Harry W. Bowman, PO Box 2429, Savannah, GA 31402. EOE.

**Meteorologist:** You will be the weather authority in this Sunbelt market. Weather anchor needed for 5, 6 and 10 pm newscasts, with responsibility for weather staff and weekly reports on science and/or environment. College degree and one year experience. Salary depends on experience. Send resume and non-returnable tape to News Director, WDMAM-TV, PO Box 16269, Hattiesburg, MS 39402. No phone calls. EOE.

**Sports reporter/weekend anchor:** Join the #1 team in this Sunbelt university town. Must be able to shoot and edit. Degree and one year's experience required. Send resume and non-returnable tape to News Director, WDMAM-TV, PO Box 16269, Hattiesburg, MS 39402. No phone calls. EOE.

**WAVY-TV, the NBC affiliate** in Norfolk-Portsmouth, is looking for a talented, aggressive leader to take charge of our winning news department! Candidate must have news director, assistant news director or executive producer experience in hard-news and award-winning shops. Candidate must also be savvy in research and marketing and should have an excellent grasp of promotions. Hampton Roads is a very competitive news market and we seek a news director who will help WAVY remain Virginia's leading news channel! Educational requirements include BA, BS, MA or MS in Journalism, Communications or any other related field of study. All inquiries should be addressed to: Lyle Banks, President & General Manager, WAVY-TV, 300 WAVY Street, Portsmouth, VA 23704. Phone # 804-393-1010. Fax # 804-399-7628. No phone calls please. An EEO employer. WAVY-TV is a LIN Broadcasting Television station.

**KSBW-TV in Salinas/Monterey, CA,** is looking for an experienced photojournalist who knows how to tell stories with great pictures and natural sound. Minimum one year experience required. Send resume and tape to: Mitchell Jordan, Chief Photographer, KSBW-TV, PO Box 81651, Salinas, CA 93912. M/F EOE.

**Associate producer** for west coast affiliate. Must have producer experience and strong writing and editing skills. Send resume to: Maria Barrs, News Director, KSBW-TV, PO Box 81651, Salinas, CA 93912. EOE.



**Sports reporter/PT anchor.** Great opportunity with #1 NBC affiliate. #1 St. Louis all news time periods. Qualified applicants must have proven minimum 3 years sports reporting experience. Research, write, report. P/T anchor. High energy level. Degree. Send resume and tape to: News Director, KSDK, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

**News director:** Midwest CBS affiliate is looking for a good leader and motivator with high journalistic standards and strong administrative skills. A minimum of 3 years experience in television journalism required. Applications will not be accepted after October 20, 1991. Send tape and resume to: Doug Padgett, Vice President/General Manager, WEHT-TV, PO Box 25, Evansville, IN 47701. EOE. M/F.

**Medium market TV station** located near the Pacific Ocean needs a weekday weather anchor and weekday sports anchor. Must have personality and experience. Send resume only at this time to Box Q-7. EOE.

**News director:** 75th to 90th market. Affiliate. Midwest. EOE. Reply to Box Q-8.

**Producer:** For Emmy winning newscast at WCNC-TV, the NBC affiliate in Charlotte, NC, which is also the home of the new NBC news channel. We seek a strong writer who is competitive, creative and not a mechanic. Live and SNG savvy is critical. Our requirements include at least five years producing experience and a college degree. If you meet these requirements, send references and a non-returnable tape showing your creative capabilities to Ken Middleton, News Director, WCNC-TV, PO Box 18665, Charlotte, NC 28218. EOE M/F.

**NPPA oriented photographer** to staff Lake Michigan shore bureau. New office and equipment in a beautiful Great Lakes town. Tape and resume to Steve Hayes, WWMT, 590 West Maple Street, Kalamazoo, MI 49008. EOE.

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#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

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**Assistant art director:** To help lead top TV graphics department. WABC-TV New York seeks a highly skilled, hands-on design manager. Major market experience and strong management skills needed. News and promotion experience necessary for a high pressure environment. Experience with state-of-the-art computer design and production equipment a must. Send resume and reel to: Art Director, WABC-TV, 7 Lincoln Square, NY, NY 10023. We are an equal opportunity employer.

**Creative services producer:** Top 30 CBS affiliate seeks innovative promotion producer with Bachelor's Degree in Broadcasting, Communications or related field, plus at least three years experience writing, producing and/or directing television promotions. Must have outstanding production skills combined with award winning creativity and team player attitude. If it's time for a change, rush resume and tape to: Scott Steffey, WITI-TV6, 9001 N. Green Bay Road, PO Box 17600, Milwaukee, WI 53217. No phone calls. EOE.

**Promotions producer:** KLAS-TV, Las Vegas, CBS affiliate in the fastest growing market in the country, has an opening for a promotions producer. Applicant should have excellent writing, producing and editing skills. Send resume and non-returnable tape to Stephanie Lawrence, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. M/F/EOE.

**San Diego post facility** seeking strong maintenance engineer. Desire a candidate with five years experience in maintaining Ampex equipment. Immediate opening. Reply to Box Q-9. EOE.

**Creative services writer/producer:** If you're a highly creative, hands on producer with exceptional writing skills and are looking to join a #1 team, look no further. You must have extensive background in news promotion and at least two years experience as a writer/producer in a TV promotion department. Please send resume and tape to Artie Scheff, Director of Creative Services, WTVT, 3213 West Kennedy Blvd., Tampa, FL 33609. EOE.

**Promotions producer:** Do you have experience in a smaller market television station promotion department and looking to move up? Have a flair for news promotion? Able to edit on Beta or 3/4"? ABC owned and operated station in North Carolina with an opening for a writer/producer/director is looking for you. Send tape and resume to: Creative Services Director, WTVD Television, 411 Liberty Street, Durham, NC 27701. No phone calls! A Capital Cities/ABC station. EOE.

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#### SITUATIONS WANTED MANAGEMENT

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**Owners, GM's, GSM's;** Jeff Arthur Productions just wrote over one million dollars in new advertising revenue in Texas, Florida, Louisiana, North Carolina and South Carolina for stations just like yours. This proven results program works! Guaranteed! Please call collect - 813-573-5277.

**Black male, reporter,** currently working at #1 news station in Buffalo seeks news director position at small market station. 716-691-4437.

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#### SITUATIONS WANTED TECHNICAL

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**Mobile EIC/video engineer** S.N.V./E.N.G. engineer. 17 years broadcast experience including major television network and nationwide mobile production facilities. FCC licensed/SBE senior television certified. For resume and information: 908-494-9443.

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#### SITUATIONS WANTED NEWS

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**Excellent, experienced sportscaster** looking for a fine station in which to work, also knowledgeable newsperson. 216-929-0131.

**Vietnam:** Southeast Asia. American cameraman based in Bangkok available for TV-news assignment. BVW-300 camera. Call or fax John Basko 66-2-254-8901.

**Experienced general assignment reporter.** Black male, seeking opportunity with solid news operation. 716-691-4437.

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#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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**Multi-award-winning producer/writer** wants to get in front of the camera. Exceptional interviewer, conversationalist, really - well informed, inquisitive, quick and insightful. Extensive past experience in radio talk. Expertise in the popular arts (degree in American Popular Culture; thesis on Pink Floyd's "Dark Side of The Moon"), but broad range of interests; have conducted in-depth sessions with personalities as diverse as Dr. Oliver Sacks ("Awakenings") and Nick Nolte. Have all the elements for you to put two and two together: producer's demo tape, headshot and radio outtake on 1/2" audio tape (i.e. voice). Excellent prompter reader. Impressive references. Will move anywhere to make this essential career enhancement. Please call Steve at 202-362-4915.

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#### PERSONALITY/TALENT

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**Versatile minority entertainment anchor-reporter/news anchor-reporter** with 3 years of experience with "THE" entertainment news show and cable looks to jump start stalled career. I'm just looking to work with the best. Reply to Box P-41.

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#### MISCELLANEOUS

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**Career videos.** Our broadcast professionals prepare your personalized resume tape. Unique format, excellent rates, job search assistance. 708-272-2917.

**Job hunting**—but swimming against the tide? We're broadcasting's most trusted full-service consulting firm with a diversified portfolio to fulfill the needs of each client. Television, radio, corporate communications. From major market to entry-level. No placement fees or contractual obligations. Now in our 7th year! Media Marketing/THE HOT SHEET, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

**Primo people** has the answers! News directors and talent... we can help you. Call Steve Porricelli or Fred Landau at 203-637-3653, or send resume and 3/4" tape to Box 116, Old Greenwich, CT 06870-0116.

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#### CABLE

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#### SITUATIONS WANTED MANAGEMENT

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**15 year radio/advertising** management executive with recent MBA degree seeks advertising sales or administrative position in small/medium market. Successful turnaround experience. Superb management, sales and promotional skills, capable of full P & L responsibility. Call Doyle, 405-447-0626.

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#### ALLIED FIELDS

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#### EDUCATION OPPORTUNITY

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**Graduate assistantships available** beginning both Spring 1992 and Fall 1992 semesters for qualified students studying in our M.A. program designed to develop advanced skills and knowledge for professional communication fields and/or prepare students for doctoral study. Assistantship assignments may involve teaching, production or research assistance in broadcasting, journalism, photography, or speech communication. Write to: Dr. Joe Oliver, Graduate Program Advisor, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. EOE.

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#### EMPLOYMENT SERVICES

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**Government jobs** \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 Ext. R-7833 for current federal list.

**Need a position?** Radio or television job search only \$250.00. Free information! Write: Bill Elliott, 6709 Ridge Road, Suite 300B, Port Richey, FL 34668

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#### EDUCATIONAL SERVICES

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**On camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. Anchor Workshop-Nov 2, 914-937-1719. Julie Eckhart, Eckhart Special Productions.

#### HELP WANTED INSTRUCTION

**Faculty positions-Penn State:** Penn State University, School of Communications, seeks faculty members in the following areas, beginning in August, 1992. **BROADCAST-CABLE PROGRAM-** The program invites applicants for two tenure-track, assistant professor positions with background and interests in broadcast, cable and telecommunications economics, management and policy. Ph.D. and/or significant professional experience preferred. Salary, teaching responsibilities and support for research and creative activity are competitive. In addition to 10 faculty and 340 undergraduate majors in the program, there are two endowed chairs in telecommunications and a new M.A. in Telecommunications and a new M.A. in Telecommunications Policy. The School also participates in an interdisciplinary Ph.D. program in Mass Communications. The National Cable Television Center and Museum is affiliated with the school. **JOURNALISM PROGRAM-** The program seeks one and, contingent upon funding, possibly two tenure-track faculty members to teach print or broadcast news/reporting or editing and related courses: law, history or ethics. Preferred candidates will have significant professional experience. Rank and salary commensurate with qualifications. Please specify the position for which you are applying on your letter of application. Send a letter describing qualifications/position interest, resume and names of three references to: Chair, Search Committee, Box BC1, Penn State University, School of Communications, 201 Carnegie Building, University Park, PA 16802. Applications received by December 1, 1991, will be assured of consideration. However, applications will be considered until positions are filled. An affirmative action/equal opportunity employer. Women and minorities encouraged to apply.

**Journalism:** Two new dynamic teachers to join journalism faculty by August 10, 1992. Successful candidates should have undergraduate or one graduate degree in journalism or closely related area and a minimum three years of good professional communication experience in an area related to new positions. Prior successful teaching experience, research, publication and/or creative activity interests, and public service are pluses. Positions are 12-month, tenure track, paying up to \$43,000 in Florida's capital city. (Position 1) - Assistant/associate professor and GM of WAMF-FM, the university's non-commercial 1600-watt, student-operated stereo radio station. GM will select, train and monitor student staff, assure correct station operation, teach one or two courses, and direct WAMF fund-raising. Minimum two years of broadcast news or broadcast management preferred. Doctorate preferred. Masters required. (Position 2) - Instructor/assistant/associate professor and director of highly effective journalism placement/internship program. Successful candidate will have numerous contacts in newspapers, broadcasting, magazines and/or public relations; be a good liaison with the communication industries; work with students to prepare good resumes and portfolios; be active in developing new placement/internship opportunities, and teach two or three courses per term in area of expertise. Doctorate or masters preferred. Bachelor's with extensive professional experience considered. Application letters/resumes due November 15, 1991 to Dean Robert M. Ruggles, School of Journalism, Media and Graphic Arts, 108 Tucker Hall, Florida A&M University, Tallahassee, FL 32307. The FAMU journalism program was the first at an historically Black university in America to receive national journalism education accreditation (1982) and reaccreditation (1988). FAMU is an equal opportunity/equal access university.

#### HELP WANTED SALES

**Nearly 100 markets already taken.** If you have what it takes to live on \$2,000 in commissions per month while you build your own business into a six-figure annual income, call us now. We need good people with media sales experience in: Birmingham/Montgomery, Boston, Buffalo, Charleston/Huntington, Colorado, Des Moines/Omaha, Duluth/Superior, Idaho, Knoxville/Bristol, Las Vegas, Minneapolis/St. Paul, Montana, New Orleans, Quad Cities, Phoenix, Rochester/Mason City, Salt Lake City, San Diego, Spokane, West-Central Texas. We market the world's largest stock library of animated effects, plus pre-produced TV commercials and custom characters like Jim ("Hey Vern, It's Ernest") Varney and much more. Call Lee Michaels at Cascom Syndication, 615-242-8900. EOE.

**Manager, teleconferencing services:** This position requires a dynamic, self starting person who possesses excellent marketing, organizational, interpersonal and communications skills. Responsibilities include, but are not limited to: 1. Acquiring, reselling and scheduling of over 4,000 hours of C & Ku band satellite time. Must maintain and expand the existing client base through direct contact with potential and current clientele. 2. Tracking and confirming availability of all facilities. Initiating and maintaining an accurate accounting of all billings on an event by event basis. 3. Maintaining high visibility of facilities through marketing and public relations activities. Publishing articles/new releases in appropriate trade publications. Qualifications: BA/BS degree required, MA/MS preferred, in telecommunications, marketing, business, or related field, and 3-4 years experience. Previous experience in satellite or television related area(s) preferred. Additional experience in live, inter-active educational programming, marketing and/or public relations highly desirable. For consideration, please send resume & three letters of reference to: Manager, Teleconferencing Services Search, c/o Educational Television, Telecommunications Center, Oklahoma State University, Stillwater, OK 74078. Applications will be accepted through November 1, 1991, but the screening of candidates will begin immediately. EOE.

**Mega-bucks:** Our marketing representatives earn \$100-200,000 commission. Sales managers earn \$200-450,000. International sales managers can earn \$1-2,000,000. 1-800-A-C-POWER. EOE.

#### WANTED TO BUY EQUIPMENT

**Wanted:** 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Inturbide Street, Laredo, TX 78040. 1-800-637-8490.

**Used 1" or VHS videotape.** Looking for large quantities. 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.

**Major exporter paying top dollar** for vacuum tube amplifiers, monitors, mics, etc. Western Electric, Marantz, McIntosh, R.C.A., Tannoy, etc. Will pay shipping. Tell your friends. Call 908-249-3738.

**WNIN-TV is accepting bids** for operating equipment, etc. To receive specifications write or call: Jerry Kissinger, WNIN-TV, 405 Carpenter Street, Evansville, IN 47708. 812-423-2973.

#### FOR SALE EQUIPMENT

**BE-FM30, 1981.** Factory rebuilt, returned, warranted, w/FX-30. Transcom 800-441-8454.

**AM transmitters:** Continental/Harris 1KW, CCA 2.5KW, MCM/CCA/Harris 5KW, Harris/RCA 10KW, Harris/CCA 50KW. Transcom 800-441-8454.

**FM transmitters:** Collins/RCA 20KW, BE/Collins/RCA 10KW, CCA 2.5KW, Harris 1 KW. Transcom 800-441-8454.

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

**FM antennas.** CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

**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 tape, half price!** Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video Inc., toll free, 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.

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

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

**UHF TV transmitters** 2 avail. 30KW, 110KW. Low band 4 good Klystrons low price. Bill Kitchen, Sunbelt Media. 303-786-8111.

**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.

**For sale:** TCR-100s, 2 working and 3 for spare parts. Approx 5,000 carts. 1 TR-70, reel to reel 2" tape machine. 2 Harris TC-80 studio cams w/ 16:1 lenses. 2 Ikegami HK-312 studio cams 2/ 16:1 lenses. No reasonable offer refused. Contact: Chief Engineer, KLST-TV, 915-949-8800.

**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.

**We'll give you  
all the credit.**



**FAX (202) 293-FAST**

**OR MAIL TO: Classified Dept.,  
1705 DeSales Street, NW,  
Washington, DC 20036.**

**CABLE**  
**Help Wanted Programming**  
**Promotion & Others**

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International Family Entertainment, Inc.'s new international division **FAME** announces its global expansion plans for The Family Channel into the Pacific Rim, Western and Central Europe, and Central and South America. Employment opportunities include:

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Three to five years of international experience in any of these or comparable positions required. Send current resume with references and salary history to:

Mr. Ron Harris, V.P.  
 New Business Ventures  
 International Family Entertainment, Inc.  
 1000 Centerville Turnpike  
 Virginia Beach, Virginia 23463

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## RADIO

### Situations Wanted Management

#### I'LL GUARANTEE RESULTS

If I take your situation; Improve CF, Turn-around, Company Growth, Buy Out. Experience, energy, and smarts to do it. Track record to prove it.

Reply to Box Q-12.

#### RESULTS

TOP CASH FLOWS INCLUDING THIS YEAR. HANDS-ON SALES, PROGRAMING, GROUP OPERATIONS, CURRENTLY AND LAST 15 YEARS G.M. MAXIMUM REVENUE GENERATION, FINANCING & TRANSACTIONS, MAJOR AND MEDIUM MARKETS, SOLID PERFORMANCE CONSISTENTLY AND HONESTLY. SEEKS SIMILAR POSITION, WORKOUT OPPORTUNITY, OR MEDIUM/SMALL MARKET OWNERSHIP (WILL INVEST). POSTIVELY CONFIDENTIAL.

REPLY TO BOX Q-13.

### Situations Wanted Programming Promotion & Others

**ST. LOUIS, INDIANAPOLIS, ORLANDO:**  
 I HAVE A GREAT JOB! WITH MY BOSSES BLESSINGS, I'D LIKE TO MOVE. I'M A RATINGS DOMINATE. 10 YEAR PRO, WITH STRONG BACKGROUNDS IN PRODUCTION/PROGRAMING ADMINISTRATION. LOOKING FOR THE OPPORTUNITY.

REPLY TO BOX Q-14.

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 ON-AIR WEATHER  
 NATIONAL WEATHER NETWORKS...AMS  
 QUALITY, RELIABILITY & NO CASH!  
 CALL MARK EVERETTE  
 1-800-530-7970 TODAY


## TELEVISION

### Help Wanted Management

#### ATV

#### Field Test Manager

PBS is seeking applicants for the position of ATV Field Test Manager to manage the FCC Advisory Committee on Advanced Television Service (ACATS) field tests. This 12-18 month project position will involve budget development, resource management, and coordination with the Advisory Committee, ATV proponents, the FCC and equipment manufacturers to conduct the tests and support analysis of the test data. Qualifications: BS in Electrical Engineering with at least 5 years in broadcast engineering, with both management and technical experience. Must have experience with both project management and television transmission. Experience with Field Testing is highly desired. PBS offers a salary commensurate with experience and an excellent benefits package. Please send letter of interest, resume, and salary requirements to:

Attn: Carla A. Gibson  
 1320 Braddock Place  
 Alexandria, VA 22314 

PBS is an equal opportunity employer

### Help Wanted Management Continued

#### TRAFFIC MANAGER

Orlando Market. Immediate opening. Minimum five years traffic management experience, experience w/Enterprise traffic system. Strong management, organizational, people skills. Send resume with references and salary requirements to: **Beverly Myers, Human Resources, WKCF-TV, 602 Courtland Street, Suite 200, Orlando, Florida 32804. EOE.**

#### WANTED: SUPERB ON-CAMERA INTERVIEWER

For L.A. based network television series pilot. Candidate must have strong interviewing skills. Required: Photo, Bio, and reel with an intimate one-on-one interview of some duration. Send to:

A.S.P.

5800 Sunset Blvd., Box 500,  
 Hollywood, CA 90028

Deadline: October 11, 1991  
 EOE

### Help Wanted Programming Promotion & Others

## AUDIENCE PROMOTION MANAGER

One of the nation's leading television stations seeks a promotion pro with exceptional talent. Candidates should have strong conceptual and executional skills in all levels of film, video, radio and print production, and a head for managing a group of extremely talented people. Minimum 5 years TV promotion experience a must, management experience a plus. If you have what it takes to do breakthrough work in a strong creative environment, send us a tape and resume. No phone calls please.

Eric Goldstein  
 Director of Creative Services  
 WBZ-TV  
 1170 Soldiers Field Road  
 Boston, MA 02134

Group W Television is an equal opportunity employer.



**Help Wanted Programing  
Promotion & Others Continued**

# NEW YORK PROMOTION WRITER/PRODUCER

#1 flagship station, WNBC-TV, is looking for a very creative Promotion Writer/Producer to fill a senior position in the advertising and promotion department. Ability to do breakthrough work under time pressure required. At least 3 years experience is necessary. No phone calls please.



Send reels to:  
Toni Sabia-DeMauro  
WNBC-TV  
30 Rockefeller Plaza, Room 1124  
New York, NY 10112

Equal Opportunity Employer

## ALLIED FIELDS

### Miscellaneous

### UNITY AWARDS IN MEDIA *Lincoln University of Missouri*

The 39th annual Unity Awards in Media will recognize reporting and production that reflect accurate exposure of issues affecting minorities and disabled people. Deadline is Jan. 2, 1992.

Radio and television entries are being sought. Categories are economics, education, politics, public affairs/social issues, editorials and investigative reporting. Details from Harry Trickey or Goldie Holzer, 201 Elliff Hall, Lincoln University, Jefferson City, MO 65101, (314) 681-5437.

*George L. Garrigues, Chair  
Department of Communications*

### Legal Services

**FIGHTING A  
FORFEITURE?**

Call  
**BROADCAST MEDIA LEGAL SERVICES™**  
a service of McCabe & Allen  
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FLAT FEE LEGAL AND PARALEGAL SERVICES  
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Radio Disc Jockey, News, Sales  
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\$2.29  
per min.

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\$7.50 Per Call, Touch-Tone Only, Have your Fax number ready to input.

Daily Audio Update of Job Openings in Television/Radio

**JOBPHONE** 1-900-726-JOBS  
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### For Sale Stations

**MID-CENTRAL STATE**

AM/FM Combo. Capital city. One of only two combos in market. Cash flow. Stable, prosperous area. Excellent owner/operator situation. Priced at \$760,000. \$300,000 down. Seller financing. Very confidential.

**SNOWDEN Associates**

Media Brokers / Consultants  
**Tom Snowden • Dick Paul**

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**For Sale Stations Continued**

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LPTV for SALE**

One of the most desired markets. Excellent opportunity-over \$10 million in TV revenue in the market.

**Kimble Communications**  
P.O. Box 1012  
Canandaigua, NY 14424

**TURN-KEY OPPORTUNITY**

North Dakota Class C with coverage into major state market and great Canadian coverage. New station facility and equipment. Priced at 2x gross with real estate. Cash flows \$10,000 a month on \$20,000 in sales. Priced to sell at \$575,000. Terms or make cash offer. If you can act quickly, call owner at 1-800-827-2483.

**50,000 Watt, Full-Time AM in  
Huntsville, Alabama. Market  
#106, \$175,000 Cash.**

Call M.D. Smith  
(205) 533-3131 M-F,  
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**MISSOURI**

C-2 FM Multi-Market  
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Reduced for Quick Sale  
Good small market area  
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**OKLAHOMA**

AM-FM Farm Station  
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Class "A" FM  
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**FM & TV TOWERS WANTED**

Miller Transmission Tower Company is actively acquiring towers throughout the United State. Purchase price based on tower cash flow. Use the money to expand your current business, buy new equipment, buy another station. Inject capital into your business

SELL US YOUR TOWERS, LEASE BACK THEIR USE.

For a confidential review, please contact:

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For Sale by Owners

Reply Box N-50

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# FATES & FORTUNES

## MEDIA

Mary Frost, director of telecommunications operations, Broadcast Operations and Engineering, ABC Television Network Group, New York, named VP, telecommunications.



D'Amico

**Raif D'Amico**, Central regional sales manager, CBS Radio Representatives, Philadelphia, named VP-GM, New York.

**John Columbus**, president, Adams Radio, Charlotte, N.C., joins WJZE(FM) Washington as GM.

**George J. Gonyar**, VP-GM, Community Broadcasting Service, Portland, Me., retired.

**Ron Thompson**, former VP-GM, WHBQ(AM) Memphis, joins KBLA(AM) Los Angeles as VP-GM.

**Richard Pearson**, GM, KVIA-TV El Paso, joins KTSM-AM-FM-TV there in same capacity.

**Henry Osborne**, manager of program marketing, WRC-TV Washington, named director of business development.

**Louis E. Farraye**, senior VP, programming, research and marketing, Gilmore Broadcasting Corp., and Gilmore Enterprises Corp., Kalamazoo, Mich., named executive VP, Gilmore Broadcasting Corp.

**John Snee**, VP-GM, KDAL-AM-FM Duluth, Minn., joins WSCD-FM Duluth, Minn., and WIRR(FM) Iron Range, Minn., as GM.

**Carl Bruce**, from WTXL-TV Tallahassee, Fla., joins WOLO-TV Columbia, S.C., as GM.

**Jose Cruz**, general sales manager, KSTS(TV) San Jose, Calif., joins KVEA(TV) Corona, Calif., as station manager.

**Cary Williams**, systems coordinator and producer, WTVT(TV) Tampa, Fla., named operations manager.

**Thomas M. Hennessy**, VP-GM, WHMP-AM-FM Northampton, Mass., named president and GM. **Richard I. Heideman**, VP-general sales manager, WHMP-AM-FM, named VP-station manager.

**Burt Rosenthal**, general sales manager,

CKLW(AM) Detroit, joins KFNN(AM) Mesa, Ariz. (Phoenix), as VP-GM, succeeding **Ron Cohen**, named president, parent-company, CRC Broadcasting.

## SALES AND MARKETING

**Helen Peterson**, formerly with FCC and CBS News, joins Communications Satellite Corp. systems division, Clarksburg, Md., as director, marketing communications.

**Julie Kahn**, local sales manager, KNEW(AM)-KSAN-FM San Francisco, named general sales manager.

**Marcy J. Abelow**, director, advertising sales, Tribune Entertainment Co., New York, named VP, advertiser sales.

Appointments at Pezold Broadcasting, Columbus, Ga.: **Paul Brewer**, national sales manager, named general sales manager, co-owned WFXG(TV) Augusta, Ga.; **Joe Mazza**, general sales manager, co-owned WXTX(TV) Columbus, Ga., succeeds Brewer, and **Paul Bankston**, general sales manager, WDBB(TV) Tuscaloosa, Ala. (Birmingham), named general sales manager, WXTX.

**Howard Davis**, director of sales, MJI Broadcasting, New York, named VP, director of sales.

**Deborah Kuryak**, corporate sales associate, The Interep Radio Store, New York, named account executive, McGavren Guild Radio. **Tena Williamson**, sales assistant, Durpetti & Associates, New York, named account executive.

Appointments at WTVF(TV) Nashville: **Melissa West**, program research assistant, WAGA-TV Atlanta, and **Angela Beasley**, account executive, *Profiles* magazine, Nashville, named marketing consultants, succeeding **Judi Barnes**, retail team leader.

**Gerald Campbell**, national sales manager, WJXT(TV) Jacksonville, Fla., joins WTLV(TV) there as general sales manager.

**Bob Beville**, regional sales manager, WBBH-TV Fort Myers, Fla., named national sales manager.

**Jim Lapiana**, national sales manager, WTOG(TV) St. Petersburg, Fla. (Tampa), joins WLFL-TV Raleigh, N.C., as general sales manager.

**Toni Kirk**, senior account executive, KBL(TV) San Antonio, Tex., joins KENS-TV San Antonio, Tex., as account executive.

**Cynthia Flisher**, regional sales manager,

WTWS(TV) New London, Conn., joins WTX(TV) Waterbury, Conn., as account executive. **Christine Roy**, national sales coordinator, WVIT(TV) New Britain, Conn., joins WTX in same capacity.

**Andy Giordano**, account executive, KWWL(TV) Waterloo, Iowa (Cedar Rapids), joins WJZY(TV) Belmont, N.C. (Charlotte), in same capacity.

**Jeff McElheney**, account executive, Midwest advertising sales office, The Family Channel, Virginia Beach, Va., named Midwest manager, advertising sales, Chicago.

**Ed Spiegel**, sales manager, WMGQ(FM) New Brunswick, N.J., joins WCTC(AM)-WMGQ(FM) there as general sales manager.

**Bob Smith**, local sales manager, WHSV-TV Harrisonburg, Va., joins WFR-TV Freeport, Ill. (Rockford), as general sales manager.

Appointments at Seltel, New York: **Michael Michell**, research analyst, raiders team, named associate research manager, racers team; **Bong Jae Park**, group research manager, hawks team, Petry Television, named manager, rockets research team; **Lisa Duckett**, from Petry Television, named manager, renegades research team; **Jamil Roberts**, president, Urban Productions, named account executive, rockets team; **Robert Hanson**, general sales manager, WTWS(TV) New London, Conn., named account executive, rangers team; **Isaac Safdeye**, sales coordinator, rangers team, Los Angeles, named account executive, white team there; **Tom Levee**, account executive, white and red teams, Los Angeles, to same capacity, rockets team there; **Stacy Sercus**, former account executive, John Blair Company, to same capacity, rangers team, Los Angeles, and **William Gonzales**, account executive, rockets team, Los Angeles, named sales manager, rangers team there.

**Laura Riccardo**, research analyst, Harrington Righter & Parsons, New York, joins Cable Adnet, Hershey, Pa., as national and regional sales representative. **Lisa Lithgow**, sales and marketing manager, Associated Products Co., joins Cable Adnet, Hershey, Pa., as account executive.

**Jennifer Wynn Stoll**, sales representative, WKLQ(FM) Holland, Mich. (Grand Rapids), named general sales manager, succeeding **Bruce Peckover**, GM, WMLI(FM) Sauk City, Wis. (Madison).

**Rebecca Hulme**, account executive, Group W Radio Sales, joins WINS(AM) New York in same capacity.

**Jerry Puccio**, VP, local sales manager, WPIX(TV) New York, joins Group W Sports



Marketing there as account executive.

**Douglas Gellerman**, junior account executive, Group W Satellite Communications, Atlanta, named Atlanta sales manager.

**Rick Gold**, local sales manager, WTTT(TV) Washington, joins WUAB(TV) Lorain, Ohio (Cleveland), as general sales manager.

**Heidi A. Walker**, former VP, sales, Spanish Video Networks, joins KUII(AM) Dallas-Fort Worth as account manager.

**Les Breis**, former manager, network sales administration, NBC-TV, joins Koch Communications, New York, as sales executive.

**Steve Daniloff**, GM, WFLX(TV) West Palm Beach, Fla., joins WTVT(TV) Tampa, Fla., as co-group sales manager.

**John Boots**, formerly with KSLX(FM) Scottsdale, Ariz. (Phoenix), joins KRYS-FM Corpus Christi, Tex., as local sales manager.

**William M. Rogala**, station manager, KCLO-TV Rapid City, S.D., joins WYZZ-TV Bloomington, Ind., as general sales manager.

Appointments at Adam Young, New York: **Mike Kronenfeld**, account executive, named New York sales manager; **Eric Bluman**, sales assistant, and **Tom Reilly**, from Katz Communications, named account executives.

**Burl Seslar**, VP, executive creative director, MZD Inc. advertising agency, resigned.

**David J. Joseph**, general sales manager, KTTU-TV Tucson, Ariz., joins KLRT(TV) Little Rock, Ariz., as general sales manager.

**Jolene Booher**, recent graduate, Purdue University, Lafayette, Ind., joins Agri-America Network, Indianapolis, as account executive.

**Rose Biondo**, manager of production department, Kane and Kane Inc., Birmingham, Mich., named VP, production.

**L.E. Shvitz**, district manager, 3M National Advertising, Dallas, named project manager, 3M sound products projects, 3M National Advertising, St. Paul, Minn.

## PROGRAMING

**Bruce L. Paisner**, currently VP, Hearst Corp., and deputy group head, syndication group, adds duties as chairman-CEO of new umbrella unit, Hearst Entertainment. **Gerald I. Isenberg**, co-chairman and CEO, Hearst Entertainment Productions Inc., adds duties as president-COO, Hearst Entertainment.

**Patricia K. Meyer**, producer, ABC-TV's *The Women of Brewster Place*, joins von Zerneck/Sertner Films, Studio City, Calif., as development executive and producer.

**Heidi Klein**, casting assistant, MGM/UA Television, Los Angeles, named manager



## A New Beginning

**S**tephen Coltrin, chairman and chief executive officer, Coltrin & Associates, and Sherril Taylor, president, the Taylor Company, shake hands on the latter's purchase of the former's media consulting firm ("In Brief," Sept. 30). Taylor is current chairman of the Broadcast Advisory Committee for the Voice of America and a former vice president of CBS Radio.

of talent and casting.

**George G. Scanlon**, consultant, Viacom Enterprises, New York, named assistant controller, Viacom Entertainment Group.

**Rick Cummings**, VP, programing, Emmis Broadcasting, adds duties as program director, co-owned KPWR(FM) Los Angeles.

**Diane Trabulsi**, manager of marketing and planning, Showtime Network's marketing strategy department, New York, named director, marketing development, Showtime Networks Inc.

**Richard T. Conlon**, VP, affiliate sales and marketing, The Learning Channel, joins The Monitor Channel, Boston, as director of affiliate sales and marketing, Eastern region.

**Cerphe Colwell**, air personality, WJFK(FM) Manassas, Va. (Washington), named program director.

**Louise Collins**, former host, *Bucks County Magazine*, cable TV show, Levittown, Pa., joins WNVH(AM) Princeton, N.J., as host, *The Louise Collins Show*.

**Bryna Brush**, regional director, Nostalgia Television, joins Prism, Blue Bell, Pa., as marketing manager.

**Andy Gury**, air personality, WHYT(FM) Easton, Pa. (Allentown), joins WPST(FM) Trenton, N.J. (Philadelphia), in same capacity.

**Russell Kamalski**, VP, special markets, Media Home Entertainment, Los Angeles, named VP, marketing. **Judith McGuinn**, VP, communications, named VP, communications and international sales.

**David Rambaldi**, story editor, Vision Inter-

national, Los Angeles, named director of acquisitions.



Eggleton

**Eric Eggleton**, director, non-theatrical programing, Vestron Inc., joins Discovery Productions, Bethesda, Md., as senior manager, program enterprises.

**Jan Wahl**, entertainment reporter, KNBR(AM) San Francisco, adds duties as film critic, KRON-TV there.

**John Lollos**, from Video Tape Network (VTN), joins *The Howard Stern Show*, New York, as executive producer.

## NEWS AND PUBLIC AFFAIRS



Mikita

**Carole Mikita**, weekend anchor, KSL-TV Salt Lake City, named 6:30 p.m. and 10 p.m. co-anchor.

**Al Fogleman**, from KMTV(TV) Twin Falls, Idaho, joins KWGN-TV Denver as weathercaster.

**Joyce Reed**, news director, KNBC-TV El Paso, Tex., joins WRIC-TV Petersburg, Va., in same capacity, succeeding Wayne

Lynch, news director, ALLNEWSCO, Springfield, Va.

Patrick Tague, senior producer, ABC-TV's *Good Morning America*, New York, joins CBS-TV's *CBS This Morning* there as senior broadcast producer.

Bob Tayek, news director, WWWE(AM) Cleveland, joins WKYC-TV Cleveland as managing editor.

Tina Gulland, bureau chief, Post-Newsweek Stations, Washington, adds duties as executive producer, *Inside Washington*.

Marina Mirabella and Daniel McIvor, from Canadian Broadcasting Corp., join CNN International, Rio de Janeiro, Brazil, as bureau chief, and correspondent and photographer, respectively.

Beth E. Tornatore, senior producer and reporter, Ourtown Television, Saratoga Springs, N.Y., adds duties as anchor, *Broadcast: New York*.

Karen Gatlin, assignment editor, WIRT-TV Flint, Mich., named morning and noon anchor.

Marshall Loeb, managing editor, *Fortune* magazine, New York, adds duties as weekly contributor, *Business View*, CNBC.

Robin Guess, reporter, KCPM(TV) Chico, Calif., joins KIRO-TV Seattle in same capacity.

Lynette Adams, from WWLP(TV) Springfield, Mass., joins WHEC-TV Rochester, N.Y., as reporter. Brian Hill, from WTKR-TV Norfolk, Va., joins WHEC-TV as meteorologist.

Wendy Rutledge, host, *NBC Prime Time Tonight*, Burbank, Calif., joins WPEC(TV) West Palm Beach, Fla., as 5 p.m. co-anchor and medical reporter.

Mark Webster, anchor and reporter, WEBR(AM) Buffalo, N.Y., named afternoon editor.

Appointments at WTLV(TV) Jacksonville, Fla.: Lon Tegels, assignment editor, WWBT(TV) Richmond, Va., named assignment manager; Grant Winter, from WUSA-TV Washington, named 12 p.m. producer, and Curt Meneffee, anchor, Sports News Network, named weekend sports anchor.

Appointments at WLOS(TV) Asheville, N.C.: Kelly Rhodes, part-time production assistant, named full-time production assistant; Karen Kinkade, executive secretary, Target Headquarters, Minneapolis, named traffic clerk; Carolyn Boss, accountant, Kledis and Co., named to accounts receivable, and Charles McNell, from WWDC(AM) Washington, named part-time associate producer.

Tom Hauf, meteorologist, WSTM-TV Syracuse, N.Y., adds duties as meteorologist, WJPZ-FM there.

Ellyn Ambrose, VP, radio track, DBS, New York, joins Zapnews, Washington, as director of sales and marketing.

## TECHNOLOGY

Appointments at Zenith Sales Co., Glenview, Ill.: Larry G. Cockrell, VP, sales-distribution, named senior VP, sales, succeeding J. Phillip Reichmann, who retired. Larry Yablonicky, regional sales manager, mid-Atlantic states, succeeds Cockrell. Donald J. Mitchell, senior VP, sales operations, named senior VP, merchandising and operations.

Jim Withers, station manager, KABB(TV) San Antonio, Tex., joins KDFW-TV Dallas as director of engineering.

Gerald Plemmons, chief engineer, WJAR(TV) Providence, R.I., joins WKYC-TV Cleveland as director of engineering.

Appointments at Tektronix Inc., Beaverton, Ore.: James R. Bloom, co-founder, IMC Management Group Inc., named VP, corporate marketing; Timothy E. Thorsteinson, director of quality performance, National, named VP, human resources, succeeding Pat Kunkle, who retired. Jerome J. Meyer, president-CEO, adds duties as chairman, succeeding Robert W. Lundeen, who retired.

David Powell, assistant chief engineer, WLEX-TV Lexington, Ky., named acting chief engineer, succeeding Albert Scheer, ("Fates & Fortunes," Sept. 9).

Dean C. Leeson, from CMTV, joins Broadcast Television Systems Inc., Los Angeles, as marketing/product sales support specialist.

## PROMOTION AND PR

Terri Turpin-Amato, on-air promotion manager, WDIV(TV) Detroit, named promotion manager.

Paige Canaday, promotion writer and producer, WPTF-TV Durham, N.C. (Raleigh), joins WUSA(TV) Washington as promotion producer.

Michele A. Cooley, national sales coordinator, WLWT(TV) Cincinnati, named creative services coordinator.

John Totaro, GM, Lapin East/West Public Relations, New York, named VP.

Teri Flotron, formerly from Maritz Motivational Co., Fenton, Mo., joins KEZK-AM-FM St. Louis as promotion director.

Debra Towsley, regional marketing manager, Blockbuster Entertainment, joins WJQY(FM) Fort Lauderdale, Fla., as promotion director. Jay Michaels, production manager, WINZ(AM)-WZTA(FM) Miami, joins WJQY as creative director.

Wendy L. Flahagan, formerly from WEHT(TV) Evansville, Ind., joins Keller-Crescent Public Relations there as public relations account manager.

## ALLIED FIELDS

Gary Hanson, news director, WKBN-TV Youngstown, Ohio, named chairman-elect, Radio-Television News Directors Association, succeeding Jeff Marks, news director, WCSH-TV Portland, Me., named chairman.

Clayton A. Banks, account manager, Showtime Networks Inc., Los Angeles, elected president, National Association of Minorities in Cable, Los Angeles chapter.

Steven Walker, partner, Walker-Brandt Productions, San Francisco, joins Don Fitzpatrick Associates there as director of client services.

Liz Isom, account coordinator, Stern Nathan & Perryman public relations, joins Audience Research Development, Dallas, as consulting associate.

New officers elected at Kansas City chapter of American Meteorological society: Sara Croke, from KMBZ(AM)-KMBR(FM) Kansas City, president; Jack May, National Weather Service Central region, VP, and Kathy Hoxie, National Weather Service Central region, secretary/treasurer.

Art Lanham, VP-GM, KMSS-TV Shreveport, La., named Central region representative, Fox affiliate board of governors.

## DEATHS

James D. Hampton, 71, former VP and chief engineer, WLW(AM) Cincinnati, died Sept. 8 there. Hampton was instrumental in development of Cincinnati Reds Radio Network and was executive producer, Cincinnati Bengals radio broadcasts. He had stint as chief engineer at WQAM(AM) Miami and WGST(AM) Atlanta. Surviving him are his wife, Wilma; daughter, Pamela; two sons, David and Michael.

William L. "Bill Ring" Ringenberg, 77, radio and TV personality, died of congestive heart failure complicated by diabetes on Sept. 15 in Springfield, Mo. He started career at KGBX(AM) Springfield, Mo. (now KWTO) and later starred in own ABC radio and TV show, *Bill Ring Show*. Ringenberg was studio producer for programs including *Tennessee Ernie Ford Show*, *Ozark Jubilee* and *Carter Family*. He is survived by his wife, Thelma; two sons, Carl and William, and four grandchildren.

Karl-Heinz Koepcke, 68, German broadcaster, died of cancer Sept. 28 in Hamburg. Beginning career with Radio Bremen, Koepcke joined ARD in 1959 as national news anchor until his retirement in 1987.

Mary Lawrence, 73, TV actress, died of pneumonia Sept. 24 in Santa Monica, Calif. TV credits include *Love That Bob*, *Playhouse 90* and *Dragnet*.

# FIFTH ESTATE

## GEORGE SCHWEITZER: KEEPING THE EYES ON CBS

Long before the fall premiere ratings started trickling in, CBS was perceived as the "hottest" of the three TV networks. Such perceptions are based less on substance than on appearances, a sleight of hand involving the press, public and the image projected by each network's executives. As CBS moves into a higher orbit, the strategist controlling its spin, both internal and external, is George Schweitzer. The 40-year-old executive, who this week is also being given marketing responsibilities (see "In Brief"), has, in turn, been crafted by CBS.

Schweitzer's career has an almost novel-like movement that, if summarized in a movie précis, would read: Boy grows up two blocks from major communications company (CBS); as child, makes movies using hand-held 16-mm camera, and at 16 is intern during network coverage of 1968 political conventions; after college, where ran radio station and was stringer for CBS-owned station, takes job at CBS, where meets future wife; stays there for rest of career except for difficult but brief separation.

For the past three years, Schweitzer has been responsible for the company's on-air promotion, advertising, press relations and other promotion activities. During his tenure, CBS has lost its somber black eye, replacing it with a livelier logo and promotions targeted to a younger audience. It has also been on his watch that viewer levels for CBS fall previews have increased significantly.

That Schweitzer has made much of his career is partly explained by a high, almost nervous energy. The Schweitzer package, aptly relates a former acquaintance, is "excitable, unemotionally adorned and wrapped in an intense, spare frame."

Along with the energy are an organizing and focused mind. Says former CBS news chief Van Gordon Sauter, who as vice president of program practices recruited Schweitzer as his assistant: "George has the intense focus of a neutron microscope. He has the capacity to ignore everything around him and just focus tighter and tighter on issues and opportunities."

To those talents Schweitzer added considerable knowledge about the company and its operations, first at CBS



Radio Networks, where he began working just out of college, then as a supervisor for CBS Television, where he rode herd on booking crews, scheduling facilities and other below-the-line details for news, sports and other productions. Says Schweitzer: "For seven years I got a ground-up look at how television and radio are made."

After his stint at program practices Schweitzer followed Sauter to sports, where he was put in charge of press, promotion and advertising for that division. Not long after, he was appropriated by Sauter's boss, Gene Jankowski, to handle press functions for the CBS/Broadcast Group.

In 1984 CBS had record profits, but the following 12 months saw the takeover bid by Turner and the beginnings of the still-continuing decline in the overall network economy. Already-persistent press attention became so intense that Schweitzer took to wearing a telephone headset, "as if controlling air traffic at LaGuardia," notes a former colleague.

Reporters, including Verne Gay of *New York Newsday* and John Lippman

of the *Los Angeles Times*, give Schweitzer good marks for being able to convey knowledge about CBS while protecting its image. David Fuchs said of a 1985 Schweitzer pep talk: "His message was that you can get through these times if you have a credible relationship. That is a very delicate and difficult skill."

Schweitzer performed that balancing act for five years, but his production and promotional skills were largely underused. This fact, combined perhaps with the rapidly changing internal politics of CBS, left him open to an offer to work for the chairman of Young & Rubicam.

Meanwhile CBS's entertainment promotions were farmed out to an agency, producing results that became an issue at the 1988 TV affiliates convention. Shortly thereafter Stringer was named Broadcast Group president, and one of his first decisions was to lure Schweitzer back to CBS with added responsibilities, including promotion.

Schweitzer credits his experience at Y&R with more importance than his brief tenure would indicate: "It was there that I learned to treat every show as a brand, to market each show to its target audience. And that has been our strategy for the past three years."

He unfailingly credits subordinates and colleagues, who in turn credit him with being a constant source of ideas. Says former colleague Pam Haslam, "George is bright and intense and expects you to saddle up at the same level," but added that those demands are softened with kindness and humor.

Schweitzer says his current role has aspects of both the architect and the general contractor: "I take a broader view, talking more about strategy and direction while making sure everyone knows what their job is and has the materials to work with." ■

### George Frank Schweitzer

Senior VP, CBS Marketing and Communications; b. March 26, 1951, New York; B.S., broadcasting and film, Boston University, 1972; operations assistant, CBS Radio Networks, 1972; operations supervisor, 1973; production supervisor, CBS Television Network, 1974; assistant to VP, program practices, 1976; producer, "Captain Kangaroo," 1978; director, communications, CBS/Broadcast Group, 1979; VP, communications and operations, CBS Sports, 1980; VP, communications and information, CBS/Broadcast Group, 1982; VP, director of corporate relations, Young & Rubicam, 1987; senior VP, Communications CBS/Broadcast Group, 1988; m. Kate Kelly, Sept. 8, 1974; children—Amanda, 11; Elizabeth, 7; Caroline, 3.



# IN BRIEF

**CBS last week gave responsibility for broadcast group's marketing and other "advertising-driven promotions" to George F. Schweitzer, already oversees advertising and promotion, media relations and creative services (see page 87). Said CBS/Broadcast Group President Howard Stringer, "Each is crucial to meeting our goals of building audiences for our programs and adding value to the media buys of our advertisers. This new structure gives us the team and the tools to meet those objectives."**

**Representative Dennis Eckart (D-Ohio), member of House Telecommunications Subcommittee, will not run for seventh term in 1992, he said last week. Eckart said he would bow out of next year's race so he could spend more time with his family. He may return to practice as trial lawyer, although he did not rule out working as Washington lobbyist when he**

leaves office in early 1993. Eckart's announcement could have negative effect on movement of retransmission-consent bill (H.R. 3380) he introduced less than week before (BROADCASTING, Sept. 8). But retransmission-consent supporters said Eckart now will have more time to concentrate on bill's passage.

**Great American Broadcasting has agreed in principle to sell WVEU(FM) Pittsburgh and WNDZ(AM)-WFBQ(FM) Indianapolis to Broadcast Alchemy Ltd. Industry sources estimate price, subject to negotiation of definitive agreement, at about \$55 million. Great American, subsidiary of publicly traded Great American Communications Co., owns nine other AM's, six FM's and five TV's. Buyer is new partnership formed with Lane Industries and is headed by Frank Wood, former COO of Jacor Communications Inc. Stations "will**

form a strong nucleus" for further acquisitions, Wood said. Broker: The Mahlman Co.

In her first major appointment since taking over chairmanship of **Twentieth Television** in July, Lucie Salhany named **Leonard J. Grossi** executive vice president, responsible for managing Twentieth's worldwide production, marketing and distribution operations. Grossi, who previously reported to Twentieth TV syndication President Michael Lambert on finances of foreign and domestic syndication operations as executive VP of administration and operations, will now report to Salhany on Twentieth's syndication and network production. Before joining Twentieth in 1986 as senior VP, administration, operations, Grossi served two years as executive VP and CEO of Metromedia Producers Corp.



## HOUSE-SENATE CONFEREES KILL USER FEE PLAN

**T**he Bush administration's plan to raise revenues for the FCC through "user fees" charged to commission licensees is dead for fiscal 1992. House and Senate conferees on the Commerce/Justice/State department appropriations bill—which includes appropriations for the FCC—last week agreed to the Senate plan for \$126 million in FCC funding and no fees.

The rejected House plan, as spelled out in its FCC authorization bill passed late last month (BROADCASTING, Sept. 30), proposed \$133 million in 1992 funding, with about \$65 million to be collected through user fees. Broadcasters, cable systems and other licensees regulated through the Mass Media Bureau would have contributed \$19 million in fees.

"We first want to thank the conferees who stood firm against the fees," said Jim May, executive vice president, government relations, National Association of Broadcasters. Among the conferees May singled out for praise was Senator Ernest Hollings (D-S.C.), who announced his opposition to the fee plan almost immediately after it was outlined by the administration last winter.

But NAB was not willing to declare a final victory in the user fee battle, which is expected to begin again next year. The House authorization bill also approves fees to defray funding of up to \$163 million for the FCC in 1993. House Energy and Commerce Committee Chairman John Dingell (D-Mich.), Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) and the administration all support the fees.

Fee supporters say the FCC will face increasing regulatory responsibilities in coming years, as well as the costs of either moving or renegotiating the lease on its current Washington headquarters in the next year. Some mechanism will be needed to fund these expenses, they say.

NAB will also "continue to be vigilant as the FCC authorization bill makes its way through the Senate," May said. But the Senate Communications Subcommittee has yet to begin to work on its version of the FCC authorization and may decide not to take it up this year. Opposition to the fees by Hollings, chairman of the parent Commerce Committee, could also dash efforts to introduce the fees in the Senate.

—RMS

**NBC will air two telecasts of "Back to the Future III" within same week during November sweeps. Movie makes its television debut on Sunday, Nov. 17, at 8:30-11 with repeat on following Friday, Nov. 22, at 8-10:30. Movie is part of 16-title package purchased by NBC, all of which bypass cable. Preston Beckman, VP, program planning/scheduling, NBC Entertainment, acknowledged taking page out of cable's book. "We've seen some blockbuster premieres run on cable twice and the second run did quite well." Beckman chose Friday for second airing because "network viewing levels are down that night, pay cable numbers are up, and video rentals are also up."**

**Home News Co. has hired brokerage firm Media Venture Partners to sell its broadcast holdings. Announcement comes on heels of terminated negotiations with Macromedia Co., which had been seeking to buy Home News. Stations on block: WEVU(TV) Ft. Myers-Naples Fla.; WTFM(FM) Johnson City-Kingsport-Bristol, Tenn.; WINE(AM)-WRKI(FM) Danbury, Conn.; KAQQ(AM)-KISC(FM) Spokane, Wash., and KTYD(FM) Santa Barbara and KWG(AM)-**

KSGO(FM) Stockton, both California.

**Additional syndicated weeklies made their bows recently**, with LBS Communications' revived *Baywatch* leading way with 6.0 rating/9 share (Sept. 28-29) in Nielsen (NSI) and 5.0/9 in Arbitron (ARB) metered market reports, according to Petry Television research. Both services had show holding or slightly dropping from lead-in. Viacom Enterprises' *Lightning Force*, marking its premiere, held even with lead-ins, turning in 2.7/6 (NSI) and 3.2/7 (ARB) averages, though majority of markets were equal to or above year-ago levels. *Street Justice*, from Cannell Distribution, averaged 3.3/7 (NSI) and 3.1/6 (ARB), with both reports slightly under lead-in shares and year-ago levels. Blair Entertainment's *Stuntmasters* premiered with 3.0/8 (NSI) and 2.2/7 (ARB) averages, with half of both reports either equaling or exceeding year-ago time period shares. Worldvision's *Tarzan* swung into action with 2.6/8 (NSI) and 3.3/8 (ARB) averages, holding and dropping one share point in reports, respectively. TPE's *First Look* two-week NSI average was 3.2/9, share point under lead-ins, with majority of its reports underperforming from year-ago time period shares. Off-network weekly *Beauty and the Beast* debuted to 2.5/7 (NSI) and 2.9/7 (ARB) averages, holding onto lead-in shares and improving over majority of its year-ago time periods.

**Fox Television Stations Productions**, in-house development unit for Fox's seven O&O stations, **has named Brian Graden, VP, program development**, reporting directly to Stephen Chao, executive VP of FTSP.

In what is believed to first major group deal for Carsey-Werner Co.'s *You Bet Your Life* (BROADCASTING, June 24 and Sept. 16), **CBS/Broadcast Group's five O&O stations have signed up** for fall 1992 launch of Bill Cosby-hosted revival strip. Carsey-Werner Distribution Co. President Bob Jacobs said CBS O&O's purchased 39 weeks of original episodes on unspecified cash-plus-barter basis (with C-W holding one minute of national ad time).

**Wendy Bergen**, former reporter for KCNC-TV Denver, **was fined \$20,000 and sentenced to 100 hours of community service** by Jefferson County, Colo., district court for **staging dog fights for station news series**. Bergen was convicted Aug. 7 after KCNC-TV cameramen, who were also charged in case, testified against her. Both received probation in plea bargain agreement.

## OLDIES TOPS IN N.Y., CHR UP IN L.A. IN SUMMER

**R**esults of the summer 1991 Arbitron survey, released late last week, for the top 10 stations in the top 10 markets, persons 12-plus, Monday-Sunday, 6 a.m. to midnight, include:

■ **New York:** oldies-formatted WCBS-FM remained in first place, just 0.2 ahead of soft AC WLTW(FM), as the top 10 stations are separated by just 1.3.  
■ **Los Angeles:** KOST(FM) dipped slightly but remains in first, ahead of second-place KIIS-AM-FM, which improved more than half a point. ■ **Chicago:** Top-ranked WGN(AM) clung to its lead, but urban-formatted WGCI-FM jumped 1.5 to finish a close second. ■ **San Francisco:** KGO(AM) posted another slight increase to hang on to top slot, as second-place KMEL(FM) slipped and nostalgia KFRC(AM) edged into third. ■ **Philadelphia:** All-news KYW(AM) remained in first place but slipped more than one point; AOR powerhouse WMMR(FM) showed growth as it edged into third, behind urban WUSL(FM). ■ **Detroit:** WJR(AM) surged to a 9.3 to grab a firm hold on first place, while WJLB(FM) and WWWW(FM) held relatively stable, finishing second and third, respectively.  
■ **Boston:** Talk WRKO(AM) gained a full point to increase its first-place margin, more than a full point ahead of second-place CHR WZOU(FM).

## NHL RENEWS RIGHTS, FOR LOWER FEE

**T**he National Hockey League has become the first major sports league to take a hit on its television rights fees. The day the league was set to start its 75th season, it announced a "one-year extension" of its agreement with SportsChannel America, for one-third of the \$17 million a year SCA had been paying as part of a three-year contract. The \$5.5 million agreement will enable SCA to continue complete coverage of the NHL, producing about 150 telecasts for the 1991-92 season, including the Stanley Cup playoffs and finals.

"This is the dawning of a new age in sports rights, where there are clear reductions in payments to leagues," said Tom Rogers, president, NBC Cable. And given that reduction in payment, "we weren't interested in a long-term deal," said Joel Nixon, NHL VP, broadcasting.

To perhaps bring in some additional revenue, the NHL is reserving rights to sell six to eight games to a broadcast network, according to Nixon. The NHL is also looking at an experiment with a direct-to-home satellite subscription service sometime this season, and may look to SCA to help, he said.

SCA, which currently reaches 15 million homes, hopes to increase its NHL distribution this season through carriage deals with unaffiliated regional sports networks, according to its president, Jeff Ruhe. SCA managed to extend carriage of NHL playoff and finals games last season to two TCI-owned sports networks—Pittsburgh's KBL Sports Network and Prime Sports Northwest.

The NHL took SCA's bid over ESPN's \$4 million offer to carry 15 weekly games starting in January and the Stanley Cup championship. But ESPN wanted a multi-year deal, as well as exclusive rights for playoff games and the elimination of local black-out rules for regular season games.

## NBMC KEEPS ITS SPIRITS UP

**A**ttendance at the National Black Media Coalition's annual conference in Washington, Sept. 24-29, was down 5% from last year, while financial sponsorship dropped 30%, according to its chairman, Pluria Marshall.

But Marshall remains upbeat. "The situation's rough, but we feel good about holding our own in a depressed industry," said Marshall. "We've had to manage well and had to be more creative in our marketing to get the word out."

"It's spirit that makes the conference what it is," said Marshall. "Everybody comes in to make it successful."

Most of NBMC's funding comes from the corporate sector and has increased 200% since 1983.

Marshall characterized minority ownership and employment in the media as "tragic." He attributed the cause, not to the lack of organizations devoted to minority interests, but to the lack of coordination among them.

# EDITORIALS

*Committed to the First Amendment and the Fifth Estate*

## LOWEST UNIT EXPROPRIATION

**T**he FCC is planning to assert jurisdiction over candidate complaints about campaign spot overcharges (see story, "Top of the Week"). We're all for it. At the very least, it will protect stations from mushrooming lawsuits until the FCC has made a determination of overcharge liability. And if Commissioner Quello has his way, penalizing offenders will be entirely the province of the FCC as well. That the FCC should clean up this mess is only fitting, considering that it is the vagueness of the commission's lowest unit charge rule that helped create the problem in the first place.

The FCC move will come none too soon for broadcasters, who have shelled out big bucks to settle suits brought by candidates suspecting they had paid too much for their ads. In fact, of the 30 stations targeted for random FCC audit, 11 were found to have no violations and 18 had violated various reporting procedures; only one was fined for overcharging.

We've never been a fan of the lowest unit rate. Even if its vagueness weren't an invitation to trouble—as the FCC investigation makes clear they are—we have yet to hear the convincing argument as to why broadcasters, alone among media, should have to cut candidates a price break on advertising spots (or, if the politicians had their way, give it to them). Thanks to a *Los Angeles Times* survey of some months back, we now know that the argument that ad time makes up the bulk of campaign costs—and thus is the culprit in escalating campaign expenses—is a fallacy. Far from being the biggest-ticket item in most campaigns, broadcasting ad time accounts for only one-fourth to one-third of campaign costs, according to the study, exceeded by such overhead items as hotels, restaurants and limousines. The inflation in campaign spending, says the study, is more likely traced to special interests throwing more and more money into circulation.

We applaud the FCC's effort to take control of this mess, but we can think of an easier way to clear up confusion about the lowest unit rate. Get rid of it.

## REPRIEVE

**B**roadcasters can breathe somewhat more easily. The Bush administration's plan to extract millions in FCC user fees was killed in House and Senate conference last week, with the Senate version, sans fees, emerging as the commission appropriations bill of choice (see "In Brief"). That means that at least for fiscal year 1992, broadcasters and other Mass Media Bureau users should not have to take that extra hit in the pocketbook (estimated at \$19 million). Senator Ernest Hollings (D-S.C.) and Representative Harold Rogers (R-Ky.) led opposition to the fees, and thus deserve a vote of thanks, but as the NAB has pointed out, the victory is only a temporary one, and the association will be following closely the progress of the Senate version. The government's funding

problems aren't going away, and with House Energy and Commerce Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) supporting user fees, their resurrection for 1993 is a definite possibility.

Relief is the order of the day, but vigilance must remain the standing order on user fees.

## WHERE THE BUCK STOPS

**W**hile thumbing through last week's *TV Guide*, we came across a set of children's TV regulations that we can live with. They came from veteran parent and grandparent Barbara Bush. In contrast to the "off with their heads" rhetoric from some quarters, the First Lady provides practical advice on how parents can help their children get the most out of television.

If parents are concerned about what their children watch, and Mrs. Bush suggests such a concern is a parent's responsibility, it is incumbent upon those parents to take an active role in determining their children's viewing habits and program choices. Her six guidelines to parents (enumerated below) are all the regulation children's television needs:

1. Learn as much as you can about your family's viewing habits.
2. Make conscious, constructive decisions about how much and what to watch on television.
3. Watch with your children and talk about what you're watching.
4. Be a role model for your children.
5. Monitor your children's viewing.
6. Use television as an incentive for reading and writing.

Says the First Lady about television: "There is so much that's good about it, maybe the real question is: 'Who's the boss?' Television may be our most powerful medium, but parents can be a lot more powerful when it comes to insuring the well-being of our children."

Maybe we should make the First Lady the First Television Parent as well.



Drawn for BROADCASTING by Jack Schmidt

"I take it you're not a contestant."





The joyous sounds of freedom are growing louder around the world. The flags of independence are going proudly up from the Russian Republic to the Baltic states. The symbols of repression are coming down. Signs went up saying "Down with the junta!" and an attempted coup to turn back the freedom clock was stopped in its tank tracks. Stopped by the free spirit and forceful voices and courageous acts of people thirsting for full freedom. And willing to fight to prove that freedom works.

## *Freedom Works!*

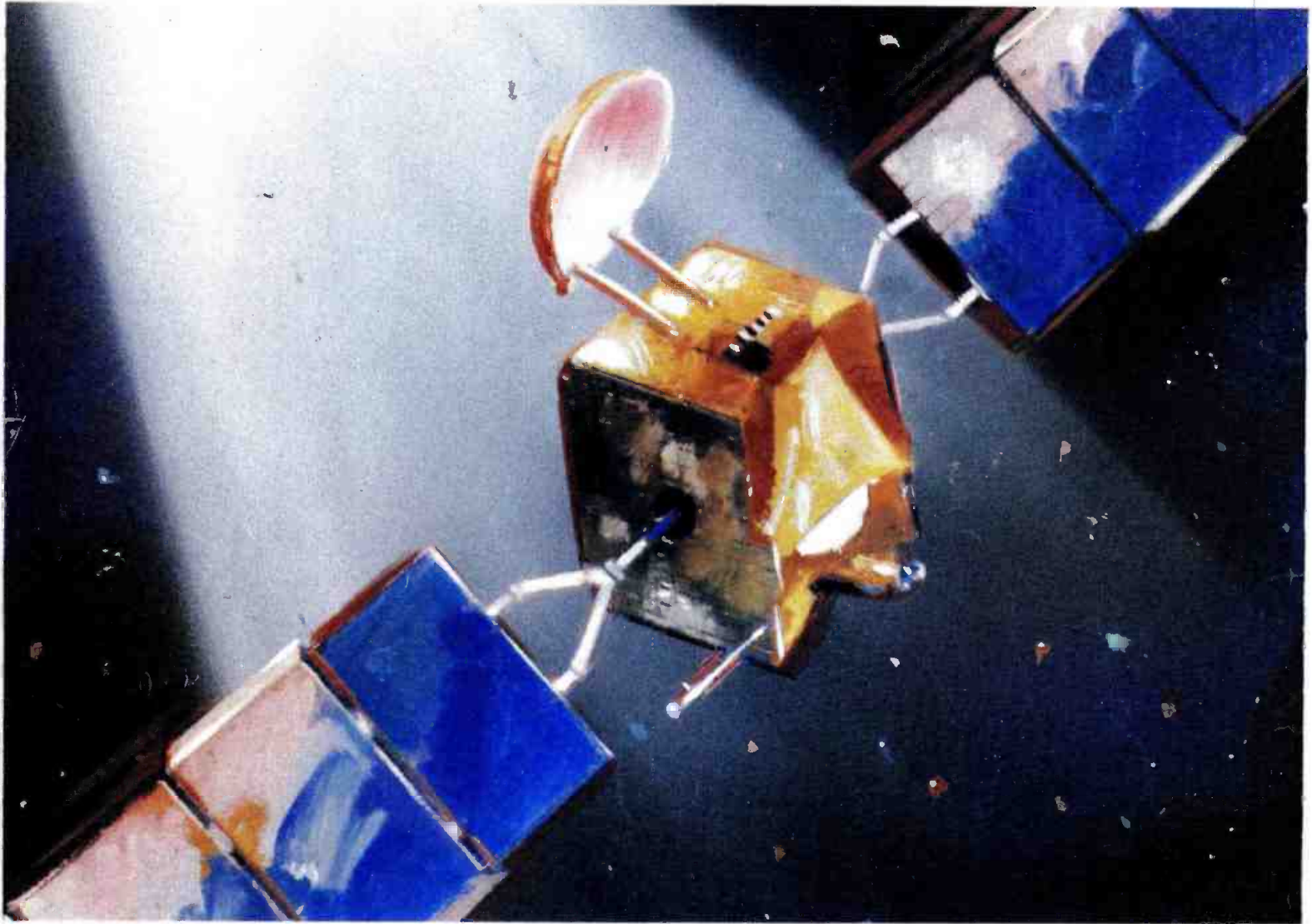


The Freedom Forum works, too. In Eastern Europe, it is offering the worldwide news service and professionalism of The Associated Press to the emerging voices of the free press. Plus a Gallup Poll of readers in those newly free countries for their views on their news needs. In the USA, The Freedom Forum is trying to help preserve a strong, local, free press for readers of the Oakland Tribune. And in our nation's capital, The Freedom Forum has escalated its support for professional enrichment programs, like those of the Washington Journalism Center. Free press. Free speech. Free spirit. They make The Freedom Forum work.

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# IN THE COMING MONTHS, WE'LL BE MAKING HISTORY... AGAIN



## INTELSAT-K LAUNCH UPDATE OCTOBER 10-14, MIPCOM CANNES, FRANCE. STAND 05.14/07.13

As it happens. Where it happens. Whether it's a shot on goal or a shot into space, television is there making sure it's seen by all — through the power of satellite communications.

Twenty-six years ago, COMSAT made history by providing the world with commercial satellite service as a means for instant international communications. Today that service, with a proven track record of 99.9% reliability, is offered to more than 180 countries via the INTELSAT system, the world's largest satellite communications network.

In early 1992, COMSAT will again make history by taking

part in the launch of the most powerful INTELSAT satellite built for trans-Atlantic service—the INTELSAT-K. With so much power in the sky, ground antennas can be smaller—making delivery of TV programming, from a global perspective, that much easier to implement.

So when you have a message that needs to be seen by millions, see us. Call our Broadcast Services department at (202) 863-6796. Better yet, see us at MIPCOM. You'll walk away with the latest information on INTELSAT-K and a special gift commemorating its upcoming launch.



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