

Broadcasting

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- KATZ AND SELTEL: IS DUAL REPRESENTATION HERE? / 4
- ON THE EVE OF NATPE: AT LARGE WITH CPT'S THURSTON / 30
- NAB PRESIDENT EDDIE FRITTS: CONFIDENT ABOUT S. 12 OUTCOME/ 10

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A CANNERS PUBLICATION
**CABLE-FRIENDLY INTV
 CONVENES IN
 SAN FRANCISCO**
 Vol. 122 No. 2

MARKET	STATION	DAYPART	NOV 1990 PROGRAM	% INCREASE	
				NOV 1991 VS. NOV 1990	
				WMN 18-49	MEN 18-49
*LOS ANGELES	KNBC	ACCESS	HARD COPY	+ 11%	+ 33%
CHICAGO	WMAQ	EARLY FRINGE	LOCAL NEWS	+ 175%	+ 170%
PHILADELPHIA	WTFX	ACCESS	HARD COPY	+ 12%	+ 63%
BOSTON	WHDH	EARLY FRINGE	LOCAL NEWS	+ 18%	+ 50%
DALLAS	KDFW	ACCESS	HARD COPY	+ 21%	+ 17%
DETROIT	WJBK	ACCESS	HARD COPY	+ 64%	+ 37%
*SEATTLE	KCPQ	ACCESS	HARD COPY	+ 111%	+ 56%
TAMPA	WTVT	ACCESS	INSTANT RECALL	+ 119%	+ 108%
*MINNEAPOLIS	KSTP	LATE FRINGE	HARD COPY	+ 100%	+ 60%
*MIAMI	WTVJ	EARLY FRINGE	HARD COPY	+ 89%	+ 433%
*ST. LOUIS	KTVI	EARLY FRINGE	HARD COPY	+ 174%	+ 325%
*SACRAMENTO	KOVR	ACCESS	INSIDE EDITION	+ 50%	+ 50%
*PHOENIX	KTVK	LATE FRINGE	HARD COPY	+ 11%	+ 125%
HARTFORD	WVIT	ACCESS	HARD COPY	+ 30%	+ 69%
ORLANDO	WCPX	ACCESS	FAMILY FEUD	+ 29%	+ 109%
*SAN DIEGO	KFMB	ACCESS	PM MAGAZINE	+ 20%	+ 27%
INDIANAPOLIS	WTHR	ACCESS	PREVIEW	+ 93%	+ 108%

MARKET
LEXINGTON
*PORTLAND-AM
PADUCAH
CHAMPAIGN
*SPOKANE
*TUCSON
COLUMBIA, SC
TRI-CITIES
*FT. MEYERS
BATON ROUGE
WACO
COL. SPRINGS
*SAVANNAH
GREENVILLE
*SANTA BARBARA
PEORIA
HARLINGEN

FROM BREAKING

KANSAS CITY	KCTV	LATE FRINGE	HARD COPY	+ 28%	+ 145%
COLUMBUS, OH	WCMH	ACCESS	TIC TAC DOUGH	+ 286%	+ 722%
*NORFOLK	WVEC	EARLY FRINGE	CHALLENGERS	+ 72%	+ 250%
NEW ORLEANS	WVUE	EARLY FRINGE	INSIDE EDITION	+ 170%	+ 238%
PROVIDENCE	WJAR	ACCESS	INSIDE EDITION	+ 4%	+ 69%
HARRISBURG	WHP	EARLY FRINGE	HARD COPY	+ 200%	+ 600%
*GREENSBORO	WGHP	EARLY FRINGE	HARD COPY	+ 59%	+ 72%
*LOUISVILLE	WLKY	EARLY FRINGE	CHALLENGERS	+ 184%	+ 277%
ALBUQUERQUE	KOB	EARLY FRINGE	PERSONALITIES	+ 65%	+ 29%
*BIRMINGHAM	WVTM	ACCESS	HARD COPY	+ 18%	+ 7%
*DAYTON	WHIO	EARLY FRINGE	JEOPARDY	+ 42%	+ 3%
RICHMOND	WTVR	EARLY FRINGE	LOCAL NEWS	+ 76%	+ 52%
*JACKSONVILLE	WJXT	LATE FRINGE	HART TO HART	+ 26%	+ 80%
LITTLE ROCK	KTHV	EARLY FRINGE	HARD COPY	+ 17%	+ 14%
FLINT	WSMH	ACCESS	HARD COPY	+ 192%	+ 20%
*WICHITA-HUTCH	KSAS	LATE FRINGE	HARD COPY	+ 275%	+ 550%
*MOBILE	WKRG	EARLY FRINGE	CHALLENGERS	+ 800%	+ 122%
KNOXVILLE	WKXT	EARLY FRINGE	CHALLENGERS	+ 360%	+ 250%
AUSTIN	KTBC	EARLY FRINGE	HARD COPY	+ 52%	+ 50%
*SHREVEPORT	KTBS	EARLY FRINGE	TRUMP CARD	+ 40%	+ 188%
HONOLULU	KITV	EARLY FRINGE	PREVIEW	+ 233%	+ 129%

TALLAHASSEE
RENO
*YAKIMA
AMARILLO
*CORPUS CHR
WILMINGTON
BINGHAMTON
*BANGOR
QUINCY
*UTICA
*DOTHAN
PANAMA CITY
ALEXANDRIA
RAPID CITY
*GREENWOOD
MERIDIAN
*JACKSON, TN
ANNISTON
LAREDO
TWIN FALLS

STATION	DAYPART	NOV 1990 PROGRAM	% INCREASE NOV 1991 VS. NOV 1990	
			WMN 18-49	MEN 18-49
WEX	EARLY FRINGE	INSIDE EDITION	+ 100%	+ 45%
WME	EARLY FRINGE	HARD COPY	+ 100%	+ 54%
WIL	LATE FRINGE	HARD COPY	+ 233%	+ 200%
WIA	LATE FRINGE	HARD COPY	+ 45%	+ 188%
WYU	ACCESS	HARD COPY	+ 139%	+ 165%
WTU	LATE FRINGE	MY TALK SHOW	+ 600%	+ 350%
WCH	LATE FRINGE	HARD COPY	+ 50%	+ 150%
WPT	EARLY FRINGE	PERSONALITIES	+ 317%	+ 243%
WTX	EARLY FRINGE	HARD COPY	+ 42%	+ 422%
WRZ	ACCESS	HARD COPY	+ 29%	+ 37%
WKV	ACCESS	CHEERS	+ 224%	+ 47%
WAA	LATE FRINGE	PERSONALITIES	+ 300%	+ 114%
WOC	EARLY FRINGE	HARD COPY	+ 136%	+ 106%
WNT	EARLY FRINGE	PERSONALITIES	+ 340%	+ 258%
WQY	ACCESS	HARD COPY	+ 30%	+ 61%
WZZ	LATE FRINGE	HARD COPY	+ 450%	+ 175%
WBT	EARLY FRINGE	GROWING PAINS	+ 17%	+ 207%



NEWS TO MAKING NEWS.

WLH	ACCESS	HARD COPY	+ 179%	+ 206%
WLO	EARLY FRINGE	HARD COPY	+ 155%	+ 31%
WMA	EARLY FRINGE	CHALLENGERS	+ 760%	+ 760%
WMI	EARLY FRINGE	SALLY-RAPHAEL	+ 76%	+ 117%
WTV	ACCESS	HARD COPY	+ 24%	+ 36%
WKA	ACCESS	HARD COPY	+ 213%	+ 90%
WAGC	ACCESS	CHALLENGERS	+ 767%	+ 1060%
WBI	EARLY FRINGE	HARD COPY	+ 31%	+ 84%
WEM	EARLY FRINGE	CHALLENGERS	+ 111%	+ 670%
WJTR	EARLY FRINGE	HARD COPY	+ 186%	+ 1867%
WJHN	ACCESS	HARD COPY	+ 47%	+ 93%
WJHG	EARLY FRINGE	QUIZ KIDS	+ 133%	+ 153%
WJAX	ACCESS	A CURRENT AFFAIR	+ 102%	+ 119%
WJTA	EARLY FRINGE	HARD COPY	+ 28%	+ 100%
WJVT	LATE FRINGE	HARD COPY	+ 194%	+ 196%
WJZH	EARLY FRINGE	HARD COPY	+ 20%	+ 387%
WJBJ	EARLY FRINGE	WEBSTER	+ 38%	+ 43%
WJSU	LATE FRINGE	CBS LATE NITE	+ 110%	+ 1300%
WJTV	ACCESS	HARD COPY	+ 122%	+ 125%
WJVT	EARLY FRINGE	FAMILY FEUD	+ 78%	+ 62%

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Top of the Week

UNCONVENTIONAL INTV: CABLE FRIENDLY

Independents gathered in San Francisco advised to extend olive branch to cable; Hedlund, NCTA's Mooney to meet; talks continue over NATPE tie-in

By Steve McClellan

The Association of Independent Stations convention in San Francisco adjourned last Friday with what appeared to be a new attitude toward cable. In state of the industry addresses, INTV President James Hedlund and Chairman Randy Smith urged independent stations and cable to bury the hatchet. "We all need each other to survive," Smith told the opening session.

Hedlund followed with a call to action, saying he would meet with distributors in February or March to discuss their concerns. He also challenged the cable industry to meet with independent television leaders to forge a workable compromise over issues in contention (must carry, retransmission consent, compulsory license, etc.).

James Mooney, president of the National Cable Television Association, took up the challenge. Upon hearing of Hedlund's remarks last week, Mooney called Hedlund and set up a meeting for this week.

Speaking of the past rancor between the two industries, Hedlund said: "I would like this to change. INTV doesn't seek punitive or vindictive rules." But he also said cable had refused so far to talk seriously about "our legitimate concerns." He said it

KATZ WANTS SELTEL

The nation's largest rep firm is in negotiations with Chase Communications to acquire Seltel. If consummated, dual representation of TV would be a reality. See page 6.

would be "a shame" if INTV were "forced into bed" with the telephone companies because the cable indus-



The cable-friendly view atop Nob Hill: Fairmont Hotel, convention headquarters

try refuses to listen.

Once again this year, many syndicators occupying two floors of screening suites questioned the value of being there. One major distributor, Twentieth Television, confirmed publicly it would not take screening suites at next year's INTV. And several other major distributors said they too did not want to return to suites next year.

"We want to support INTV," said Lucie Salhany, chairman, Twentieth Television. But she said the screening suites did not really make sense with so little traffic and so few clients to touch base with.

Salhany was not the only major dis-

tributor to express those sentiments, although she was the only one contacted last week willing to go on the record. At least three other major distributors at this year's show said they probably would not return next year, even if INTV does have screening suites then.

There has been much speculation about tying next year's INTV conference to the NATPE International show. The most talked-about scenario had INTV convening at the NATPE site (which next year will be in San Francisco) on the three days before NATPE and without syndicator suites.

INTV President James Hedlund said talks with NATPE are continuing over the possibility of an alliance. "We'll talk to NATPE," he said. "If something is doable we'll do it, and if not, we'll go out on our own."

Hedlund said he had an "open mind" toward the question of an INTV without an exhibition. "It's a lot of hard work and we are not wedded to it," he said. "Only 15 cents of every distributor dollar spent here goes to INTV. Maybe there's a way to get the 15 cents without the distributor spending the other 85 cents."

Some distributors questioned Hedlund's political tact in criticizing the "shortsighted" positions of certain program suppliers who have urged the FCC to revisit the value of the prime time access rule. (Warner Bros. and Disney have taken such a stand.)

The syndication head of one major studio found it "incredulous" that "no one from INTV has ever asked me what my position or my company's position is on the issue."

Hedlund took the criticism in stride: "Programing is not our business. It's what our dues-paying members think about the convention that counts the most." ■

TV stations need second revenue stream

That's opinion of Wertheim's David Londoner, who says possible source is cable

By Steve McClellan

Entertainment analyst David Londoner, managing director, Wertheim Schroder & Co., has good news and bad news for independent station operators.

In a keynote address at the INTV convention last week, Londoner predicted television advertising would rebound in 1992, with an 8% revenue gain over 1991. But he also said the television industry needs a second revenue stream to maintain meaningful growth over the long term.

Londoner said the most logical source of a second revenue stream would be an amended compulsory copyright license law that tags cable operators for use of local as well as distant over-the-air broadcast signals.

"The way it works today, you are losing yardage to cable," said Londoner. "And the simple fact is that advertising alone cannot afford to pay you enough to compete against paid-for television, whether it is basic cable, HBO or pay per view."

Londoner proposed that cable operators be charged "something like" \$1 per subscriber per month (phased in over four years) for carriage of local signals. By his estimate, that would raise roughly \$750 million in 1996 that could be divided among over-the-air broadcasters, the big three networks, Fox and barter syndicators, based on their advertising revenues.

Based on current shares, that would give each of the big three about \$85 million; local stations would get about \$450 million; Fox would get \$10 million and syndicators about \$35 million.

"The fee would be in recognition that free television is the principal use

Continues on page 15.

This Week



NAB's Eddie Fritts: sees cable reregulation in '92 (p.10)

DIMINISHED INTV / 4

Twentieth Television's announcement that it will not have exhibition suites at INTV next year has added impetus to a much talked-about INTV alliance with NATPE.

BATTLE-READY NAB / 10

NAB President Eddie Fritts predicts that some form of cable regulation palatable to broadcasters will become law this year. If not, a broadcaster-telco alliance may pick up the fight.

CPT'S LOOK AT '92 / 30

Barry Thurston,

president of syndication for Columbia Pictures Television, heads to NATPE planning to finalize sales on *Designing Women* and to sell the Columbia Showcase 2 film package.

DOWNSIZED SCA / 78

SportsChannel America has abandoned plans to become a standalone service and is concentrating instead on providing secondary programming for its regionals.

FALL ARBITRONS / 84

Radio ratings for nine of the top-10 markets show AM's leading in five—Chicago, San Francisco, Philadelphia, Detroit and Boston—and continued strength for soft AC and urban.

CHALLENGE TO TRINITY / 88

Trinity Broadcasting's effort to renew its license for WHFT-TV Miami has been challenged by Glendale Broadcasting, which maintains that Trinity violates the 12-station cap by operating through a minority front company, National Minority Television Inc. The FCC is reviewing similar

allegations made against NMTV last year.

BIG WFAN / 94

Infinity Broadcasting, which has filed to make a public offering of stock to finance its \$70 million purchase of all-sports WFAN(AM) New York, is picking up a strong station: net revenue for the first nine months of 1991—\$20.7 million—nearly matches 1990's total, and full-year cash flow is projected to approach \$8 million.

SKYPIX SETS APRIL LAUNCH / 98

Now that a financial services company has agreed to finance consumer purchases of the equipment, Skypix says it is ready to launch its direct-to-home satellite receiving system this April.



CPT's Barry Thurston: looking for access (p.30)

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Incorporating The Fifth Estate TELEVISION Broadcasting Cable

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At Deadline

INTV TALLY

Attendance at this year's INTV convention totaled just over 700, of which more than 200 were said to be from television stations. Last year, 850 people attended the show; the year before that the total was 1,200.

HDTV REQUEST

Motorola Inc. has asked the FCC to set a specific date for conversion from NTSC to advanced TV (ATV) service and to incorporate television-to-land mobile interference protection rules into any ATV allocation plan the commission adopts. Motorola declined to "argue here whether one service is superior to another" in respect to ATV and mobile communications.

OLYMPICS CUSTOMER

Comcast has signed an affiliation agreement to carry the 1992 pay-per-view Olympics, making it the third top-10 MSO, after Jones Intercable and Viacom, to sign on to carry the event.

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KATZ EYES SELTEL

Rep firm negotiating with Chase on \$20-million deal; would make it first with competing stations in same market

By Joe Flint

Dual representation may finally be reaching television. Katz Communications is negotiating with Chase Communications about acquiring the Chase-owned rep firm Seltel Inc. for close to \$20 million. A deal, according to Katz and Seltel clients, could be announced as early as this week. If Katz, already the largest TV rep firm with over 200 clients, does buy Seltel, which has 120 clients and is the largest rep of Fox affiliates, it will become the first station rep to have competing stations in the same market.

Peter Goulazian, president and chief executive officer, Katz Communications, told BROADCASTING that discussions have been held with Chase about Seltel but he is "not close to being able to make any prediction on the outcome." He confirmed that Katz has discussed the idea with its major clients; Seltel, according to broadcasters contacted by BROADCASTING, has had similar discussions with its major clients about Katz buying the firm.

According to industry sources, Seltel clients are willing to support the deal only if the rep firm's present management team, including Don Robinson, president and chief executive officer, and Ray Johns, executive vice president and chief operating officer, remains intact. "The key to the deal for us," said one major Seltel client, "is that Seltel management remain. We have received assurances that is the case." Whether that requirement will trickle down to all of Seltel's branch offices remains to be seen, and some anticipate that joint offices outside New York may be around the corner if Seltel is sold.

Potentially holding up the deal, some observers speculated, are major Katz clients uncomfortable with the idea of dual representation. Katz's larger clients include Multimedia Broadcasting Co., Hearst Broadcasting Group, Allbritton Communications, Times Mirror Broadcasting and Scripps Howard Broadcasting Co.

Katz was said to have told its major clients to contact the rep firm by last Friday (Jan. 10) to let it know where they stood on the deal. Goulazian said the firm is "operating with no such imminence."

One major Katz client told BROADCASTING his company had not responded yet, although the client seemed open to the idea. Said the executive: "In the final analysis, does it matter a whole hell of a lot whether they rep two stations in the same market? At an emotional level you say, 'this is the first time ever in the television business.' This is the way the business has been changing."

Katz is said to have first approached Chase about buying Seltel just a few days after the group owner of five Fox affiliates and four AM-FM combos announced it was getting out of the broadcasting business (BROADCASTING, Oct. 7, 1991). At the time of Chase's announcement, the company stressed that Seltel, which Chase acquired for between \$14 million and \$16 million, was not for sale.

Seltel clients contacted by BROADCASTING seem fairly receptive to the sale. Major clients include Paramount Broadcasting, Act III Communications and ABRY Communications. Said one observer on the concept of joint representation: "It happened in radio; it happened in advertising, there is absolutely no way it will not happen in the television business. It is just a matter of when."

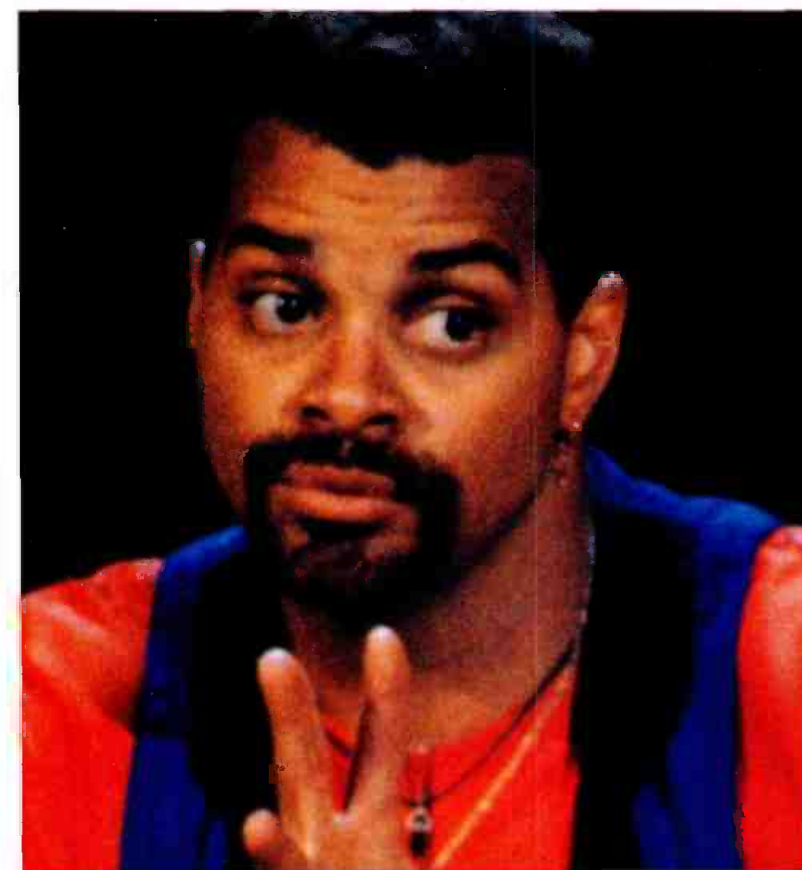
Katz has been leading the way in changing the boundaries of rep business as of late. The company, with over 200 television clients, has started repping cable systems in competing markets, and its radio division comprises several different rep firms that compete in the same market. Katz also teamed up with Viacom last year to form a program development consortium.

Katz's television division alone is said to have annual billings approaching \$1 billion. Seltel, with about 120 clients, is estimated to have annual billings of between \$350 million and \$400 million. ■

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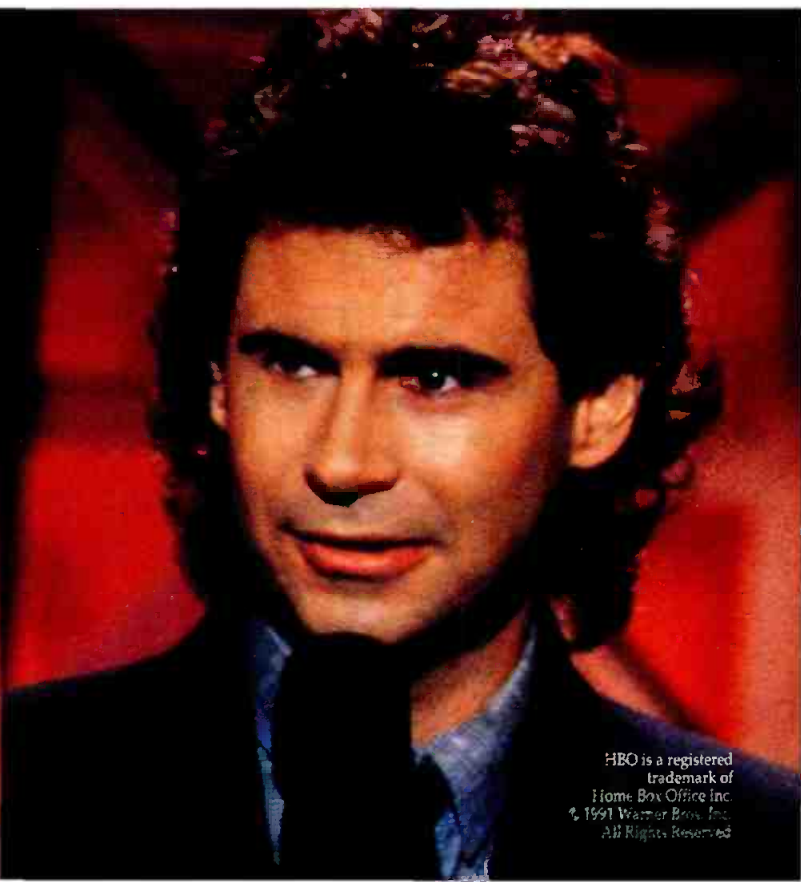


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NAB HAS STEAM UP FOR CABLE SHOWDOWN

NAB president predicts win for package with must carry, retransmission consent; telco alliance possible if bill fails; network-cable crossownership rules and other divisive issues face NAB board in California

By Randy Sukow

We anticipate a tough fight, but we're satisfied we're going to win," said National Association of Broadcasters President Eddie Fritts last week on the coming Senate debate on cable legislation.

Fritts was confident of victory during an interview with BROADCASTING on the eve of the association's winter board meeting, now being held in La Quinta, Calif., through Thursday (Jan. 16). He predicted a large vote in favor of strong cable legislation in the Senate, passage in the House and acceptance by a previously hostile White House, reluctant to veto "consumer" legislation in an election year.

Whether the Senate passes the Cable Television Consumer Protection Act (S.12), approved by the Commerce Committee by a 16-3 vote last May, or a substitute bill being developed by S.12's opponents, Fritts predicts the legislation will contain the S.12 provisions critical to broadcasters, including retransmission consent and must carry.

Word of the substitute bill, which will be sponsored by Senate Minority Leader Robert Dole (R-Kan.) and both Republican and Democratic opponents of S.12, and the threat last fall of a floor battle prompted Senate leaders to delay the debate until 1992, with Jan. 27 as the target (BROADCASTING, Nov. 18, 1991). Observers have been speculating on what the substitute will include.

"The one thing we have been assured of is that retransmission consent with the must-carry option is the centerpiece," Fritts said. Otherwise, "the bill doesn't have a prayer."

NAB originally feared the substitute would be a "Trojan horse," designed to erode veto-proof support for the cable bill in the Senate. That is still a concern, but Fritts did not rule out the possibility of a compromise. "The only



NAB President Eddie Fritts: 'It is a race for survival, and you have to take care of the survival issues first.... Any one of those issues may or may not in itself spell gloom and doom, but the sum of all those issues could spell gloom and doom were there not an NAB to kick ass over them.'

way a compromise can be reached on the Dole legislation is for Jack Danforth [R-Mo., ranking minority member of the Commerce Committee], Fritz Hollings [D-S.C., Commerce Committee chairman] and [Communications Subcommittee Chairman] Dan Inouye [D-Hawaii] to take the lead and say, 'this makes sense to us.' Should they do that and should the bill be acceptable to us, then we would obviously support the substitute," Fritts said.

At deadline last week, Hill sources said no contacts had been established between supporters of S.12 and the substitute. Supporters of the substitute said they will brief their opposition on it, mainly as a courtesy, the week of Jan. 21, the Congress's first day back from recess. They did not expect to negotiate a compromise before S.12 comes to the floor.

Many broadcasters consider S.12 or some legislation like it to be crucial to the future viability of broadcasting as a business. "What it does is posi-

tion [the broadcast industry] to be competitive. It positions it to be able to negotiate for joint ventures on additional channels," Fritts said.

If FCC regulations restricting the number of broadcast signals controlled by one company per market could be relaxed, passage of the cable bill could "give us an opportunity to compete and to begin to develop other sources of revenue. Potentially compression techniques long-term would have the same ability as the 150-channel [Time Warner] system in Queens," Fritts said. "Those are the type of things we're looking at to insure the viability of tomorrow's marketplace for broadcasters."

If no cable bill becomes law in 1992—a possibility Fritts finds remote—an alliance with telephone companies is high on NAB's list of alternative moves. Broadcasters will probably not have to go to the phone companies for help, he believes; the phone companies will come to them. "It strikes me as being rather significant that the phone companies continue to try to recruit the broadcast industry as an ally," Fritts said.

Conflicts within

Win or lose, the association's pursuit of must carry/retransmission consent gets good marks from many in Washington. In the past, NAB's lobbying efforts were rated a bit lower.

Several years ago, Robert Packwood (R-Ore.), ranking member, Senate Communications Subcommittee, accused broadcasters of being unable to lobby their way out of a paper bag. Now the senator "does think they have improved," a Packwood spokeswoman said last week. "Specifically what he thinks they have improved at is getting their local broadcasters and the grassroots efforts involved. It's much more effective to hear from a number of stations from across your

state than it is hearing from Eddie Fritts and his staff over at NAB."

"To a member of Congress, a person who runs a TV or radio station is a very important fellow, and the broadcasters did not do a good job lobbying," said Association of Independent Television Stations President Jim Hedlund, who has observed NAB as a fellow lobbyist and a former Hill staffer. "I think they have really organized their grassroots efforts so that it has become really sophisticated." INTV participated in an NAB-led campaign to have dozens of broadcasters visit Senate offices last November to drum up support for S.12.

But with the external problem solved, an internal threat to NAB's future may be emerging out of conflicts within NAB's membership, such as those between the major TV networks and their affiliates and other local station operators over the FCC's financial interest and syndication rules and network-cable crossownership.

NBC President Bob Wright recently told BROADCASTING (Dec. 16, 1991) that NAB represents too many different types of broadcasters and too many interests. He proposed "that the

NAB could be broken up and that the independent stations should go their way, affiliated stations should go their way...and radio should go its way."

"I'm more convinced now than ever before that for us to be effective on a broad range of issues in the Congress we have to do it as a united industry," Fritts responded. "I have done an analysis of how it would look as a broken-up entity, and I'm fully satisfied there is not enough horsepower in the individual elements to accomplish as much as there is in the sum of the parts."

Fritts listed several issues—cable legislation, telco legislation, advertising taxes and others—in which NAB will need the backing of all broadcasters. "Bob [Wright] is concerned about NAB having a part of its membership services in radio. There have been any number of radio broadcasters who have lobbied the cable bill on behalf of their brethren in television. Those are things I know that perhaps he is not aware of," he said.

Crossownership is likely to be the board's most contentious issue. "I am hopeful that within the next 10 days I'll be able to play a constructive role for resolving this issue," Fritts said. The

FCC's recent rulemaking notice, outlining safeguards against discrimination against rival stations for channel placement on a network-owned cable system, could provide the basis for a compromise. "But let's face it. Any political novice can recognize that you don't want to base your business plan on a roll of the dice at the FCC." All sides have a reason to negotiate, he said.

Fritts confirmed earlier reports that the radio board is likely to shift its position on digital audio broadcasting. "We'll endorse a new DAB plan....The attention on DAB will focus on in-band as opposed to L-band type," he said.

High-ranking House Democrats and Republicans have begun to pay attention to alleged abuses in time brokerage or local marketing agreement, causing some broadcasters to worry that the practice may be legislated out of existence. "House hearings will be held in February on LMA's," Fritts said. "We would hope that the hearings focus on the larger issue rather than the use of LMA's, that is, the economics of the radio industry....What we have is far too many radio stations in America today, many of which cannot be viable." ■

FOX MAKES SPORT OF COUNTERPROGRAMING

'Games' scheduled against Winter Olympics; sixth night of prime time set for summer

By Steve Coe

ust weeks before it raids CBS's Super Bowl half-time show with a special featuring the cast of *In Living Color*, Fox announced plans last week to ambush CBS's Winter Olympics with the *Fox Summer Games*, a week-long theme of summer-oriented programs. Peter Chernin, president, Fox Entertainment, speaking before the Television Critics Association press tour in Marina Del Rey, Calif., said the week of stunting in February will be hosted by Super Dave Osborne and will consist of specials and series episodes with summer themes. Chernin also touched on the latest timetable for additional nights in the Fox prime time schedule.

The week begins Monday, Feb. 17, with opening ceremonies of the *Fox Summer Games*, and continues through Sunday, Feb. 23, with closing ceremonies to the week of specials and repeat broadcasts of summer-

themed episodes of Fox series.

Fox has also scheduled other specialty programming and stunts for the February sweeps, including a live episode of the series *Roc*, set for Sunday, Feb. 9, at 8:30 p.m. On Saturday, Feb. 8, Fox airs its first World Wrestling Federation event, featuring Hulk Hogan among others. Specials during February include *Firehouse*, hosted by John Walsh, focusing on the work of New York firefighters, and *Sightings: Ghosts*, which deals with the phenomenon of apparitions.

Fox also plans to debut four new series beginning in March: the half-hour comedy *Stand by Your Man*, *Stray Cats* (tentative title), *Down the Shore* and the live-action *Bill & Ted's Excellent Adventures*. Each will be rolled out individually rather than in a group, but no debut dates are set.

An area of Fox's prime time schedule that has fallen short of initial projections is *Fox Night at the Movies*. Fox initially planned to produce one

made-for-TV movie a month. Chernin admitted "we have failed to live up to our ambitions, but that does not change those ambitions."

Chernin, updating the network's plan for expansion, said the current plan calls for another night to be added to Fox's schedule by this summer, and the seventh night to be added "as soon as we can after that."

Barry Diller, chairman, Fox Inc., was drawn into the question-and-answer session on the subject of condom ads. When questioned about the lack of further condom ads on Fox after the much publicized first ad appeared two months ago, Diller said Fox has refused a few ads since then.

On the subject of Fox's national network news, Diller said "the infrastructure for Fox News Service is up and running," and predicted "by the end of this calendar year, we will be able to provide ourselves and our affiliates with all of their needs beyond their local news." ■

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A SAMPLING OF THE PROGRAMING WARES AT INTV

Paramount going boldly with 'Trek' spinoff

As first reported in BROADCASTING ("Bi-Coastal," Nov. 25, 1991), Paramount Domestic Television delivered preliminary closed-door presentations to key independent station group executives of a spinoff of *Star Trek: The Next Generation* and a revived version of *The Untouchables*, both being slated for January 1993 first-run rollouts. Although Paramount officials at the studio's INTV hospitality suite declined to talk on the record (a press conference announcing the hour series will take place next week at the NATPE International program conference in New Orleans), station executives said Paramount will offer each hour project to stations on seven-minute national and five-minute local barter ad splits, matching the split offered with *Star Trek: TNG*.

Those present for the development pitches said Paramount is planning to create a *Star Trek* spinoff set concurrently with the time period of *Star Trek: TNG*, not as a "prequel" as had been rumored. One senior-ranking Paramount executive, who wished to remain nameless, said the matching timeframe would permit current *Star Trek: TNG* regulars to make "crossover" appearances in the spinoff as an effort to lure loyal *Trek* viewers.

Meanwhile, *The Untouchables*, the Paramount source says, will not mark the return of Robert Stack as the mob-busting tough guy, Elliott Ness, from the original series (ABC, 1959-63). It will cast a new Ness.

While skirting the question of whether the two shows will be marketed in a two-hour prime time block similar to Warner Bros.' two-hour January 1993 action-adventure block for the independent station-led Television Consortium (BROADCASTING, Nov. 25, 1991), the Paramount source re-emphasized the studio has yet to complete its marketing plan. The source said each series will be budgeted at roughly \$1.2 million-\$1.4 million per episode, close to the benchmark production cost established by *Star Trek: TNG*.

More weekend cartoons for Disney

Buena Vista Television has decided to carve additional cartoon turf for itself, with a one-hour weekend block beginning in the fall of 1993. It's expected that most, if not all, of the company's Disney Afternoon affiliates (now covering 94% of the country) will take the afternoon block.

BVT also confirmed earlier reports that it would add a new cartoon to the Disney Afternoon weekday block next fall—*Goof Troop*. Another new series, *Bonkers*, is scheduled to join the block in the fall of 1993. *Duck Tales*, the first of the Disney Afternoon shows, is being renewed as a weekday morning series.



BVT's Bob Jacquemin outlines children's program expansion plans at INTV

Making the rounds of exhibits and suites

■ Group W Productions has cleared the new Vicki Lawrence talk show in 50% of the country, including KCAL-TV Los Angeles; WMAQ-TV Chicago and KPIX(TV) San Francisco. The company has also cleared its new game show, *That's Amore*, in roughly 30% of the country and agreed last week to sell the barter avails in Rysher Entertainment's *Captain N*, the off-network cartoon strip for next year.

■ Buena Vista Television has cleared the off-network *Empty Nest* in 40% of the country, including KCAL-TV Los Angeles; WGN-TV Chicago;

WPHL-TV Philadelphia and KTVU-TV San Francisco. And it has done so with some unique deal making that will see the show play in consecutive windows on two different stations in a number of markets.

■ Worldvision picked up the rights to *Night Heat*, the off-network late-night show that aired on CBS. The 96 episodes are available for cash next summer. Multimedia just purchased the off-network rights to *Sweating Bullets*, currently on CBS late night.

■ New shows from All American Communications: *Hollywood Celebrity Mysteries*, a weekly similar to Blair Entertainment's *Famous Hollywood Mysteries*. All American is also launching a new children's strip: *Adventures of T-Rex*. Meanwhile, LBS, which All American has proposed acquiring out of Chapter 11, is selling a new cartoon, *Spiff & Hercules*, and several two-hour "live event" specials: *The Elvis Conspiracy*, *The Marilyn Files* and *The JFK Conspiracy*. In addition, *Baywatch* and *Family Feud* are being renewed.

■ Viacom Enterprises apparently initiated preliminary talks regarding the launch of *Jake and the Fatman* for fall 1993. Although Dennis Gillespie, Viacom's off-network sales president, declined to confirm or deny the speculation, insiders say *Jake* will likely be marketed as a companion to *Matlock*, which is currently cleared in 133 markets (83% of the U.S.). The word is that Viacom executives are placing an emphasis on achieving enough station deals to cover the higher residual costs in syndication, leaving open the possibility that *Jake* could still go the cable route. Per-episode residual costs for syndication are estimated to be \$55,000-\$60,000, while residual obligations are in the \$20,000 per-episode range.

■ Apparently, an unplanned public statement of Faye Wattleton's intention to resign as head of Planned Parenthood to host a new daytime talk show had Tribune Entertainment officials rushing out an announcement of their intention to initiate a slow rollout of the strip this spring or summer. Meanwhile, Tribune's Jan. 20 rollout of *The Dennis Miller Show* has 120 stations on board (88% U.S. coverage), with KPIX-TV San Francisco signing during the convention.

-MF,SM



INTV's Smith and Hedlund extend olive branch to cable during convention; Wertheim Schroder's Londoner is bullish on ad prospects for 1992

LONDONER AT INTV

Continued from page 5.

to which the subscriber puts his cable hookup," said Londoner. "Certainly the more enlightened cable MSO's understand that they are the ones that must pay for this," he said.

Not all cable executives, including some who consider themselves "enlightened," embraced Londoner's proposal last week.

"We're opposed" to that kind of amendment to the compulsory license, said Spencer Kaitz, president of the California Cable TV Association. "It seems like a network subsidy to me, and I think it could be harmful to independents."

Kaitz said an amended compulsory license including payment for local stations would force cable operators to "react to the market," and reduce the number of local signals they carry. "Everybody is feeling the pinch of the recession and looking for ways to cut

costs or add revenue," he said.

Expecting criticism, Londoner said he thought objections from cable could be overcome by giving "the assurance that this is not a crack in the door that could swing wide open. Cable obtains most of its value from free television—that is what subscribers watch."

But clearly, cable isn't depending on retransmitted programs for future revenue growth, Londoner said. "The gradual conversion of free viewing to paid-for, in-home programming can be expected to accelerate in the '90s."

In the near term, Londoner predicted an economic recovery for 1992 that would last until at least 1995. "We are already seeing some encouraging signs," he said. "Network scatter is finally coming out of the cellar, and demand for availabilities surprised everyone. The first quarter seems a little spotty, but I think lower interest rates will help matters by the time the upfront season begins." ■

Hedlund sees economy on the mend in 1992

Describing 1991 as "the year that shouldn't have happened," INTV President James Hedlund said last week he believes the "fundamentals were in place for a turnaround" in the economy in 1992.

In his opening address at the INTV convention in San Francisco last week, Hedlund said recent moves by the Federal Reserve Board to reduce interest rates should stimulate the economy. The healthier economy should revitalize the advertising market, said Hedlund.

He added it is unlikely the television business would return to "the good old days of double-digit spot advertising growth." But he did say that opportunities will emerge. (Analyst David Londoner predicted an 8% gain in TV ad revenues in 1992; see page 5.)

INTV Chairman Randy Smith of WPHL-TV Philadelphia, like Hedlund, urged a burying of the hatchet between independents and cable. "We all need each other to survive," he said.

Smith said that current regulations put independents at a competitive disadvantage. "Why shouldn't they pay for widely viewed services?" ■

THE SHORT-TERM LONG-TERM HISTORY OF BROADCASTING

I think it has a long-term future, if we're talking four or five years," responded FCC Commissioner James Quello to a question at an INTV panel about the prospects for over-the-air TV. "Beyond that, I don't know."

Such a hedging prognosis on the health of broadcast TV, delivered by the commission's most vocal supporter of free over-the-air television, evoked surprised laughter from the audience at last Friday's (Jan. 10) INTV breakfast panel. It followed Quello's comment that the delivery system for broadcast TV must gravitate toward fiber optics in order to survive.

In kind, Commissioner Ervin Duggan responded: "I think these doomsday scenarios are bunk. No delivery system has ever rendered another delivery system extinct, as far as I can tell." Duggan went on to characterize broadcasters' fear of cable television and fiber optics as analogous to the concerns radio executives had about the advent of television.

"I don't want a doomsday scenario hung on me for broadcasting," Quello shot back, "because I'll be the first person to support free over-the-air TV."

The third FCC member participating in the panel, Commissioner Sherrie Marshall, expressed a similar opinion that broadcasters, if they are to flourish, must learn to live in a multichannel environment.

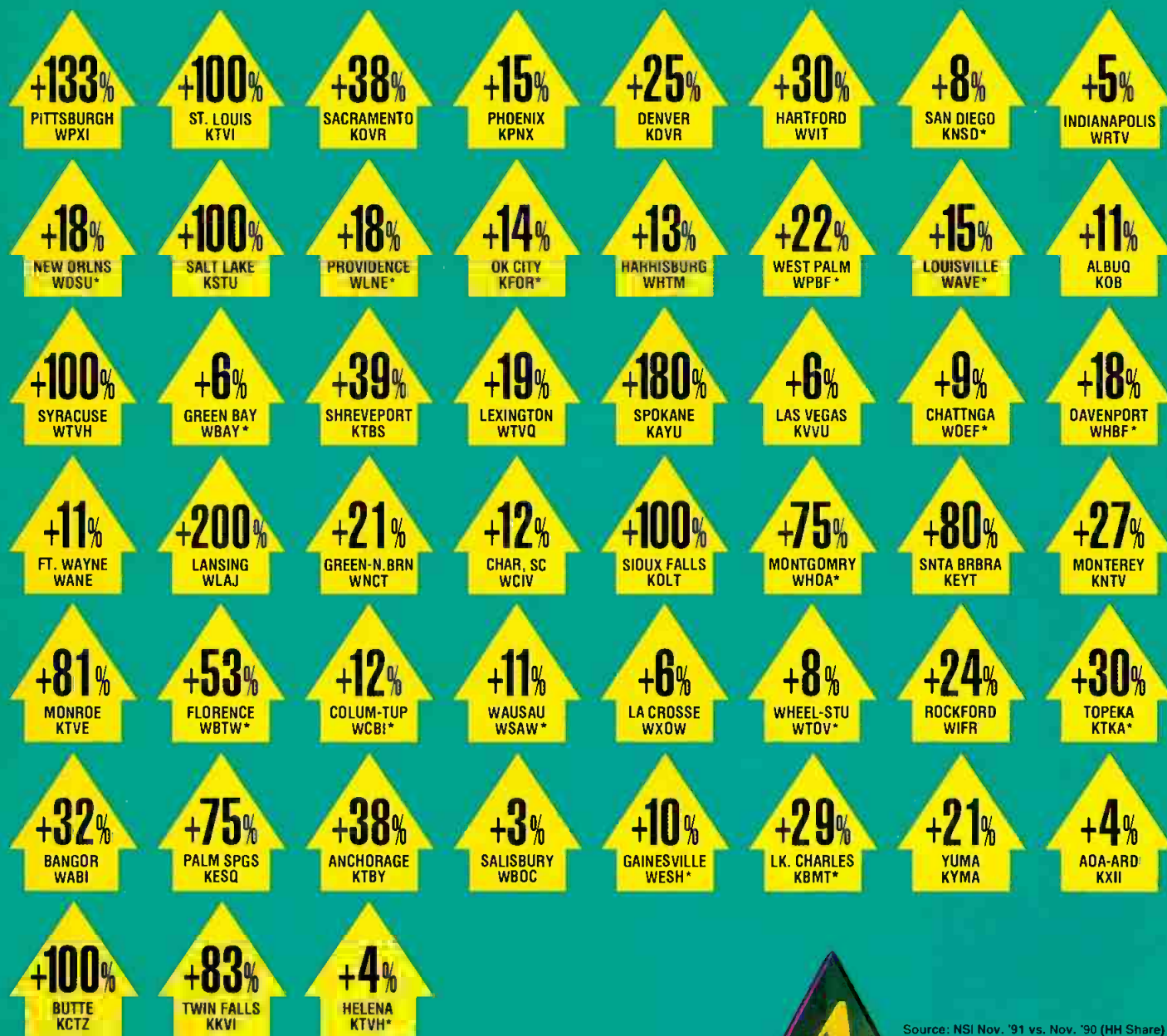
Regarding the recent decisions by network affiliates KPX-TV San Francisco and KCRA-TV Sacramento to shift from an 8-11 p.m. to a 7-10 prime time schedule, and the resulting pressure to repeal the prime time access rules, Duggan and Marshall said those cases are not pressing the FCC to take action on the issue.

On the question of the alleged gulf between the commissioners and FCC Chairman Alfred Sikes, Quello, Marshall and Duggan tried to put the best face forward. When pressed on the collegiality issue by BROADCASTING's senior vice president and editor Don West, Duggan said that Sikes visited his office two weeks ago to discuss an issue; the protocol was significant, Duggan said, because it has generally been assumed that Sikes expects the commissioners to visit him. "I'm optimistic that the issue of a lack of collegiality can be put to rest," Duggan said. ■

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Source: NSI Nov. '91 vs. Nov. '90 (HH Share)
*ARB Nov. '91 vs. Nov. '90 (HH Share)

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NEW YORK

NEW DAY FOR NBC

Look for NBC to announce its fall 1992 weekday daytime schedule at NATPE next week. The network had been planning to have a booth on the convention floor for affiliates to visit and hear about new shows, but NBC will host a reception at its hotel suite instead due to the difficulty of putting a booth together on short notice. John Miller, executive VP, advertising and promotion, and daytime and children's programming, said the lineup will consist of three soaps and three half-hour series. He said three soaps currently on the air are front-runners to remain on schedule, but hinted that *Santa Barbara*, whose option runs out in July, will have until then to improve.

ALMOST READY?

The offering price for Granite Broadcasting's initial stock issue will probably come in lower than planned, with more shares probably being offered to make up the difference. The group owner of four affiliate TV stations had hoped to sell 2.75 million shares of non-voting common stock at between \$8 and \$10 (BROADCASTING, Dec. 2, 1991).

But money managers have been informed the deal will be priced closer to \$7. The delay in pricing the deal—initially planned for before Christmas—is perhaps another indication that all is not well.

NEW FOR DAYTIME

King World and Castle Rock Entertainment, two companies not normally recognized for their production of daytime programming, have entered that daypart with separate projects. King World pitched ABC last week on a Saturday morning game show for children titled *Grand Spree 500*. The pilot features competition between children ages 9-13 hosted by J.D. Roth, former host of the syndicated *Funhouse*. Castle Rock has produced and pitched a pilot to NBC for a weekday show titled *Parental Guidance Suggested*. It's described as a humorous parental survival guide geared to situations involving children and teenagers.

LOS ANGELES

DOWNSIZING

As a result of what it calls "current economic conditions," Stephen J. Cannell Productions has begun lay-

ing off employees, with the total number to reach 16. The layoffs are being made to "minimize fixed operating expenses," according to Peter Roth, company president. The move comes despite additional orders from ABC for *The Commish*, a recent additional 65-episode order from CBS for its late-night *Personals* as well as nine series hours in development for fall 1992. The layoffs will come from staff and clerical positions.

WASHINGTON

UNPOPULAR CHOICE

The General Services Administration has reportedly picked The Portals as the new home of the FCC. Tucked away behind the Department of Agriculture along the Tidal Basin in Southwest Washington, The Portals is a massive new development with a planned 2.5 million square feet of office space being built in four phases. The FCC requires around 330,000 square feet.

The FCC may appeal the GSA selection. It had hoped for either The Warner or City Center, two other finalists in the bidding. Both are closer to the current FCC headquarters at 1919 M Street and the Washington commercial and governmental mainstays. If deal goes through, FCC will move in January 1993.

EVANSVILLE

BACKFIRED

The United Artists cable system in Evansville, Ind., made a tactical error last week by bringing the Senate's cable bill (S. 12) to the attention of the Evansville city council. Cable system general manager Mike MacNeilly sought a resolution from the council opposing S. 12. But after listening to MacNeilly and three local broadcast TV general managers last Monday (Jan. 7), the council rejected the resolution and began drafting an S. 12 endorsement.

TURNER IN THE MARKET FOR ANOTHER MOVIE LIBRARY

Ted Turner is at it again in Hollywood. More than one source reports that *Time's* Man of the Year is shopping for another film library to add to his collection of movies. The candidates: Orion Pictures and Carolco, both of which have about 100 titles. Both firms' parent companies have filed for Chapter 11, and reorganization could involve selling the libraries.

Troubled MGM-Pathe has also been mentioned, although Turner's \$200 million purchase of an MGM/UA package in October 1990 and his \$1.4 billion acquisition of the studio in 1986 have already given him most of the MGM titles.

The additional films may prove useful should Turner add channels or spin-off channels from his broad-based networks, superstation WTBS(TV) Atlanta and Turner Network Television. The rumored acquisition is believed to be smaller than the \$320 million deal in which Turner bought Hanna-Barbera last November.

-SDM

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ADDED ATTRactions

BROADCASTING's writers and editors are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

FEBRUARY 10

Station and Cable Trading

BROADCASTING's annual summary of the just-finished year's radio and TV station and cable system sales.

APRIL 6

Pre-NAB

BROADCASTING's annual advance of the industry's biggest gathering. Includes a preview of the technological cornucopia to be seen on the exhibit floors.

JANUARY 20

NATPE

Although a war will not likely be on the agenda for this year's NATPE, syndicators will be bringing lots of ammunition in the form of new and existing product. BROADCASTING will devote an entire special, oversized issue to the people and programs making news in New Orleans.

MARCH 16

Baseball

BROADCASTING's exclusive look at the lineups for radio, TV and cable and how much it costs them to get into the ballpark.

APRIL 13

NAB

BROADCASTING will be where the broadcasters will be—Las Vegas—for the National Association of Broadcasters 70th annual convention.

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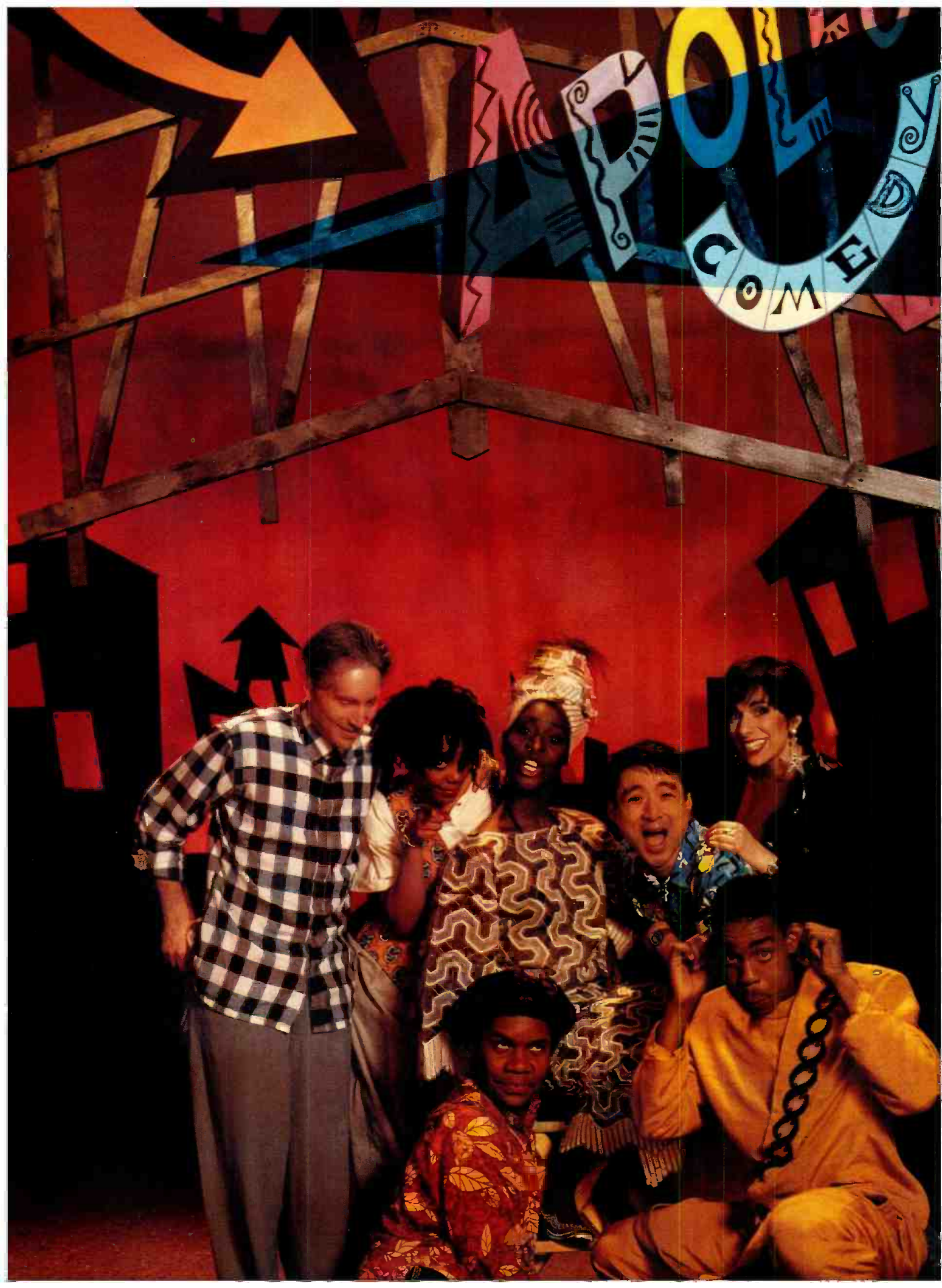
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Television

BARRY THURSTON: TAKING CARE OF BUSINESS



As the television industry prepares to gather for the NATPE convention in New Orleans, Barry Thurston, president, syndication, Columbia Pictures Television, sat down with BROADCASTING editors to talk about the distributor's outlook for this year and next, including possible plans for first-run shows (Merv Griffin "is working on several things right now"), prospects for finding access time (the strength of current hits makes it tough) and CPT's plans for the convention (the finishing touches on "Designing Women").

Where is your next hit coming from?

Some people in my job have never seen a hit like *Who's the Boss?* or *Married...with Children* or *Designing Women*. Others have been fortunate enough to be associated with one. I feel very fortunate in having been associated with three major hits in a row. To see another one of those would be sensational. And I can't predict where that's going to come from, whether it's off network or first run. As I look

at some of the shows we have on the network today, I might very easily say to you: "Well, that particular show, that's not another *Married...with Children*, and yet two or three years from now it could be, so I really don't know. I don't see it on the horizon, but that isn't to say it isn't there.

***Ruckus* has been pulled as a strip. What are its prospects for reincarnation as a weekly?**

It's probably too early to tell at this point. WNBC-TV is

looking at it now. And we'll show it at INTV and NATPE, and then we'll attempt to see if there's enough interest to roll it out on either a cash or barter basis. If the level of interest is high enough [around 80%], we'd do it on an all-barter basis. If not, we'd look to roll it out on a cash basis. In the initial development of the show there was a lot of interest in a once-a-week version. I think there is a chance we may have it on the air, probably not in January, but sometime between now and the fall.

Tell us more about your plans for first run and the timing of your entry into that business. Isn't right now one of the most difficult periods in the history of the business to be getting into first run?

Well, I don't think there's any magic time, and I don't think that we've ever said that we were getting into first run or we're into first run. I think we're interested in all businesses that are out there. The first-run aspect of it is just one aspect of the business that we should be interested in. We took advantage of an asset that we have in Merv Griffin, the premier creator and producer of game shows [*Wheel of Fortune* and *Jeopardy!*].

How did *Ruckus* come to be?

Merv came up with *Ruckus*. We took a look at it and said this looks pretty terrific, let's go with it. So we are more project-driven from the standpoint that a good project was brought to us by one of our people. We also saw an opportunity in New York, where WNBC had a problem at 7:30. So two forces came together and all of a sudden we're in the first-run business, I guess.

Is Merv Griffin developing anything new for you?

Yes, he is working on several things right now. I can't tell you specifically.

Possibly for fall '92?

Possibly, yes.

Any clues as to format?

Well, I wouldn't want to say that these are in the game show or access areas, remembering what his past efforts have included [talk show host/producer]. He has the capability to develop a number of things.

What about other possible first-run projects?

We will continue to look within our company as well as outside for first-run projects that could be meaningful. The first-run marketplace today is more difficult to get into in certain areas. For instance, the most difficult, but yet the most lucrative, time period is access. But getting into the time period is very difficult, especially when you realize that the top shows in access today—*Wheel of Fortune*, *Jeopardy!*, *Entertainment Tonight*, *Current Affair* and, by the way, *Married...with Children*—are going to be in that time period through the 1993-94 season—they're already committed for that long a period of time. So unless we see some decline of major status in those shows, entry of anything new is going to be very difficult.

What about other dayparts?

That's why you see companies looking to produce programs for daytime fringe, an area that the networks are starting to abandon, or for late night—again, an area in which the networks are starting to move away from programming. So there are entries into the first-run marketplace, maybe not into the access time period, but certainly in early-fringe daytime and late night and weekend.

Have you or will you be appointing a major executive to spearhead that operation for you?

We don't have any plans along those lines right now.

Tell us about your plans for NATPE.

We will be finalizing our sales on *Designing Women*. We are at approximately 150 markets now, and we are striving to be at or close to 200 markets by the time it premieres next fall. So NATPE will be an important time for us as far as closing the last group of stations. We will also probably be kicking off our advertising effort on *Designing Women* right around NATPE, so we will be meeting with key advertisers. As far as feature films are concerned, we will be selling Columbia Showcase 2. We'll also be selling Columbia Gold [a "best-of" package].

Has Sony encouraged you to explore the first-run business or other businesses?

Everything that we have done is driven by ourselves, driven by the management, our management. We have no directives, as such, from Sony. This company has undergone five or six management changes over the last six or seven years, and I think that each time the company has been taken over, the new owners have looked at the management of the television side of the company and basically said: "That looks like it's running real well, we'll

"We will continue to look within our company as well as outside for first-run projects that could be meaningful."

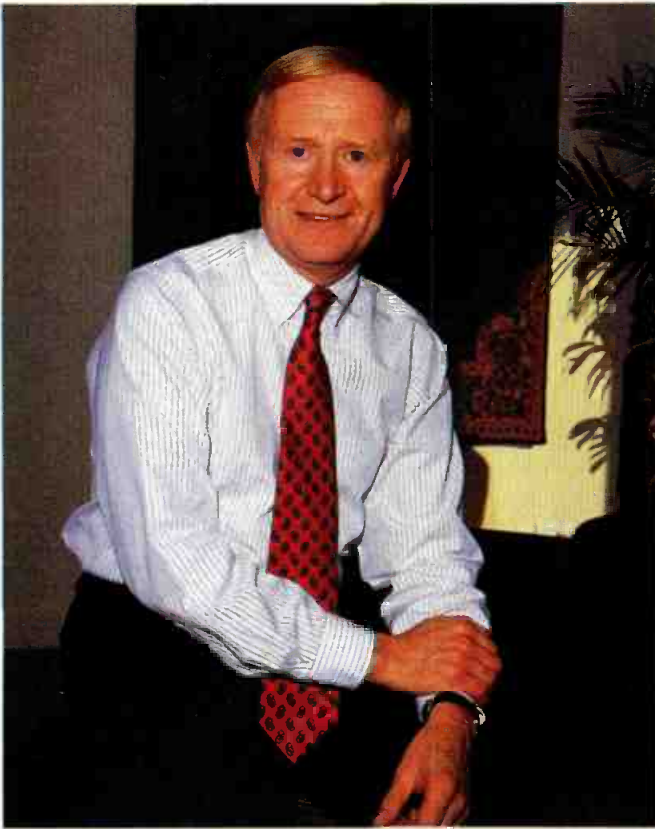
move on to something else." I don't think there's any difference with the Sony purchase of the company.

Have they brought anything positive to the operation of your company from your vantage point?

Sure. Look at both of our motion picture companies. Last summer, Columbia and Tri-Star in the motion picture area were last at the box office. This past summer, Columbia and Tri-Star, combined, were number one at the box office. December releases include "Hook," by Steven Spielberg, and "Prince of Tides," with Barbra Streisand, and "Bugsy," by Barry Levinson. And you're seeing a company that probably will be on top at the box office again this year. The good news for us is that that's our pipeline for feature films. So, if we can take out feature films from two companies that are going to be leaders at the box office, it helps my business. Judging from what's currently in the pipeline, we expect to have a major film package available every year to 18 months for the foreseeable future.

What's going on with *Get a Life* and *Parker Lewis*?

Well, I think it's a little premature. Neither of those shows has been picked up for next year. Our assumption is that those shows would be picked up. And on that assumption, we're just a year too early to be thinking about any possible syndication. Our next logical show, off-network show, would be *Parker Lewis*.



“The country is in a recession, so there’s an attractiveness to more barter, but that will change as soon as the economy changes.”

Will the all-barter deal drive syndication in the 1990’s?

Well, I think that’s just entry into the marketplace today. I think that the balance between cash and barter is such that over the years it’s cyclical in nature, and the cycle that we are in right now is there’s less cash in the marketplace.

The advertising market is soft. The country is in a recession, so there’s an attractiveness to more barter, but that will change as soon as the economy changes.

When do you see that happening?

I think that the economy is going to get better in 1992 as we go into a presidential year and we go into an Olympic year. I think that long term—meaning between now and the year 2000—is going to be upbeat for the industry as a whole.

How large a company are you? I’m not talking about money, but logistically?

Columbia Pictures Television—the syndication end of Columbia Pictures Television—has 57 employees. Of those, we have five sales offices and a total of 11 people selling. So if you think of the country and you think that there are over a thousand commercial television stations, we have 11 people out of five locations who cover all of those stations and sell all of this product. The rest of the people are for

support, either through research, through operations of getting the actual tapes out, contracts department, etc. So that’s the scope. We are not a large company per se, but total number of people in syndication would compare to some companies’ advertising departments. We are probably the smallest staffed of the major companies in the business.

Where do your sales people come from?

Most of the people on the staff have come from the station marketplace. And perhaps it’s because of my background in the station marketplace, but I have always found that the station business is the core business that we’re in, and that I’ve always looked to have people on the staff who have that background. I think they understand better the needs of the station community, and when they go in to call on a television station, they are able to sit across the desk and understand what that program manager or general manager is really looking at.

What kind of cable business do you have?

We have done a lot of business in the cable area in the last few years. As the cable marketplace has grown, its need for product has grown with it. And since we have a very large library, we have been able to come up with product that meets the needs of the various cable networks. But our core business is still the station business, and I perceive that it will be the station business, again, throughout the decade. I don’t see any change in that. Although I do see the cable business growing, I don’t see the cable business growing to such a point that it’s ever going to displace the basic business, which is the selling of programming to television stations.

Are you excited about anything going on in the television business today?

When you dial in the word excitement, when you’re seeing everyone retreat and retrench, it’s difficult to respond because we’ve seen so many firsts over the years. It’s at the point now where if somebody doesn’t come in and say this is a first, everybody says, “Oh, well, that’s been done before. But where’s the something new?”

The excitement, to me, I guess, is the unknown of the future. So then, as I look at the business today and I see people say the advertising market is soft, the ratings of the networks are down—these are problems. These are really also opportunities. What we said and where I said I see them as opportunities because they generally mean new customers to us, new businesses to us. I can’t tell you what businesses we will be in five years from now, but I can assure you that there will be additional businesses. And yet, I don’t even know what they’ll be.

Have prices peaked?

I think prices peaked around 1988 or 1989. They’ve certainly dropped back from that, but remember—the pricing is a function of supply and demand. This business has always been based on supply and demand, so the question really is: Will we ever see a set of circumstances again where all of these forces will be brought to bear on the marketplace, where there is a certain supply, certain demand of programs, a strong advertiser market, strong customer-based market? And if so, I think you could see a return to pricing as it was back in the late eighties.

And how about those costs? Is there any way of holding the line?

I hope so, because if we cannot control the costs, then

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we're going to simply have to find additional customers, and at some point in time we're going to run out of customers, in which case the margins will be squeezed. And I think from a programming standpoint we're in danger in this country of losing some program genres, like the action-adventure hour network show.

How much of *Married's* success do you credit to the fact that, being off-Fox, it fell outside of PTAR?

I think *Married...with Children* is a popular show whether or not it was produced for Fox or one of the other networks, and I think its success will be similar. So I think the fact that it has the ability to be run by a network affiliate in access is a plus to the station community, but it doesn't necessarily have any effect on the success of the program. After all, the program is run and would be run, normally, in access by independent stations. So I think it's an added plus for the station community, but it hasn't necessarily made *Married* any more popular than it already was.

Are you exploring program development co-ventures? Is that an avenue that makes sense for you?

Yes. We've always explored co-ventures or partnerships, depending on how you look at it. Our communication today

is greater than ever before with the station community. And we're looking to the station community to tell us, basically, what it is that they're looking for us to produce, so when we come across a situation where there's some commonality, you're going to see us be prone to want to move forward on that. With our acquisition, or rather the creation, of Tri-S Television, we inherited a movie consortium which is Chris Craft, WWOR, WPWR, Renaissance and others. But we inherited this particular project in which we will be producing original motion pictures starting in the first quarter of next year, and we will start by producing four motion pictures, one per quarter. And then the hope is that after that we will produce upwards of 12 a year. And this is an idea that basically came out of the station community. The station community went to John Feltheimer, who is now running Tri-Star Television, with this idea. He put this together. We've inherited it, but we think it's a terrific idea because it is; it gives us the ability to work with that consortium of stations on new programming. And, of course, for me the beauty is now I have Tri-Star Television and I have Columbia Pictures Television, and I've got Merv Griffin Enterprises, Castlerock [*Seinfeld*, a probable 1994 syndication entry]. So each time I turn around there may be something new on the horizon. ■

NATPE CONVENTION ROLLS INTO NEW ORLEANS

Program marketplace gets under way in New Orleans next week with fewer first-run offerings and notable absences from exhibit floor; those absences will be balanced by 70 first-time exhibitors

By Rich Brown

More than 270 exhibitors will once again crowd the floor as the NATPE International Program conference gets under way in New Orleans next week, Jan. 20-24. But there will likely be fewer people walking that floor than usual and fewer first-run offerings than in previous years.

According to NATPE officials, pre-registration was pacing about 10% lower than last year's convention, when a total 8,900 were registered at the New Orleans Convention Center.

As of last week, 272 exhibitors, including 84 international companies, had booked space for this week's show. NATPE's exhibit floor this year will be marked by some notable pull-outs and consolidations (Blair Television, Premier Advertiser Sales and All American-LBS). But this year's NATPE will also feature about 70 first-time exhibitors, including Disney-MGM Studios, Disneyland; BYCA Television (Byron Allen); Home Shopping Network, and Sachs Family Entertainment (BROADCASTING, Jan. 6).

Keynote speaker Barry Diller, Fox chairman and CEO, will deliver his speech on Tuesday at 10:30 a.m. Fox-affiliated and -owned stations, which have traditionally held an annual meeting adjacent to the INTV convention, will move the meeting to New Orleans this week to coincide instead with the NATPE show.

BLAIR TELEVISION SAYS YES TO NATPE

Contrary to BROADCASTING's headline on page 10 of the Jan. 6 issue, Blair Television will have a presence at the upcoming NATPE convention in New Orleans. While the rep will not have a booth on the Convention Center exhibit floor, it will have a staff of 18 on hand to meet privately with clients at meals or in hotel suites. Blair Television will be headquartered in the Hilton.

Blair Entertainment, the company's syndication division will be on the exhibit floor in booth 1340.

Among the panel sessions at this year's show are: "New Economics of Television"; "Producing Local Programming for Profit"; "The Professional Managers: Bringing New Perspective from Other Businesses"; "Bringing It Home: The Battle of the Delivery Systems"; "Programmers in *Jeopardy*: How to Win the Game" and "Impact of Television News and Programming on World Events." Also on tap will be early-morning workshops beginning at 7:30 a.m. each day. Actor Andy Griffith will receive a Lifetime Achievement Award at the annual Iris Awards, set for Thursday at 10:30 a.m.

Presiding over this year's NATPE convention is Rick Reeves, general manager of WTAJ-TV Altoona, Pa. Next year's show will be in San Francisco. ■

An agenda and exhibitor list for NATPE follows.

NATPE AT A GLANCE

All sessions are in the Convention Center unless otherwise indicated.

SATURDAY, JAN. 18

NATPE committees/board meetings will be held in the Hilton.

8:30 a.m.—Executive committee meeting. Melrose.

11 a.m.—Conference committee meeting. Oak Alley.

Noon—Lunch. Magnolia.

1 p.m.—Futures committee meeting. Melrose.

4 p.m.—Publications committee meeting. Oak Alley.

5 p.m.—Educational foundations meeting. Melrose.

SUNDAY, JAN. 19

9 a.m.-3 p.m.—Board of Directors Meeting. Oak Alley.

Noon—Lunch.

MONDAY, JAN. 20

8 p.m.—Associations, reps and station group meetings. Convention hotels.

TUESDAY, JAN. 21

8:30 a.m.—General Session Breakfast. Convention Center Ballroom. Pops Concert. Introduction: Phil Corvo, president, NATPE. "Toward 2000": John Naisbitt, author, "Megatrends 2000"; Chairman's report/Award—Rick Reeves.

10:15 a.m.—Keynote: Borry Diller, chairman/CEO, Fox Inc., Los Angeles. Producer: Stephanie Campbell, KOVR(TV) Denver.

10:45 a.m.-6:30 p.m.—Exhibition.

5 p.m.—International Seminar: "On a Clear Day You Can See 2000: International Television in the 90's." Convention Center Ballroom. Producer: Barrie Heads, London. Moderator: Anne Diamond, commentator, London. Panelists: Joe Flaherty, CBS, New York; Ray Gallagher, British Sky Broadcasting, London; Michael Grade, Channel 4, London; Simone Halberstadt-Marari, Tele Images, Paris; Gerard LeFebvre, CLT, Luxembourg.

6:30 p.m.—International Reception. Convention Center Ballroom.

WEDNESDAY, JAN. 22

7:30 a.m.—School of Hard Knocks: "How to Buy It Right." Room 26. Producer/forum leader: Sandy Pastoor, WDCA-TV Washington. Participants: Greg Brannon, KPHO-TV Phoenix; Jerry Eaton, KYW-TV Philadelphia; Joe Zaleski, Joseph D. Zaleski Inc., Morris Township, N.J.

8:30 a.m.—General Session: "Is TV Advertising Obsolete?" Convention Center Ballroom. Speaker: Don Schultz, Northwestern University, Evanston, Ill. Introduction: Pat Patton, KMBC-TV Kansas City, Mo.

9:30 a.m.—Three Concurrent Workshops.

■ "Money-Money-Money: Why TV Stations Aren't Getting Their Share." Room 24. Producer/Moderator: Ave Butensky, Fries Entertainment, Los Angeles. Panelists: Allen Banks, Saatchi & Saatchi, New York; Alec Gerster, Grey Advertising, New York; Jim Greenwald, Katz Communications, New York; Jim Rosenfield, Blair Television, New York; John Suhler, Veronis Suhler, New York.

■ "Producing Local Programming for Profit." Room 26. Producer/moderator: Carolyn Worford, WJBK-TV Detroit. Panelists: Dan Akens, WSMV(TV) Nashville; Linda Bayley, KCRA-TV Sacramento, Calif.; Jane Cohen, Allbritton TV Productions, Washington; Bob Gore, Group W Target Marketing, New York; Henry Maldonado, WDIV(TV) Detroit.

■ "They Came from Another Place: The Professional Managers." Room 14.

Producer: Dan Tillman, KTTV(TV) Los Angeles. Moderator: Lau Dobbs, CNN, New York. Panelists: Doug Kiel, WTMJ-TV Milwaukee; Bill Korn, Group W TV Stations, New York; Trygve Myhren, Providence Journal; Carolyn Wall, WNYW(TV) New York.

10:30 a.m.—General Session. Convention Center Ballroom. "Racism, Intolerance & TV." Participants TBA.

11:30 a.m.—General Session. Convention Center Ballroom. Educational Foundation Report/Award. Lew Klein, Gateway Communications, Bala Cynwyd, Pa. Recipient: Alex Haley. "The Big Guns of Syndication." Producer: Judy Girard, WNBC-TV New York. Moderator: Maury Povich. Panelists: Dennis Gillespie, Viacom, New York; Steve Goldman, Paramount Domestic TV, Los Angeles; Don Hacker, Tribune Entertainment, Chicago; Bob Jacquemin, Buena Vista Television, Burbank, Calif.; Roger King, King World, New York; Lucie Salhany, 20th Television, Los Angeles; Dick Robertson, Warner Bros., Burbank, Calif.; Shelly Schwab, MCA-TV, Universal City, Calif.; Barry Thurston, Columbia Pictures TV, Burbank, Calif.; Bob Turner, Multimedia Entertainment, New York; Derk Zimmerman, Group W Productions, Los Angeles.

12:30 a.m.-6:30 p.m.—Exhibition.

5 p.m.—FCC Seminar. Room 24. Producer/moderator: Mickey Gardner, attorney, The Law Offices of Michael R. Gardner, Washington. Panelists: FCC Commissioners Ervin Duggan, Sherrie Marshall and James Quello.

6 p.m.—FCC Reception. Room 16.

THURSDAY, JAN. 23

7:30 a.m.—"School of Hard Knocks: How to Win Awards." Room 26. Producer/Forum Leader: Matt Mixon, WFSB(TV) Hartford, Conn.; Participants: Phil Arnone, KTVU(TV) Oakland, Calif.; Mary Bracken, WHO-TV Des Moines, Iowa; Linda DesMarais, WWSB(TV) Sarasota, Fla.; Dave Manookin, KSL-TV Salt Lake City; Leland Petrick, KATU(TV) Portland, Ore.

8:30 a.m.—General Session: "Marketplace 2000" Ken Dychtwald, Age Wave, Emeryville, Calif. Convention Center Ballroom. Introduction: Lou Gattozzi, WJW-TV Cleveland, Ohio.

9:30 a.m.—Three Concurrent Workshops.

■ "The Battle of the Delivery Systems." Room 26. Producer: Maria Smith Moore, KUTV(TV) Salt Lake City. Moderator: Linda Ellerbee, New York. Panelists: Julius Barnathan, Capital Cities/ABC, New York; Bob Levi, Turner Entertainment Network, Atlanta; Jim Ramo, Hughes Communications, Los Angeles; Tom Tauke, Nynex, Washington; Margita White, Maximum Service TV Associates, Washington.

■ "Programers in 'Jeopardy.'" Room 24. Producer: Bob Clard, KHTV-TV Houston. Moderator: Marc Summers. Panelists: John Goldhammer, MCA-TV, Los Angeles; Brooke Bailey Johnson, A&E, New York; Greg Miller, Tribune Entertainment, Chicago; John Pike, Paramount TV, Los Angeles; Barry Schulman, WBZ-TV Boston.

■ "The Stories Behind the Stories." Room 14. Producer: Sherrie Burns, WLS-TV Chicago. Moderator: Bernard Shaw, CNN, Washington. Panelists: Phil Donahue, New York; Vladimir Pozner, Moscow; John Simpson, BBC, London; Nina Totenberg, NPR, Washington.

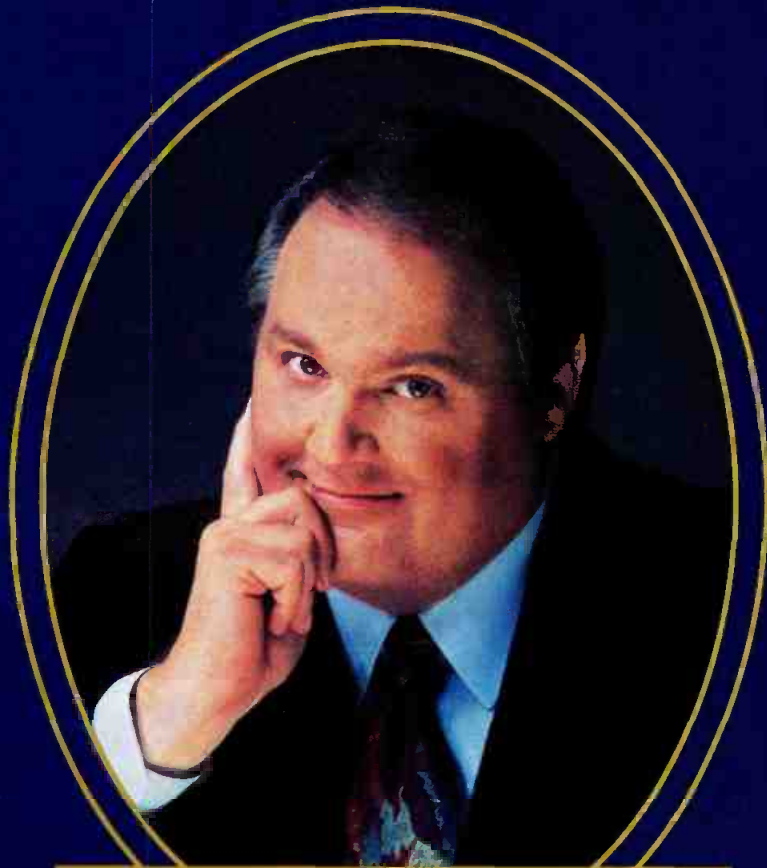
10:30 a.m.—Iris Awards. Convention Center Ballroom. Major Address: Alfred C. Sikes, FCC Chairman. Lifetime Achievement Award—Andy Griffith. Hosts: Byron Allen, Marc DeCarlo, David Leisure, Carroll O'Connor, Vicki Lawrence. Rules: Jaleel White (taped).

11:30—International Debate. "Resolved: Culture Should Be on the Free Trade Negotiating Table." Room 24. Producer/Moderator: Michael Jay Solomon, Warner Bros., Burbank, Calif. Panelists: Harold Greenberg, Astral Inc., Montreal; Jack Valenti, MPAA, Washington.

Continues on page 38.

The views
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program
will not
necessarily
reflect those
of anyone
else on
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...but they ought to.



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Noon-6:30 p.m.—Exhibition hall open.

6:30 p.m.—Alumni Club Reception. Room 16.

FRIDAY, JAN. 24

7:30 a.m.—"School of Hard Knocks: Payoffs and Pitfalls in Community Involvement." Room 26. Producer/Forum Leader: Jim Griffin, WRAL-TV Raleigh, N.C. Panelists: Ray Alexander, KRGV-TV Weslaco, Tex.; Don Fitzpatrick, Fitzpatrick Associates; Kay Hall, WYFF-TV Greenville, S.C.; Paul LeCamera, WCVB-TV Boston; Craig Smith, KING-TV Seattle.

8:30 a.m.—Distributor's Meeting/Breakfast. Room 16.

9 a.m.-1 p.m.—Exhibition.

Noon—Business Meeting. Room 26.

ON THE EXHIBIT FLOOR

* Asterisk denotes new program or service.

COMPANY	BOOTH
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2-B System Corp. 6575 Arrow Dr. Sterling Heights, Mich. 48314	1420
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Staff: Matthew Mrowczynski. **Services:** Kids promotions (clubs, viewers' clubs and promoting station and selected programming).

3-15 Productions Inc. 401 Commercial St. Boston, Mass. 02019	1325
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Staff: Tom Sullivan, Tom Pineas. **Program:** *Street News*.

4B/Marina Productions 55 Ay. Marceau 75016 Paris, France	623
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Staff: Berthier Claude.

A.C. Nielsen-Nielsen Media Research 1290 Avenue of the Americas New York, N.Y. 10104	823
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Staff: David Harkness, Mike Hudak, Ann Rosenberg, Rusty Taragan, Trish Dignam, Tom Hargreaves, Dave McCubbin, Ron Meyer, Bob Paine, Stan Petersen. **Services:** Star*, Ad Mix, Audience Analyst, Megabase, Micronode, Personal NAD Facility, National TV Conquest*, Line-Up Management System, Plus Systems, Client Cume System.

A.I.P. Productions	1383
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AB Productions 114 Av. du President Wilson La Plaine St. Denis, France 93210	623
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ABC Distribution Co. 825 Seventh Ave. New York, N.Y. 10019	480
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Academy of Television Arts & Sciences 5220 Lankershim Blvd. North Hollywood, Calif. 91610	268
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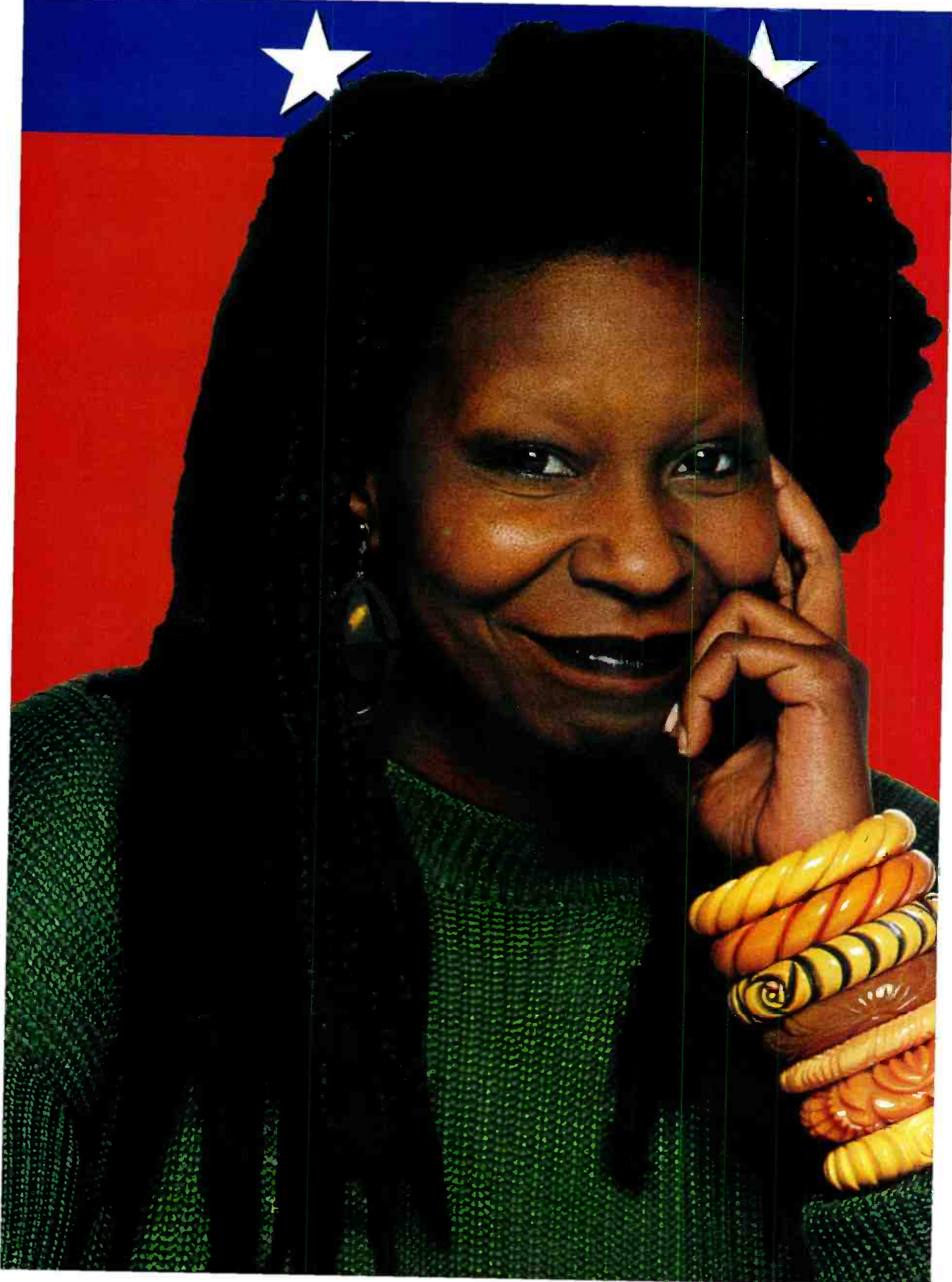
Accu-Weather Inc.	1322
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ACM	623
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Whoopi

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This Fall America's favorite comedienne and actress will become America's favorite late night host. With a total of nine Emmy and Ace Award nominations Whoopi has already proven she's a first lady with television audiences everywhere!

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MARKET	STATION	TIME PERIOD	NOV '90 PROGRAM	% INCREASE, WOMEN	
				18-49	25-54
*NEW YORK	WNBC/N	3P	JOAN RIVERS	+ 33%	+ 19%
*CHICAGO	WBBM/C	9A	FAMILY FEUD/WHEEL-FORTUNE	+ 14%	+ 50%
*PHILADELPHIA	WCAU/C	4P	TRUMP CARD/COSBY	+ 50%	+ 60%
*BOSTON	WBZ/N	3P	PREVIEW/INSTANT RECALL	+ 167%	+ 133%
*CLEVELAND	WKYC/N	4P	INSTANT RECALL/PERSONALITIES	+ 100%	+ 62%
TAMPA	WTSP/A	4P	TRUMP CARD/JEOPARDY	+ 144%	+ 90%
*MIAMI	WPLG/A	10A	SALLY-RAPHAEL	+ 37%	+ 55%
*PITTSBURGH	WTAE/A	10A	PITTSBURGH IS TALKING	+ 48%	+ 83%
*BALTIMORE	WBAL/C	4P	CURR. AFF./CHALLENGERS	+ 31%	+ 10%
INDIANAPOLIS	WISH/C	10A	JOAN RIVERS	+ 57%	+ 46%
CINCINNATI	WKRC/A	4P	PERSONALITIES/PREVIEW	+ 4%	+ 43%
CHARLOTTE	WBTV/C	9A	GERALDO	+ 78%	+ 46%
*RALEIGH	WRAL/C	9A	JOAN RIVERS	+ 93%	+ 56%
GRAND RAPIDS	WOTV/C	4P	TRUMP CARD/INSTANT RECALL	+ 86%	+ 89%
*PROVIDENCE	WJAR/N	4P	INSTANT RECALL/PREVIEW	+ 127%	+ 100%
*HARRISBURG	WHTM/A	5P	GROWING PAINS/PREVIEW	+ 145%	+ 130%
*GREENSBORO	WGHP/A	10A	JOAN RIVERS	+ 125%	+ 100%
LOUISVILLE	WHAS/A	11A	JOKERS WILD/MATCH GAME	+ 42%	+ 100%
*ALBANY	WTEN/A	4P	PREVIEW/INSTANT RECALL	+ 163%	+ 225%
*RICHMOND	WTVR/C	4P	JOKERS WILD/FAMILY FEUD	+ 87%	+ 63%
*FLINT	WJRT/A	10A	INSIDE EDITION/INSTANT RECALL	+ 41%	+ 33%
*SYRACUSE	WSTM/N	4P	PREVIEW/PERSONALITIES	+ 170%	+ 155%
ROANOKE	WDBJ/C	9A	KATE & ALLIE/FACTS OF LIFE	+ 35%	+ 46%
*GREEN BAY	WBAY/C	3P	PERSONALITIES/INSTANT RECALL	+ 250%	+ 214%
*AUSTIN	KTBC/C	3P	GERALDO	+ 40%	+ 3%
*ROCHESTER	WROC/C	4P	PERSONALITIES/M*A*S*H	+ 80%	+ 73%
LEXINGTON	WTVQ/A	4P	PERSONALITIES/JOKERS WILD	+ 173%	+ 256%
*YOUNGSTOWN	WFMJ/N	5P	GROWING PAINS/WHO'S THE BOSS	+ 32%	+ 34%
WACO	KWTX/C	4P	PERSONALITIES/CURRENT AFFAIR	+ 100%	+ 56%
FT. WAYNE	WPTA/A	11A	JOAN RIVERS	+ 21%	+ 46%
LANSING	WLNS/C	4P	DONAHUE	+ 157%	+ 128%
*ERIE	WICU/N	9A	JOAN RIVERS	+ 89%	+ 114%
COLUMBIA	KMIZ/A	4P	CHALLENGERS/E. T.	+ 80%	+ 43%
UTICA	WUTR/A	4P	PERSONALITIES/INSIDE ED.	+ 1100%	+ 667%



What last week hinted at, this week confirms. The rest of the November books are in, and THE MAURY POVICH SHOW has proven to be a clear winner! Compared to the programs it replaced, THE MAURY POVICH SHOW is showing tremendous growth—450% and higher. No wonder 70% of the country has already renewed THE MAURY POVICH SHOW, counting on us to make 1992 an even bigger story!

just got bigger.

The Maury Povich Show, Time Period Improvement NOV. '91 vs. NOV. '90

MARKET	STATION	TIME PERIOD	NOV '90 PROGRAM	% INCREASE, WOMEN	
				18-49	25-54
LOS ANGELES	KCBS/C	3P	JOAN RIVERS	+ 63%	+ 75%
DALLAS	KDFW/C	4P	CHALLENGERS/GOLDEN GIRLS	+150%	+ 92%
HOUSTON	KPRC/N	4P	CHALLENGERS/RON STONE	+450%	+164%
ATLANTA	WSB/A	11A	GERALDO	+ 6%	+ 28%
ST. LOUIS	KTVI/A	3P	JOKER'S WILD/CHALLENGERS	+200%	+ 67%
*DENVER	KUSA/A	3P	TRUMP CARD/MATCH GAME	+ 47%	+ 50%
ORLANDO	WESH/N	10A	JOKER'S WILD/CLASSIC CONC.	+ 71%	+ 86%
*SAN DIEGO	KGTV/A	3P	JOAN RIVERS	+ 48%	+ 45%
PORTLAND, OR	KOIN/C	3P	TRUMP CARD/PEOPLE'S COURT	+ 8%	+ 23%
KANSAS CITY	WDAF/N	3P	JOKER'S WILD/TIC TAC DOUGH	+178%	+118%
*GREENVILLE	WYFF/N	9A	INSTANT RECALL/TIC TAC DOUGH	+ 54%	+ 45%
*ALBUQUERQUE	KOAT/A	3P	GERALDO	+ 63%	+ 64%
MOBILE	WKRK/C	3P	JOKER'S WILD/TIC TAC DOUGH	+200%	+164%
*JACKSONVILLE	WJXT/C	10A	GERALDO	+ 48%	+ 53%
TULSA	KOTV/C	3P	FAMILY FEUD/JOKER'S WILD	+ 29%	+ 45%
PADUCAH	WSIL/A	4P	GERALDO	+ 39%	+ 15%
SPRINGFIELD, MO	KOLR/C	3P	FAMILY FEUD/INSIDE EDITION	+110%	+131%
*SOUTH BEND	WNDU/N	10A	LET'S MAKE A DEAL/CLASSIC CONC.	+ 16%	+ 23%
TRI-CITIES	WCYB/N	10A	LET'S MAKE A DEAL/CLASSIC CONC.	+ 31%	+ 79%
*FT. MYERS	WINK/C	4P	CHALLENGERS/PEOPLE'S COURT	+ 94%	+ 62%
COLORADO SPRINGS	KRDO/A	4P	TRUMP CARD/CHALLENGERS	+ 20%	+ 45%
PEORIA	WEEK/N	10A	GRAHAM KERR/MARSHA WARFIELD	+360%	+420%
HARLINGEN	KRGV/A	4P	MAMA'S FAMILY/FACTS OF LIFE	+ 65%	+141%
AMARILLO	KAMR/N	4P	INSIDE EDITION/A CURRENT AFFAIR	+ 38%	+ 38%
CORPUS CHRISTI	KRIS/N	10A	TO TELL THE TRUTH/MARSHA WARFIELD	+ 31	+ 25%
BAKERSFIELD	KGET/N	4P	GROWING PAINS/COSBY	+246%	+390%
COLUMBUS-TUP	WTVA/N	10A	TO TELL THE TRUTH/MARSHA WARFIELD	+ 33%	+ 28%
BOISE	KTVB/N	10A	LET'S MAKE A DEAL/CLASSIC CONC.	+ 11%	+ 27%
WICHITA FALLS	KFDX/N	10A	TO TELL THE TRUTH/MARSHA WARFIELD	+150%	+136%
SIoux CITY	KCAU/A	4P	ALF/GROWING PAINS	+ 88%	+245%
*ODESSA	KMID/A	3P	GERALDO	+ 79%	+ 66%
IDAHO FALLS	KIDK/C	2P	REGIS & KATHIE LEE	+ 43%	+ 8%
EUREKA	KVIQ/C	4P	FAMILY FEUD/LOVE CONNECTION	+ 50%	+ 75%
TWIN FALLS	KAS/N	10A	LET'S MAKE A DEAL/CLASSIC CONC.	+ 55%	+ 27%

Source: NSI (ARB) November 1991 vs. November 1990. % Increase calculated using unrounded DMA rating.

THE MAURY POVICH SHOW™



AND THE HEA



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IT GOES ON...

MARKETS WHERE THE ARSENIO HALL SHOW WINS TIME PERIOD IN WOMEN 18-34 AND 18-49

STN/AFFIL	W18-34	W18-49	MARKET	STN/AFFIL	W18-34	W18-49	MARKET	STN/AFFIL	W18-34	W18-49
WWOR/I	#1	#1	Shreveport	KSLA/C	#1	#1	Corpus Christi	KIII/A	#1	#1
KCOP/I	#1	#1	Des Moines	KDSM/I	#1	#1	Florence-Myrtle Beach	WBTW/C	#1	#1
WBMM/C	#1	#1	Omaha	KPTM/I	#1	#1	Columbus-Tupelo	WTVA/N	#1	#1
WTFX/I	#1	#1	Las Vegas	KVVU/I	#1	#1	Wheeling-Steubenville	WTRF/C	#1	#1
WUSA/C	#1	#1	Springfield, MO	KDEB/I	#1	#1	*Erie	WJET/A	#1	#1
WJBK/C	#1	#1	Cedar Rapids	KGAN/C	#1	#1	*Wilmington	WWAY/A	#1	#1
WAGA/C	#1	#1	*Huntsville-Decatur	WAAY/A	#1	#1	*Rochester-Mason City	KIMT/C	#1	#1
WJW/C	#1	#1	*Johnstown-Altoona	WTAJ/C	#1	#1	*Binghamton	WBNG/C	#1	#1
WSVN/I	#1	#1	Ft. Myers	WFTX/I	#1	#1	*Medford	KDRV/A	#1	#1
KXTV/C	#1	#1	*Youngstown	WYTV/A	#1	#1	Lubbock	KJTV/I	#1	#1
KPHO/I	#1	#1	Evansville	WEVV/I	#1	#1	*Columbia-Jefferson City	KMIZ/A	#1	#1
WFSB/C	#1	#1	Baton Rouge	WBRZ/A	#1	#1	Abilene-Sweetwater	KTXS/A	#1	#1
XETV/I	#1	#1	Waco-Temple	KWKT/I	#1	#1	*Biloxi-Gulfport	WLOX/A	#1	#1
WXIN/I	#1	#1	*El Paso	KVIA/A	#1	#1	Gainesville	WCJB/A	#1	#1
KPTV/I	#1	#1	*Ft. Wayne	WPTA/A	#1	#1	Rapid City	KOTA/A	#1	#1
WCPO/C	#1	#1	Savannah	WTOC/C	#1	#1	Greenwood-Greenville	WXVT/C	#1	#1
WJZY/I	#1	#1	Lansing	WLNS/C	#1	#1	Jonesboro	KAIT/A	#1	#1
WBNS/C	#1	#1	*Greenville-New Bern	WCTI/A	#1	#1	Lake Charles	KPLC/N	#1	#1
WXMI/I	#1	#1	Santa Barbara	KCOY/C	#1	#1	*El Centro-Yuma	KSWT/A	#1	#1
KSTU/I	#1	#1	Monterey-Salinas	KCBA/I	#1	#1	Ada-Ardmore	KETN/N	#1	#1
WPTY/I	#1	#1	Augusta	WJBF/A	#1	#1	Meridian	WTOK/A	#1	#1
WFLX/I	#1	#1	Harlingen-Brownsville	KRGV/A	#1	#1	Tuscaloosa	WCFT/C	#1	#1
WTTO/I	#1	#1	Reno	KOLO/A	#1	#1	Bowling Green	WBKO/A	#1	#1
WRLH/I	#1	#1	*Ft. Smith	KHBS/A	#1	#1	Anniston	WJSU/C	#1	#1
KTHV/C	#1	#1	Macon	WMAZ/C	#1	#1	*Ottumwa	KTVO/A	#1	#1
KMPH/I	#1	#1	Tyler	KLTV/A	#1	#1	Laredo	KGNS/N	#1	#1
WKXT/C	#1	#1	Amarillo	KVII/A	#1	#1	Fairbanks	KTVF/C	#1	#1
WSET/A	#1	#1	Monroe-El Dorado	KARD/A	#1	#1	Victoria	KAVU/A	#1	#1

When the nights turned cool in November, nobody turned up the heat like Arsenio. And the ratings prove it. In market after market, THE ARSENIO HALL SHOW was #1 with women 18-49. Looks like late-night's hottest host is still on fire.



A Paramount Communications Company

In November, we knock

LEGENDARY

ENTERTAINMENT
TODAY

ed them out of the box.

ET WINS!

SAN FRANCISCO
WASHINGTON, D.C.
DETROIT
ATLANTA
TAMPA
MIAMI
BALTIMORE
HARTFORD
CINCINNATI
RALIEGH-DURHAM
GRAND RAPIDS
SAN ANTONIO
SALT LAKE CITY

JEOPARDY

PHILADELPHIA
CLEVELAND
INDIANAPOLIS
NORFOLK
PROVIDENCE
WEST PALM BEACH
WILKES-BARRE

In the November sweeps, ENTERTAINMENT TONIGHT squared off toe-to-toe with *Jeopardy* in 20 of the top 50 markets. In 65% of those markets, ENTERTAINMENT TONIGHT won with women 18-49. And that includes markets like San Francisco, Washington, D.C., Detroit and Atlanta. So if you want real access power, put ENTERTAINMENT TONIGHT in your corner. As we enter our 11th season, we'll still knock out anything the competition throws up against you.



A Paramount Pictures Company

36 Ave. Hoche
75008 Paris, France

Action Media Group 581
5855 Topanga Canyon Blvd.
Woodland Hills, Calif. 91367

ADPA 623

Agrama Film Enterprises 1418

AJS Productions 723
4448 S. Hampton
Dallas, Tex. 75232

Alice Entertainment 436
1693 Mission Drive, Suite 201
Solvang, Calif. 93463

Staff: Alice G. Donenfeld, Lou Miles, Tom Law, Di Spicer. **Programs:** *The Fruitties*, *The Little Prince*, *The Bluffers**, *The White Camel*, *Sunshine Porcupines*.

All American Television (see also LBS) 241
205 Lexington Ave., 11th Floor
New York, N.Y. 10016

Staff: George Back, Joseph Kovaks, Carl W. Menk Jr., David Armstrong, Peter Kranzler, Richard L. Mann, Bruce Casino, David Katz, Steve Blechman, Fred Norris. **Programs:** *Sherlock Holmes and the Leading Lady**, *Sherlock Holmes: Incident at Victoria Falls**, *The Howard Stern Show*, *America's Top 10*, *All American Feature Theatre II*.

Allbritton TV Productions 362
3007 Tilden St. NW
Washington, D.C. 20008

Staff: Jane Cohen. **Program:** *Working Woman*.

Alliance Communications 923
355 Place Royal, 3rd Floor
Montreal, Quebec, Canada H2Y 2V3

Allianz Films 473
c/o Chatsworth Television
97-99 Dean St.
London W1V 5RA

America's New Country 1381
2015 Airpark Court
Auburn, Calif. 95605

American Trail 1273
HCR 1 Box 117E
Oakley, Kan. 67748

Andrews Entertainment 881
3 Dallas Communications Complex
Suite 200 LB93
Irving, Tex. 75039

ANS International 147
91 Fifth Ave.
New York, N.Y. 10003

Staff: Apo Oguz, Meri Chermak, Zarema Oguz, B.J. Ustorf. **Programs:** *Hot Stop*, features, documentaries, animation.

Antenne 2 186
22 Avenue Montaigne
75008 Paris, France

Applied Information Management 237

98 Cuttermill Rd., Suite 473N
Great Neck, N.Y. 11021

Staff: David A. Isacowitz, Barbara Fultz, James Bassett, Shari Neuwirth. **Products:** Harpoon computer software for: domestic international and Canadian syndication; barter/advertiser supported syndication; pay TV/pay per view; home video distribution, residual payments, royalty/participation*, accounting.

Arbitron Co. 1480
312 Marshall Ave.
Laurel, Md. 20707

ARP Films Inc. 373
18 East 41st St., Suite 1605
New York, N.Y. 10017

Staff: Claude S. Hill, Anne B. Cody. **Programs:** *Rocket Robin Hood*, *Max the 2,000 Year Old Mouse*, *Kids Like Us*, *The Russian Circus*, *Strange Paradise*.

ASI Market Research Inc. 636
2600 West Olive Ave., Suite 700
Burbank, Calif. 91505

Staff: Paul Lenburg, Gerry Lukeman, Bill Moul, Ellen Ryan, Jill Gardner, Elizabeth Atondo. **Services:** Entertainment Research.

Associated Production Music 628
6255 Sunset Blvd., Suite 820
Hollywood, Calif. 90028

Staff: Bill Brooks, Cassie Goraleb, Connie Red. **Programs:** KPM, Bruton & Sonoton Production Music Libraries, Broadcast One/Broadcast-2 Production Music, Packages for Broadcasters, APM's Mini Package "The Best of the Best," Sponia Classics (CD's from Sonoton).

Atlantis Releasing Inc. 923
Cinevillage
65 Heward Ave.
Toronto, Ontario, Canada M4M 2T5

Atlas Media Corp. 854
1270 Broadway
New York, N.Y. 10001

Staff: Bruce David Klein, Dick Ostrander, Ed Baruch. **Programs:** *Golfing America*, *The Grampa Al Lewis Specials*, *The Tax Show with Tony Randall*, *Shark Terror**, *Future Filmmakers**.

Audicom, S.A. 142

Audio Master 3000 142

Baruch Entertainment 854
1331 F St. NW, Suite 800
Washington, D.C. 20004

Staff: Ed Baruch, Steve Smallwood, Mark Dorf. **Programs:** Features-packages—Cinemagic III. Miniseries—*Shark Terror**. Series—*Get Wer**, *Golfing America*. Specials—*Success Through Education: A Salute to Hispanic Excellence*, *Success Through Education: A Salute to Black Achievement*, *Grampa's Summer Horror Flicks*, *Grampa's Halloween Horror Special*, *13th Annual Rhythm and Blues Award Show*.

Bavaria Film 1033
Bavariafilmplatz 7
8022 Geiseltal, Germany

Staff: Rosemarie Dermuhl. **Programs:** *Vera*

*Wesskamp**, *On a Wildlife Trail**, *The Nest*, *Katharina Lenau*, *The Woman Parson**, *Lives of a Cat*.

Bender, Goldman & Helper 1116
11500 W. Olympic Blvd., Suite 655
Los Angeles, Calif. 90064

Staff: Lee Helper, Dean Bender, Larry Goldman, Tracy Bechtold, Jayne Wallace, Lissy Peace, Karen Wood, Donald Draper.

Biznet/U.S. Chamber of Commerce 833
1615 H St. NW
Washington, D.C. 20062

Staff: Carl Grant, Robert L. Adams, Frank Allen Philpot, Vanessa Potts, Mercedes Sandoval. **Programs:** *It's Your Business*, Biznet production services and videoconferencing facilities.

Blair Entertainment 1340
1290 Avenue of the Americas
New York, N.Y. 10104

Staff: James H. Rosenfield, Alan Berkowitz, Clare L. Simpson, Michael Weiser, Kenneth N. DuBow, Ronald Geagan, Gayle Dickie, John Buckholtz, Evelyn Chigrinsky, Susan Elmdorf, Christine LaFroschia, Kenneth P. Donnellon, Linda Cecere. **Programs:** *Famous Hollywood Mysteries**, *Stuntmasters*, *Studio 22*, *Best of Divorce Court*.

Bohbot Entertainment Inc. 177,184
41 Madison Ave.
New York, N.Y. 10010

Staff: Allen J. Bohbot, Louis J. Abitabile, Adrien A. Seixas, Nancy Evans, Heidi Torpey. **Programs:** Animated Classic Showcase, *Inspector Gadget & Goo Goo*, *Amazin' Adventures*.

BROADCASTING magazine 1120
630 Third Ave.
New York, N.Y. 10017

Staff: Editorial—Don West, Steve McClellan, John Eggerton, Steve Coe, Mike Freeman, Rich Brown. Advertising—David Persson, Lawrence Oliver, Leslie Lillian Levy, Joseph Ondrick, Randi Schatz, Joan Miller, Nancy Logan. **Services:** In addition to the editorial department's coverage of convention news for the weekly magazine and daily NATPE/Net service, the advertising department is inaugurating The BROADCASTING Magazine Business Center Courier Service, providing business services to exhibitors.

Buena Vista Television 391
500 South Buena Vista St.
Anim, 2-D-4
Burbank, Calif. 91521

Staff: Robert Jacquemin, Mark Zoradi, Mort Marcus, Carole Black, Ken Werner, Mike Mellon, Tom Cerio, Rick Jacobson, Sal Sardo, Rick Haskins, Marian Elfinger, Andy Lewis, Joanne Burns. Buena Vista Productions—Amy Sacks, Bruno Cohen, Mary Kellogg-Joslyn, David Simon, David Snyder, Screach Washington, Ken Solomon, Gene McGuire, Gina Grant, Jim Packer, John Rouse, Janice Marinelli-Mazza, Steve Carlston, Andrew Boit, Jed Cohen, John Bryan, David McLeod, Lloyd Komesar. **Programs:** Off-network series—*Golden Girls*, *Empty Nest**. First-run series—*Live with Regis & Kathie Lee*, *Siskel & Ebert*. Animated—*Goof Troop*, *Darkwing Duck*, *Tale Spin*, *Chip 'n' Dale Rescue Rangers*, *DuckTales*. Features/packages—Disney Imagination I, Disney Magic II, Disney Treasure I, Disney Imagination II*

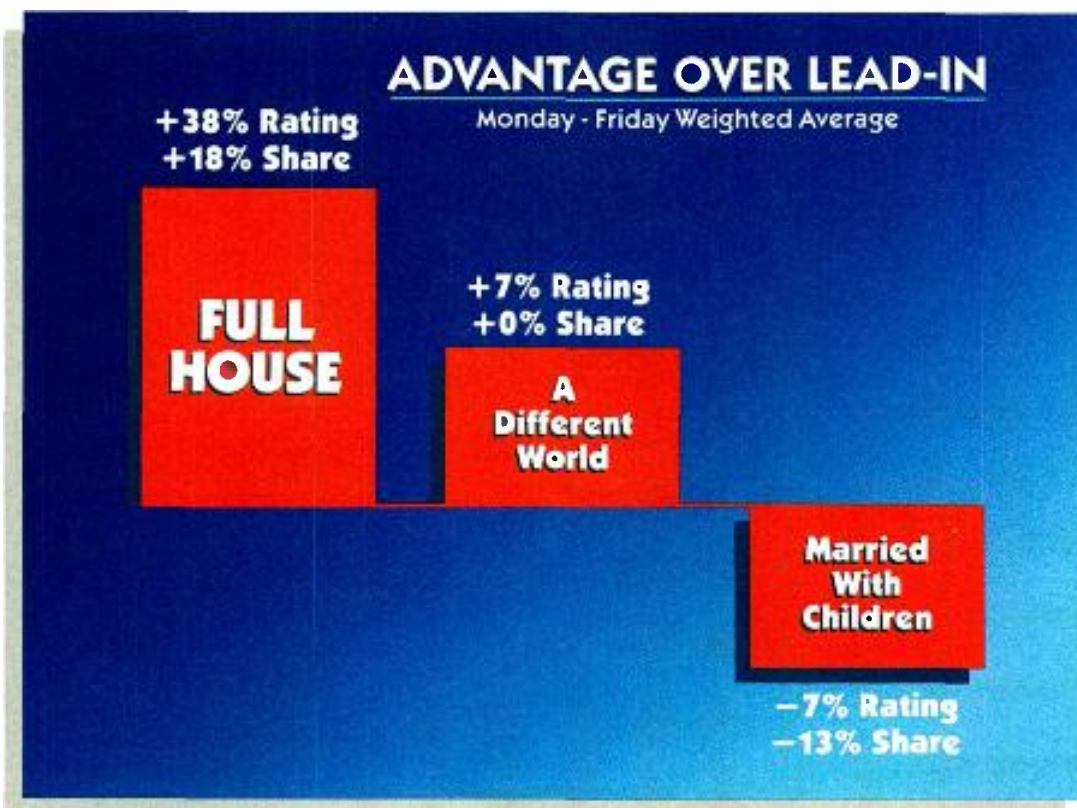
In The November Sweep, Full House Had The Highest Rating Of All New Off-Network Strips.



Full House

Buena Vista Advertising Sales 391 500 Park Ave. New York, N.Y. 10022	USA*, Counterstrike, Public People/Private Lives, Bob Uecker's Wacky World of Sports, Comedy Tonight, Sports Comedy Around the World, The Wacky World of Sports International Extravaganza. Documentaries—Unauthorized Biography, False Witness, War Chronicles, The Gangsters: A Golden Age, The Entrepreneurs: An American Adventure, American Treasure: A Smithsonian Journey. Children's programming—Rambo, The Animated Series, Spiral Zone, The Little Brown Burro, The New Misadventures of Ichabod Crane, Tukiki and His Search for a Merry Christmas.	CM Enterprises Inc. 137 27 Whyte Dr. Voorhees, N.J. 08043
Staff: Mark Zoradi, Mike Shaw, Howard Levy, Norman Lesser, Cathy Sulmasy, Noreen McGrath, Ed Meister. Programs: First-run— <i>Siskel & Ebert, Live with Regis and Kathie Lee, Animated—Goof Troop, Darkwing Duck, Tale Spin, Chip 'n' Dale Rescue Rangers, Duck-Tales, Features/packages—Magic II, Disney Imagination I, Disney Imagination II*.</i>		Staff: Barbara Daye, Vincent Commisso, Lynn Marks, Lisa Fishman, Terry Daye. Programs: <i>Kidstuff*, Golden Years*, Our First Ladies*, To Your Health, Money Talks, American Home, Lifestyle, Great Moments in Space, I Remember Oscar*, Early Warnings*.</i>
BYCA Television Distribution 462 3000 West Alameda Ave., Suite 2977 Burbank, Calif. 91523	Cassandra Enterprises 137 3250 Harbor Court Baldwin, N.Y. 11510	CNDP 623
Staff: Byron Allen, Dennis Gresham, Marv Gray, Scott Laken, Judith Bernat. Programs: <i>The Byron Allen Show*, Jammin'*, Entertainers with David Sheehan*, Comedyvision*.</i>	Staff: John Basedow, Paquita Jean-Charles, Jill Ostrove. Programs: <i>Images*, Newsworthy.</i>	Colombian Government Trade Bureau 1028 1001 South Baysmore Dr., Suite 1904 Miami, Fla. 33131
Byrne Enterprises 781	Castle Hill Production Inc. 1162 1414 Avenue of the Americas New York, N.Y. 10019	Columbia Pictures Television 341 3400 Riverside Dr. Studio Plaza Burbank, Calif. 91505
Call Interactive 618 2301 North 117th St. Omaha, Neb. 68164	Castle Rock Entertainment 441	Staff: Gary Lieberthal, Barry Thurston, Ed Wilson, Bob Cook, David Mumford, Don DeMesaquita, Leslie Tobin, Terry Mackin, Lee Rudnick, Gary Lico, John Rohrs, Stuart Walker, Tom Canedo, Steve Mosko, John Wieser, Susan Grant, Steve Maddox, Joe Kissack. Program: <i>Designing Women. Film Packages—Columbia Showcase II, Columbia Gold.</i>
Camelot Entertainment Sales 1063 1700 Broadway, 35th Floor New York, N.Y. 10019	CBS Broadcast International 143 51 West 52nd St. New York, N.Y. 10019	Coral Pictures Corp. 1163 6101 Blue Lagoon Dr., Suite 400 Miami, Fla. 33126
Staff: Steven R. Hirsch, Michael Auerbach, Jay Leon, Christopher Pearse, Robin King, Patty Cohen, Cynthia Irving. Programs: <i>Wheel of Fortune, Jeopardy!, Candid Camera, Inside Edition, Oprah Winfrey, MGM Premiere Network IV, It's Showtime at the Apollo, Magic Johnson's 3 on 3 Celebrity Allstar "Slam-N-Jam," Desperate Passage, James Bond Jr.</i>	Staff: James Warner, Rainer Siek, Stephanie Pacheo, Joseph DiCerte, David McLaughlin. Programs: <i>Evening Shade, 60 Minutes, Rescue 911, Top Cops, P.S. I Luv You, Riders in the Sky.</i>	Staff: James H. Stone, Gustavo Basalo, Jorge Vaillant, Sheila Hall; Coral Europa-Spain—Juan Julio Baena, Juan Baena. Programs: <i>El Desprecio*, Cassandra*, Mula Mujer*, A Cut Above*, Cuerpos Clandestinos*.</i>
Canal Plus Production 623	Central Television Enterprises 553 11145 N.W. First Place Coral Springs, Fla. 33071	Coralco 337
Canonn Distribution Co. 1261 7083 Hollywood Blvd. Hollywood, Calif. 90028	Staff: Philip Jones, Bill Allan, Anthony Utley, Clare Alter. Programs: Drama— <i>Stanley and the Women, Rides. Documentaries—Endangered Species, Before Columbus.</i>	Damned 623
Staff: Patrick J. Kenney, Maury Lanken, Jim O'Neill, Ed Youngmark, Kathy Zeisel, Drew Hallmann, Jerry Leifer, Patricia Mark. Programs: Off-network series— <i>Wiseguy, 21 Jump Street, Greatest American Hero, Tenspeed and Brownshoe. First-run series—The Renegade, Street Justice.</i>	Century Group Ltd. 1328 8436 West Third St., Suite 650 Los Angeles, Calif. 90048	Disney-MGM Studios 363 P.O. Box 10200 Lake Buena Vista, Fla. 32830
Carolco Television 841 432 Park Ave. South New York, N.Y. 10016	Staff: David LaFollette, Philip Smith, Reid Davis, King Lauter, Irving Brand. Programs: <i>A Moveable Feast, Izzy & Moe, Alice's Adventures in Wonderland, Lilly in Love, Aladdin and His Magic Lamp.</i>	Staff: Bob Allen, Bruce Brown, Jim Washburn, Laura Nilon, Matt Sites, Mitchell Brill, Jack Peter.
Staff: Hilary Hendler, Andrew Holtzman, David Spiegelman, James Blueweiss, Adam Copland, Michael Baldwin, Jeffrey Kazmark, Terry Dolan, Don Frehe. Programs: Domestic feature packages— <i>Carolco I, III, IV, V*, Carolco Showcase Network I and II, The Star Performers, The Treasury Series II. First run series—Singapore Sling*, Academy Awards Preview*, Countryline USA*, Tracks of Glory*, Untold Stories: The Search for Amelia Earhart*, Christmas in the Country*, Motown Merry Christmas*. Cash series—<i>Comedy Tonight, Hangin' In, War Chronicles, Challenge, Horrible Night at the Movies.</i></i>	Chatsworth Television 473 97-99 Dean St. London, England W1V 5RA	Disneyland 363 1313 Harbor Blvd. Anaheim, Calif. 92803
Carolco Television International 841	CINAR Films 923 23 LesMill Rd., Suite 300 Don Mills, Ontario, Canada M3B 3P6	Staff: Bryan Wittman, Scott Tanner, Lisa Cappel, Robin Mensinger.
Staff: Hilary Hendler, John C. Ranck, Michelle Kearney, Andrew Holtzman. Programs: theatrical films and made-for-TV movies. Series/specials— <i>Singapore Sling*, Untold Stories: The Search for Amelia Earhart*, Tropical Heat*, The Spirit of Rock & Roll*, Power Hits</i>	Cine-Groupe J.P. Inc. 923 1151 Alexandre-Deseve Montreal, Canada H2L 2T7	DLT Entertainment 381 31 West 56th St. New York, N.Y. 10019
	Claster Television Inc. 370 9630 Deereco Rd. Timonium, Md. 21093	Staff: Don Taffner, John Fitzgerald, Robert Peyton, Don Taffner Jr., Frank Hussey, Bob Kennedy, Dave Bulhack, Mark Maxwell Smith, Genevieve Piturro. Programs: <i>The Russ Abbott Show, Three's Company, Too Close for Comfort, The Benny Hill Show, The World at War.</i>
	Staff: John Claster, Sally Bell, Janice Carter, Terri Akman, Peggy Powell, Ann Vickers, Dana Feldman. Programs: New animated— <i>Stunt Dawgs*, Conan the Adventurer*. Animated—G.I. Joe, Casper and Friends, James Bond Jr., Bucky O'Hare and the Toad Wars. Children's nonanimated—Romper Room.</i>	Doran/Morris Productions Inc. 719 6650 Santa Monica Blvd. The Hollywood Stage Hollywood, Calif. 90038
	Closer Look Video Group 745	Staff: Claudette M. Doran, Pearl Morris, Bob Kronovet. Programs: <i>Partners in Health, Ask the Doctor, Hollywood Cabaret, View from the Pew, Gun for Hire.</i>

It Produced The Greatest Improvement Over Its Lead-In Of All New Off-Network Strips.



FULL HOUSE

Doro TV/Interfilm 3327 Beverly Blvd. Los Angeles, Calif. 90004	974	Milwaukie, Ore. 97222	
Dune 101 Rue Saint Dominique 75007 Paris, France	623	Staff: Charles Goodloe, Lana LaVoie. Program: <i>Fishing the West.</i>	
Staff: Robert Nadoor.			
Eagle Multimedia Group 91 Fifth Ave., Suite 800 New York, N.Y. 10003	147	Forte Hotels of No. America 700 Queensway Dr. Long Beach, Calif. 90802	1289
Ebony/Jet Showcase 820 South Michigan Ave. Chicago, Ill. 60605	1250	Four Star International	633
Staff: Ozzie Bruno, Lilian Cartwright, Yvette Brown, Sherri Paysinger, Goren Dillard, Ava Godom, Colleen Applewhite, Elliott Francis. Program: <i>Ebony/Jet Showcase.</i>		Fox Lorber Associates	619
Elipse	623	FR3	186
Elkind & Sweet Communications 3315 Sacramento St. San Francisco, Calif. 94118	718	Fremantle Int. Talbot Television Ltd. 60 East 55th St., 18th Floor New York, N.Y. 10022	1140
English-Seligman Enterprises	1436	Staff: Paul Talbot, Julie Zulueta-Corbo, Josh Braun, Tony Gruner, David Champaloup. Programs: <i>Interpol*</i> , <i>You Bet Your Life Starring Bill Cosby, Now It Can Be Told*</i> , <i>Baywatch (II)*</i> , <i>Richard Pryor Salute*</i> , <i>Brute Force*</i> , <i>Penn & Teller: Don't Try This at Home*</i> , <i>Ice Capades*</i> . Animated— <i>Curious George</i> . Daytime Drama— <i>Loving</i> . Game shows— <i>The Price Is Right</i> , <i>Family Feud</i> , <i>Blockbusters</i> , <i>Concentration</i> , <i>Password</i> , <i>Body Talk</i> , <i>Tic Tac Dough</i> , <i>\$25,000 Pyramid</i> , <i>The Dating Game</i> , <i>The Newlywed Game</i> , <i>\$64,000 Question</i> , <i>Jack Pot</i> , <i>Let's Make a Deal</i> , <i>Personals</i> , <i>Supermarket Sweep</i> . Series— <i>Baywatch (I)</i> , <i>Divorce Court</i> , <i>The Campbells</i> , <i>The Adventures of Black Beauty</i> , <i>Fugitive Samurai</i> , <i>TV 101</i> , <i>Mr. Wizard's World</i> , <i>Galloping Gourmet</i> . Specials— <i>Kennedy Center Honors</i> , <i>Las Vegas 75th Anniversary</i> , <i>People Magazine on TV</i> , <i>Tony Awards</i> , <i>Christmas in Washington</i> . Television movies— <i>Vanishing Act</i> , <i>Stillwatch</i> , <i>The Last Days of Frank and Jesse James</i> . Latin America only— <i>Frederick Forsyth's Theatre of Espionage</i> , <i>Stunt Masters</i> , <i>Maniac Mansion</i> , <i>Ray Bradbury Theatre</i> , <i>Neon Rider</i> , <i>Hand of Stalin</i> , <i>Talkin' About AIDS</i> . Movies of the Week— <i>Tom Alone</i> , <i>The Rookies</i> , <i>News Hound</i> , <i>Firing Squad</i> , <i>Lost in the Barrens</i> .	
Enterprises Video Antenne 2 22 Avenue Montaigne Paris Cedex 08, France 75387	186	French Public Television 22 Avenue Montaigne 75008 Paris, France	186
ESPN Inc. 605 Third Ave. New York, N.Y. 10158	480	Fries Distribution Co. 6922 Hollywood Blvd. Hollywood, Calif. 90028	163
Staff: Andrew Brilliant, Mark Reilly, Keno Thomas, Christopher Petersen, Richard Stone, Michael Fox, Bernard Stewart. Programs: Davis Cup Tennis, Entertainment Specials, AMA Supercross, Formula Indy Racing, Superbouts II.		Staff: Chuck Fries, Ave Butensky, John Ferro, Janet Brannon, Midge Barnett, Maria Veltre. Programs: Fries Frame 6, Fries Frame 5, Action Premiere*	
F Productions 69, Rue de la Croix-Nivert 75015 Paris, France	473	Gaylord/Syndicom Entertainment Group 65 Music Square West Nashville, Tenn. 37203	1062
Staff: Pascal Bensoussan, Francesca Pandolo. Programs: <i>Asian Vengeance</i> , <i>Pacific Age</i> , <i>Just Kidding</i> , <i>The Templars</i> , <i>The Hamadryas Baboons of Saudi Arabia</i> .		Staff: Jane D. Grams, Hal Buckley, Martin Clayton, Joyce Simmons. Programs: <i>Hee Haw</i> , <i>Prestige III</i> , <i>Faerie Tale Theatre</i> , <i>Fiesta Texas Special*</i> , <i>Babe Winkelman's Good Fishing</i> , <i>Alien's First Christmas*</i> , <i>Jingle Bell Rap*</i> , <i>Memorial Day Parade*</i> , <i>Rock & Roll Goldmine</i> , <i>Monster</i> , <i>Phenomenal World/Exposure</i> .	
FBN Productions Inc. 5050 North 40th St., Suite 200 Phoenix, Ariz. 85018	1373	GE American Communications 4 Research Way Princeton, N.J. 08540	264
Staff: Eusty Paine, Mary McEvers, Wayne Zink, Merte Makings, Louise Parker, David Guindon, Jill Meissner, Tom Van Arsdale, Johnny Bench, Roman Gabriel. Programs: <i>Golf in Paradise*</i> , <i>19th Hole with Johnny Bench*</i> , <i>Wine Quest*</i> .		Staff: Neil Bauer, Robert Krzyzkowski, Henry Clark, John McGrath. Services: Satellite service provider of domestic and international	
Figaro Films SA c/o Chatsworth Television 97-99 Dean St. London, England W1V 5RA	473		
FILMCOTV	1028		
Filmworld Television Inc. 685 Fifth Ave. New York, N.Y. 10022	336		
Fishing the West Inc. 5484 S.E. International Way	136		
			broadcast services including occasional and full-time programming distribution utilizing both C- and Ku-band frequencies.
			Genesis Entertainment 30501 Agoura Road, #200 Agoura Hills, Calif. 91301
			Staff: Gary Gannaway, Wayne Lepoff, Phil Oldham, Douglas Friedman, Barry Wallach, Ed Wasserman, Jason Charles, John Holdridge, Paul Magder, Craig Bland, Rod Winterrowd, Michael Leifer, Jerry Weaver, Leslie Gershman. Programs: <i>The Whoopi Goldberg Show*</i> , <i>Infatuation*</i> , <i>Karaoke Showcase*</i> , <i>The Grudge Match</i> , <i>Emergency Call</i> , <i>Highway to Heaven</i> , <i>The Judge</i> , <i>Best of National Geographic Specials</i> , <i>The Arctic*</i> , <i>Adventures</i> , <i>Journeys</i> , <i>Archives*</i> .
			GGP/GGP Sports 400 Tamal Plaza Corte Madera, Calif. 94925
			Staff: Robert C. Horowitz, Robin Haas, Steve Morrow, Janis Neverett, Louis Sandoval, Melanie Smith, David Peterson, Henry Schneidman, Jay Elliott. Programs: <i>Understanding HIV*</i> , <i>Super Bowl XXVII Special*</i> , <i>How to Play the Tax Game and Win</i> , <i>Barcelona 92</i> , <i>Miss America Preview Special</i> , <i>Cooking Light's Guide to Holiday Entertaining</i> , <i>NFL Season Preview</i> , <i>College Football Preview</i> , <i>Academy Awards Preview*</i> , <i>Entertainment Wrap*</i> .
			Global News Service c/o Features International Ltd. P.O. Box 3140 Chesapeake, Va. 23320
			Staff: Steven Newton, Lionel Williams. Programs: <i>African Update</i> , <i>Classic Movie Package</i> , <i>Robin Hood</i> , <i>Wagner's Outdoor America</i> , <i>Act It Out</i> , specials, documentaries, children's and inspirational films.
			Globo TV Network-Brazil 909 Third Ave., 21st Floor New York, N.Y. 10022
			Staff: Jorge Adib, Roberto Fillipelli, Geraldo Case, Robert Campbell, Carla Prado. Programs: <i>Mi Bien</i> , <i>Mi Mal</i> , <i>Top Model</i> , <i>El Dueno Del Mundo</i> , <i>Kitchy & Chique</i> , <i>dime Luna</i> .
			Goodman Entertainment Group 23 East 22nd St., 2nd Floor New York, N.Y. 10010
			Staff: David Goodman, Peter Schmid, Mark Lieber, Larry Schatz, Tom Shannon, Lon Fishback, Adam Wolf, Sean Horton. Programs: <i>Parole Board*</i> , <i>The Dangerous Game of Fame*</i> , <i>Teenvid*</i> , <i>If*</i> , K-TV, <i>Wide World of Kids</i> , MGN (Movie Greats Network), GEG2.
			Granada TV International 36 Golden Square London, England W1R 4AH
			Staff: David Plowright, Vivien Wallace, Steve Morrison, Jules Burns, James Butterworth, Stephanie Neville, Frances Barlow, Laurence Kaufmann, Leila Maw, Ann-Katherin Seif, Fiona Keaney. Programs: Drama— <i>After the War</i> , <i>Angels*</i> , <i>Bulman</i> , <i>The Cloning of Joanna May*</i> , <i>Coronation Street</i> , <i>Families</i> , <i>In the Devil's Kitchen</i> , <i>Jeeves and Wooster</i> , <i>Countdown to War</i> , <i>Ebony Tower</i> , <i>Heat of the Day</i> , <i>Maigret</i> , <i>The Master Blackmailer</i> , <i>Medics 1</i> , <i>Medics 2</i> , <i>Murder East</i> , <i>Murder West</i> , <i>Riviera</i> , <i>Thatcher: The Final Days</i> , <i>Why Lockerbie?</i> , <i>Women and Men 1 & 2</i> . Documentaries— <i>Age 7 in America</i> ,

And Showed The Biggest Growth Over Previous Programming Of All New Off-Network Strips.



FULL HOUSE

Age 7 in USSR, Compass ("Across the Jade Divide," "Casting for Gold," "Dancing with the Dead," "Down the Spine of Japan," "For the Sake of the Children," "The Land of Man," "Tristan da Cunha," "Until Tomorrow Comes"), *Circus Oz, Dinosaur!, Disappearing World, Grey Seals, Lord of the Golden Triangle, The Movie Life of George, The Price of Salmon, Shape of the World, Struggle for Salmon, 35 Up, World in Action*. Entertainment—*Up the Garden Path, Watching*. Children's—*Badger, Bubbles, Ghost Story, Jackson Pace, Josie Smith, Second-Hand Tales, Wilderness Edge*. Educational—*Storyworld*. Environments: *Pond Life, Erasmus Microman*.

Great Chefs TV/GSI Inc. 281
421 Frenchmen at Esplanade
New Orleans, La. 70116

Staff: Frank Liebert, John Shoup, Larry Klingman. **Programs:** Specials—*Great Chefs: The Chocolate Edition, Great Chefs: A Seafood Sampler, Great Chefs: A Southwest Thanksgiving Feast, Great Chefs: Great Southern Barbecue, Great Chefs: A New Orleans Jazz Brunch with Al Hirt*. Series—*Great Chefs of the East, Great Chefs: Great Backyard Barbecue with Merle Ellis*. Music/documentaries—*Woody Herman Remembered, A Salute to Jelly Roll Morton with the Dukes of Dixieland & Danny Barker*. Series—*Live in New Orleans with...* (Stephan Grappelli, Don Menza, Toots Thielemans, Les McCann, Ellyn Rucker, Charlie Byrd, Jack Sheldon).

Group W Productions Media Sales 441
888 Seventh Ave.
New York, N.Y. 10106

Staff: Dan Cosgrove, Glen Burnside, Steve Parker, Elizabeth Koman, Scott Collins, Patricia Brown, Ken Flower.

Group W Productions 441
3801 Barham Blvd., 2nd Floor
Los Angeles, Calif. 90068

Staff: Derk Zimmerman, Don Loughery, Nancy Alspaugh, Lynn Alford, Owen Simon, Luisa Guidi, Ken Flower, Esther Greif, David Jacquemin, Barry Stoddard, Robert Liug, Doug Martz, Dan Cosgrove, Richard Sheingold, Peter Gimber, Glen Burnside, Steve Parker, Elizabeth Koman, Rhonda Schuilik, Scott Collins, Richard Greenhut, Michele Gault-James, Brock Kruzic, Patricia Brown, Sean O'Boyle, Jeff Hoops, Tim Lavender. **Programs:** Entertainment—*Vicki*, That's Amore*, 40,000 Frames**. Reality—*Missing/Reward, On Scene*. Informational—*Bob Vila's Home Again*. Animated—*Teenage Mutant Ninja Turtles*. Children's—*Way Cool*. News Services—*Group W Newsfeed, The Entertainment Report*.

Group W Television Sales 441
90 Park Ave.
New York, N.Y. 10016

Staff: David Lalich, Jody Hecker, Beth Sosin, Steve Hoffman, Emilia Giammarella, Catharine Van Mater, Bob Gore, Claire Maguire, Joel Segall, Nick Langone, Gregg Cooke, Bill Korn. **Programs:** *Celebrate America, Premiere Announcement Network, Prospering in the 90's*.

Group W Videoservices 441
310 Parkway View Dr.
Pittsburgh, Pa. 15205

Staff: Ted Barajas, Lee Salas.

Grove Television Enterprises 975
180 North LaSalle St., Suite 1801
Chicago, Ill. 60601

Staff: Richard Grove, Lou Gonzalez, Steve Hodder, Barton Lamb. **Programs:** *Hotel Havoc*, Weekend with Crook & Chase*, Bilingual Amigos*, Global Jam*, The Edison Twins* Spotlight**. Specials—*Teen Summit: How Far Have We Come?, Sisters in the Name of Rap, The Wall, Celebrity Boxing, Cancun Jazz Festival, Classic Black, Serenity in the Air, Men of Courage*.

Grundy Worldwide 259
9911 West Pico Blvd., Suite 1200
Los Angeles, Calif. 90035

Staff: Reg Grundy, Joy Chambers, Ian Holmes, Richard Barovick, Robert Lloyd, Robert Crystal, Tom McManus, Jim Henry, Kim Reilick, Lou Wexner. **Programs:** *Dangerous Women*, The Other Side of Paradise*, Neighbors, Embassy, Bony, It's a Knockout, Tanamera: Lion of Singapore*.

HRP 675
805 Third Ave.
New York, N.Y. 10022

Staff: Jay Walters, Peter Ryan, Steve Raffel, Jim Curtin, Dale Kendall-Browne. **Services:** Programing and research support for clients.

Hawaii Film Office 1323

Harmony Gold 1418
7655 Sunset Blvd.
Los Angeles, Calif. 90046

Staff: Frank Agrama, Colleen Morris, Lynn Mooney, Eaton Films—Judith Bland, Liz Cook, Carol Thrupp. **Programs:** *Travels Across America: Mystical, Magical, Mysterious Place*, Orson Welles' The Black Museum*, Local Legends*, The Lost World*, Return to the Lost World*, Sherlock Holmes & the Leading Lady*, Sherlock Holmes: Incident at Victoria*, Halfway Across the Galaxy and Turn Left**.

Hearst Entertainment 563
235 East 45th St.
New York, N.Y. 10017

Staff: Bruce L. Paisner, Gerald I. Isenberg, William E. Miller, Gerald Abrams, William A. Kunkel. Hearst Entertainment Distribution—Robert J. Corona, Steve Weiser, Stacey Valenza, Laurie Tritini. Hearst Entertainment International—Sam Gang, Michael Doury, Thomas B. Devlin. **Programs:** First-run series—*Family Works, Great Expectations*. Animated—*Original Popeye, Flash Gordon, Cool McCool, Beetle Bailey, Barney Google & Snuffy Smith, Krazy Kat, Dinky Dog*. Off-network series—*Neon Rider, Original Blondie*. Features/ packages—*Marquee II, The Performers Marquee, The Performers I, II, Other—Hearst Reports, TV Time Capsules*. International programs: Features—*Ned Blessing, Wildflower, Inner Sanctum, Victim of Beauty, Veronica Clare*, 100 feature-length films and miniseries. Animated—*The Legend of Prince Valiant, All New Popeye, Original Popeye, Popeye & Son, Flash Gordon, Cool McCool, Beetle Bailey, Barney Google & Snuffy Smith, Krazy Kat, Defenders of the Earth, G-Force, Adventures of the Galaxy Rangers*, animated specials. Off-network series—*Eerie, Indiana, Original Blondie, Original Flash Gordon, Perspectives on Greatness*. Other—*Feature Creatures, Hearst Reports, TV Time Capsules, Cosmo Videos, Esquire, Chronicle*.

Heart Talk TV Productions 919
688 Bay Point Drive
Gallatin, Tenn. 37066

Staff: Bud Johnston. **Program:** *Heart Talk**

Hilton Hotels Corp. 1281
9336 Civic Center Dr.
Beverly Hills, Calif. 90209

Hollywood Reporter 549
6715 Sunset Blvd.
Hollywood, Calif. 90037

Staff: Lynne Segall, Robert J. Dowling, Barbara Bergman, Merry Elkins, Debbie Scott. **Service:** "The Hollywood Reporter."

Home Shopping Network, 1465
3501 118th Court North
St. Petersburg, Fla. 33716

Hotel Nikko International 1287
8929 Wilshire Blvd.
Suite 300
Beverly Hills, Calif. 90211

I.A. Entertainment 270
15300 Ventura Blvd. #423
Sherman Oaks, Calif. 91403

Staff: Neil Persky, Debbie Slavkin, Corky Barton, Jo Ann Zellman, Sheila Morris. **Programs:** *Blackbird Fly, Yestereels, Greatest Sports Legends & Specials, Super Sports Follies, Psalms, Cory Shearwaters in the Tremii Islands, Yellowstone's Fire, Beyond the Line, Wonders of the Wild, Surf the Earth, Rollermania*.

I.N.I. Entertainment Group Inc. 240
11150 W. Olympic Blvd., Suite 1100
Los Angeles, Calif. 90046

IBM Corp. 1240
44 South Broadway
White Plains, N.Y. 10601

IDDH 236
124 Rue De La Boetie
75008 Paris, France

Imperial Entertainment Corp. 632
4640 N. Lankershim Blvd., 4th Floor
North Hollywood, Calif. 91602

Staff: James Slater. **Programs:** Action Pak I* and Ninja Theatre* feature film packages.

INA 186

Independent Producers Group 473
69 Rue de la Croix-Nivert
75015 Paris, France

Intel Enterprises 725

International Broadcast Systems Ltd. 1041
1299 Ocean Ave., Suite 200
Santa Monica, Calif. 90401

International Telemusica Inc. 932
1888 Century Park East
Los Angeles, Calif. 90067

International TV 337
Avenida de las Americas No. 65-82
Bogota, Colombia

International TV Enterprises 553
48 Leicester Square

In Fact, In The November Sweep, Full House Tied For The Highest Rating Of All Off-Network Strips

TOP OFF-NETWORK COMEDY STRIPS	
November 1991	
Program	Household Rating
FULL HOUSE	7
Cheers	7
Cosby Show	7
Golden Girls	7
Married... With Children	6
Who's The Boss?	6
Growing Pains	5
Night Court	5
A Different World	5
Mama's Family	4
Charles In Charge	4

FULL HOUSE

London, England WC2H7FB

Intersound Inc. 1418

8746 Sunset Blvd.
Los Angeles, Calif. 90069

Staff: Kent Harrison Hayes, Garry Morris, Fabiola Stevenson. **Services:** Post-production studio specializing in language dubbing and subtitling.

Ironstar Communications Inc. 923

65 Heyward Ave. Suite 107
Toronto, Ontario, Canada M4M 2T5

ITC Entertainment Group 562

12711 Ventura Blvd.
Studio City, Calif. 91604

Staff: Ritch Colbert, Tony Dwyer, Henry Urick, Mike Russo, Charlie Keys, Brett Cervantes, Dan Menzel, Sam Peck, Paul Eagleton, Rob Word. **Programs:** *The George Michael Sports Machine** (weekly, first run), *Day to Day Live!** (strip), *Sports Talk with Steve Edwards** (weekly 1st-run), *Psychotronic Zone**, *Movie of the Month II**.

Ivanhoe Communications 1138

401 S. Rosalind Ave.
Orlando, Fla., 32801

Staff: Marjorie Thomas, John C. Cherry, Bette BonFleur. **Programs:** *Today's Breakthroughs: Tomorrow's Cures*, *Fit & Female/Women's Health Update**, half-hour medical specials, medical vignettes.

Jalbert Productions 435

775 Park Ave.
Suite 230
Huntington, N.Y. 11743

Staff: Cheryl Schneiderman, Art Currier, Robin Group Parker, Andy Mill, Chris Evert. **Programs:** *Winter Sportscast*, *Speed Merchants*, *The Technicians*, *Quest for Gold*, *The Official Film of the 1992 Winter Olympic Games*.

Jingle Entertainment 623

Domaine de la Combe
Saint Yriex, France 16710

John De Mol Producties BV 473

c/o Chatsworth Television
97-99 Dean St.
London, England W1V 5RA

JSSK 623

Katz Television Group 541

One Dag Hammarskjold Plaza
New York, N.Y. 10017

Staff: James Greenwald, Peter Goulazian, Tom Olson, Paul Arnzen, James Beloyianis, Jim Joyella, Jack Higgins, Marty Ozer, Lucille Luongo, John Von Soosten, Bill Carroll, Mitchel Praver, Ruth Lee, Bill Hall, Joyce Rodriguez. **Programs:** Program consulting for Katz client stations.

Keynews TV 473

c/o Chatsworth Television
97-99 Dean St.
London, England W1V 5RA

Keystone Communications 1114

303 East South Temple
Salt Lake City, Utah 84111

King World Productions 1051

1700 Broadway, 35th Fl.
New York, N.Y. 10019

Staff: Roger King, Michael King, Stephen W. Palley, Fred Cohen, Scott Towie, Jeffrey Epstein, Jonathan Birkhahn, Erni DiMassa Jr., Moira Farrell, Allyson Kossow. **Programs:** First-run—*Candid Camera*, *Inside Edition*, *Jeopardy!*, *The Oprah Winfrey Show*, *Wheel of Fortune*. Classics—*Guns of Will Sonnett & Branded*, *Little Rascals*, *Topper*. Inserts—*Mr. Food*. Features/packages—Classic Detectives, The Epics, Popcorn Theatre, Spotlight 10.

Koch Communications Inc. 362

1650 Broadway
Suite 408
New York, N.Y. 10019

Staff: Leonard Koch, Lori Koch, Pam Koch, Nina Koch. **Programs:** Features-packages—Koch Movie Package*, Colorized Classics*, *The New Green Grocer**. Sports: *Bill Fleming's College Football Previews*, *Bill Fleming's College Basketball Previews*. Specials—*A Salute to Mary Wells**, *Kingdom Chums Original Top 10**, *Dick Clark's Golden Greats*, *The Ice Stars Hollywood Review*, *The Christmas That Almost Wasn't**, *Soundcheck*.

Larry Harmon Pictures Corp. 275

7080 Hollywood Blvd., Suite 202
Hollywood, Calif. 90028

Staff: Larry Harmon, Susan Harmon, Jerry Digney. **Programs:** *Bozo Show*, *Bozo* cartoons, *Laurel & Hardy* cartoons.

LBS Communications Inc. 241

875 Third Ave.
New York, N.Y. 10022

Staff: Henry Seigel, Jon Nottingham, Mike Weiden, Tony Intelisano, Rand Stoll, Alan Winters, Bill Smither, Don Barnett, Marc Goodman, Jo Prestianni, Jim Gronfein, Mimi Munns, Marian Lockett-Egan, Jennifer Chrein, Carol Maragni, Louise Perillo, Jack Kreiger, John Budkins, Annette Caggiano. **Programs:** *Hollywood Unsolved Mysteries**, *T-Rex**, *Spiff & Hercules**, *Soap Opera Magazine**. First-run series—*Family Feud*, *Baywatch*, *Memories—Then and Now*, *Laura McKenzie's TravelAmerica*, Children's—*Heathcliff*, *Inspector Gadget*, *Mask*, *The New Adventures of He-Man*. Specials—*The Elvis Conspiracy*, *The Marilyn Files*, *10th Annual Country Showdown*. Features/Packages—LBS World Premiere Movies, *It Nearly Wasn't Christmas*, *Hope Diamonds*.

LBS International 241

Staff: Henry Seigel, Paul Seigel, Rand Stoll, Jennifer Chrein, Anne Magnol, Donald Lawrence. **Programs:** *The Elvis Files**, *The Elvis Conspiracy**, *Ali: A Living Legend**, *The Marilyn Files**, *Meet John Doe**, *Heroes on Wheels* (children's animated), *TravelAmerica*. Movies—The Action Makers Movie Packages, *Bonanza: The Next Generation*, *Horror Trilogy*, *Vietnam War-Story*. Series—*Treasure!*, *Air Combat Video Collection*, *Crimes of the Century*, *Hit Squad*, *You Can't Take It with You*. Serial/drama—*Another World*, *As the World Turns*, *Edge of Night*, *Guiding Light*, *Search for Tomorrow*, *Texas*, *The Callins*. Specials—*A Tribute to John Lennon*, *Legends in Love*, *Amazing War Stories*, *Crimebeat*, *Exploring Psychic Powers*, *The Hunt for Stolen War-Treasures*, *Mysteries of the Pyramids*, *UFO Cover-Up?*, *Manhunt*, *Manhunt: Update*. Children's animation—*Powermasters: The Movie*, *Heathcliff: The Movie*, *Care Bears Family*. Readers'

Digest Animated Classics—*Christmas Messenger*, *The Little Mermaid*, *The Happy Prince*, *The Selfish Giant*, *The Remarkable Rocket*. Music—*The Story of Rock 'n' Roll*. Documentaries—*Adventures in Space*, *The Thunderbirds...A Team Portrait*, *Smithsonian World*, *Forever James Dean*, *A Walk Through the 20th Century with Bill Moyers*, *Scared Straight*, *Great Battles of World War II*, *America: The Way We Were*, *Creativity with Bill Moyers*, *Kennedy: A Celebration of His Life and Times*, *Medjugorje: A Lasting Sign*, *Great National Parks of America*.

LBS rest areas 1126,1070,1319,1384,733,134

Leda Films SA 918

Av Paseo Colon 221
2 Piso
Buenos Aires, Argentina 1399

Staff: Pedro Felix Leda, Rene Leda, Roberto Garcia Barros. **Programs:** *A Ladies Detective*, *Blue Love*, *Rebel*, *Princess*, *Unforgettable*.

Life Choices W/Eric Chapman 771

Litton Syndications Inc. 871

1130 N. Cold Spring Lane
Suite 310
Baltimore, Md. 21239

Staff: David Morgan, Lissy Morgan, Bill Behrens, Michelle Palmeri-Schnur, Joann Kreit, Rodd Koch. **Programs:** *Zoo Life with Jack Hanna**, *The Extremists**, *Superstar Kids Challenge**, *Superstar Kids Challenge**, *Beach Barter Bingo**, *U.S. Pro Ski Tour**.

Live Wire 718

3315 Sacramento St.
San Francisco, Calif. 94118

LO/AD Communications 1423

P.O. Box 2235
Los Angeles, Calif. 90051

Staff: Whit Whittinghill, Bobbi Meredith, Brian Grady, Hal Criiz, Tim Oliver, Steve Schaefer. **Services:** 800-900 telepromotions.

Loews Hotels 1187

Louisiana Film Commission 1324

LWT International 1141

The London Television Centre
London, England, SE1 9LT

Staff: Sydney Perry, Colin Jarvis, Nadine Nohr, Karine Cullen. **Programs:** *Red Fox* (miniseries), *The Good Guys* (drama), *Second Thoughts* (sitcom).

M&M Syndications 1122

1000 Laurel Oak Corp. Center
Suite 108
Vorhees, N.J. 08043

M.A. Kempner Inc. 336

11820 Fountainside Circle
Boynton Beach, Fla. 33436

Staff: Marvin A. Kempner. **Programs:** Color cartoons (35 hours), 45-minute video cartoon "packs" (45).

M.C. Stuart & Associates 336

88 Highett St.
Melbourne, Victoria, Australia 3121

And, Come Fal '93, Family Matters Will Be Duplicating Full House's Outstanding Performance

Take a look at the numbers and you can see that "Full House" is the stripping hit of the year. Best of all, around the corner is its twin, "Family Matters."

When "Full House" and "Family Matters" ran back to back on Friday, they consistently won their time periods in key demos. Then, this season, they moved to different nights. But even apart they continued winning. In fact, "Family Matters," which inherited "Full House's" 8:00PM time slot, boosted young adult demos past its twin's prior performance.

For a bit of security come Fall '93, you can't go wrong with "Family Matters." After all, success runs in the family!



Full House



Family Matters

Success Runs In The Family.

M/B

Miller-Boyet
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LORIMAR
TELEVISION



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DOMESTIC TELEVISION
DISTRIBUTION
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SOURCE: NTI through November Sweep each season

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Staff: Max Stuart. **Programs:** *Spook, Sydney Opera House, Michelle, Koalas—No Picnic in the Park, The Gulf Between.*

MS 623
168 Rue Saint-Charles
75015 Paris, France

Major League Baseball Productions 1073
3 Empire Blvd., 4th Floor
South Hackensack, N.J. 08837

Mansfield Television Distribution 771
5460 S. Locust St.
Englewood, Colo. 80111

Staff: John Mansfield. **Program:** *Life Choices with Erie Chapman.*

Marathon 623

Marketing Resources Plus 265
230 Park Ave., 35th Floor
New York, N.Y. 10017

Marketing Resources Plus 265

Marriott Hotels 1189
9841 Airport Blvd.
Suite 528
Los Angeles, Calif. 90045

Staff: Deborah Pfander, Dan Kelleher, Mark Lupton, Michael Cheatham, Karen Tandy. **Services:** Hotels, catering.

Match Images 623

MCA TV 291
100 Universal City Plaza
Texaco Building, 10th Floor
Universal City, Calif. 91608

Staff: Tom Wertheimer, Shelly Schwab, James Kraus, Mort Stakoff, Steve Rosenberg, Arthur Hasson, Philip Martzoff, Paul Hoffman, Kristine Orr, Tom Maples, Camera Hutton, Bill Trotter, Mark Forgea, Tony Fasola, Michael Howard. **Programs—***Kitty Kelley*, Coach*, Harry and the Hendersons, Roggin's Heroes.*

MCI Information Resources 1119

Medallion TV Enterprises Inc. 262
8831 Sunset Blvd., Suite 100
West Hollywood, Calif. 90069

Media International Corp. 963
2-14-5 Akasaka
Minato-Ku
Tokyo, Japan 107

Staff: Yuhji Kubo, Saburo Eguchi, Hideaki Sakamoto, Hiroshi Akiyama, Koko Ito, Teruyuki Takashima, Yoshio Uchida, Yuhiko Ideta, Yoshiaki Nishimura, Lucy Chudson. **Programs:** *Live from the Apollo Theater*, Romania's Lost Children*, Tokyo Headline News*, Oriental Medicine*, Blue Blink.*

MGM-Pathé Communications 663
1000 W. Washington Blvd., Suite 504
Culver City, Calif. 90232

Staff: Sid Cohen, Bob L. Greenstein, Ed Monahan, Don Golden, Noranne Frisby, Bill Wineberg, Anthony J. Lynn, Douglas Schwalbe, Scott P. Gregg, Osvaldo Barzelatto, Felipe Vial. **Programs:** *In the Heat of the Night, The New Twilight Zone, MGM Premiere IV: 10 Feu-*

tures, James Bond Jr.*, Nightmare Cafe.**

MG/Perin Inc. 373
104 East 40th St.
Suite 303
New York, N.Y., 10016

Staff: Marvin Grieve, Richard Perin, Fran Reiter, Harvey Reinstein, Holly Grieve. **Programs:** First-run series—*Super Trax*, Night Flight, Nash & Zullo's Offbeat Sports Beat.* Specials—*Tribute to the Stooges, Waiting for the Wind, The Magic Boy's Easter, The First Valentine.* Program inserts—*Olympic Winning Moments, Super Bowl Record Book, NFL Team Record Book.* Features—*The Gathering Storm, Churchill and the Generals.* Children—*Cicero, The Queen's Drum Horse.*

MMT Sales Inc. 1270
150 E. 52nd St.
New York, N.Y. 10022

Moving Pictures International 1025

MTM Television Distribution 949
4024 Radford Ave.
Studio City, Calif. 91604

Staff: Kevin Tannehill, Robert George, Mark Lipps, Marc Grayson, Dean Scheu, Burt Rosenburgh, Chris Rovtar, Chris Weis, Mike Deller, Tracy Sjostrom, Steve Barbour. **Programs:** *The New WRKP in Cincinnati, Newhart, Hill Street Blues, St. Elsewhere, Remington Steele, White Shadow, Lou Grant, Graham Kerr Vignettes.*

MTV Networks 1363
1515 Broadway
New York, N.Y. 10036

Staff: Linda Kahn, Michael Spalding, Tom Burke, Benedetta Campisi, Olivia King Canter, Maria Berger. **Programs:** *MTV 10*, Lo Mejor de MTV Internacional*, MTV Internacional, Rugrats, The Ren and Stimpy Show, Doug, Salute Your Shorts, Clarissa Explains It All.*

Muller Media Inc. 354
23 East 39th St.
New York, N.Y. 10016

Staff: Robert Muller, Dan Mulholland, Greg Muller. **Programs:** *Scratch, The Wild Ones*, AFT Colorized Classic 7*, The Godzilla All-Stars, MMI Classic 12, The Most Wanted.*

Multimedia Entertainment 1434
75 Rockefeller Plaza, 22nd Floor
New York, N.Y. 10019

Staff: Robert L. Turner, Bruce Johansen, Ethan J. Podell, Diane L. Sass, Thomas F. Shannon, Richard C. Thrall, Nancy Cook, Norm Hayes, Michael Marsho, Fred Petrosino, Gerry Philpott, Herb Weiss, Tim Overmyer, Julie Farin, Deborah Hackenberry, Tracey McCarthy, Lou Zaccheo, Joseph Cifarelli, Valerie De Santi, Richard Bailey, Paul Singman, Neil Russell. **Programs:** *Jerry Springer*, Rush Limbaugh*, Pozner & Donahue*, Sweating Bullets*, Mysteries of the Bible*, Sally Jessy Raphael, Donahue, Young People's Specials.*

Multimedia Group 473
c/o Chatsworth Television
97-99 Dean St.
London, England W1V 5RA

Multimedia Group of Canada 923
5225 Berri St.

Montreal, Quebec, Canada H2J 2S4

Staff: Jacques Bouchard, Michel Zgarka, Sari Buksner, Mike Murphy. **Programs:** *Out of the Ashes*, Cirque du Soleil*, Stopwatch*, The Science Show*, The International Championship of Ballroom Dancing*, Kitty Cats, Night and Science, Out of the Ashes, School's Out, A Touch of Genius, The Joy of Life, The Lake That Fell to Earth, Harlem—125 Street, The Embrace of the Samurai, Clip Art.*

Multimedia Promociones y Producciones 1125

N.I.B. Inc. 1371
12301 Wilshire Blvd., Suite 414
Los Angeles, Calif., 90025

Staff: Sam Ashenofsky, Kerry Andrews, Nancy Garrett. **Programs:** *Unwired Children's Network*, Swans Crossing*.*

NBDC 623

NDR International 1033
Gazellenkamp 57
D-2000
Hamburg 54, West Germany

Nelvana Enterprises 923
32 Atlantic Ave.
Toronto, Canada H2J 2S4

Staff: Michael Hirsh, Neil Court, Toper Taylor. **Programs:** *Rupert*, Tintin*, Babar, Little Rosey, Nelvanimation.*

New Line Television Distribution 681
156 W. 56th St.
New York, N.Y. 10019

Staff: Jonathan (Jody) Shapiro, Tim Noonan, Bette Alofsin, Robert Friedman, Robert Shaye, Michael Lynne, Erik Pack, Mary Grace Wynn, Robert Halmi Jr., Rolf Mitweg. **Programs:** *New Line Cinema, Earth Journal with Dr. Richard Leaky, Laurel and Hardy 100th Birthday Comedy Special*, The Laurel and Hardy Show*, Hal Roach Classics, Volume 1*.*

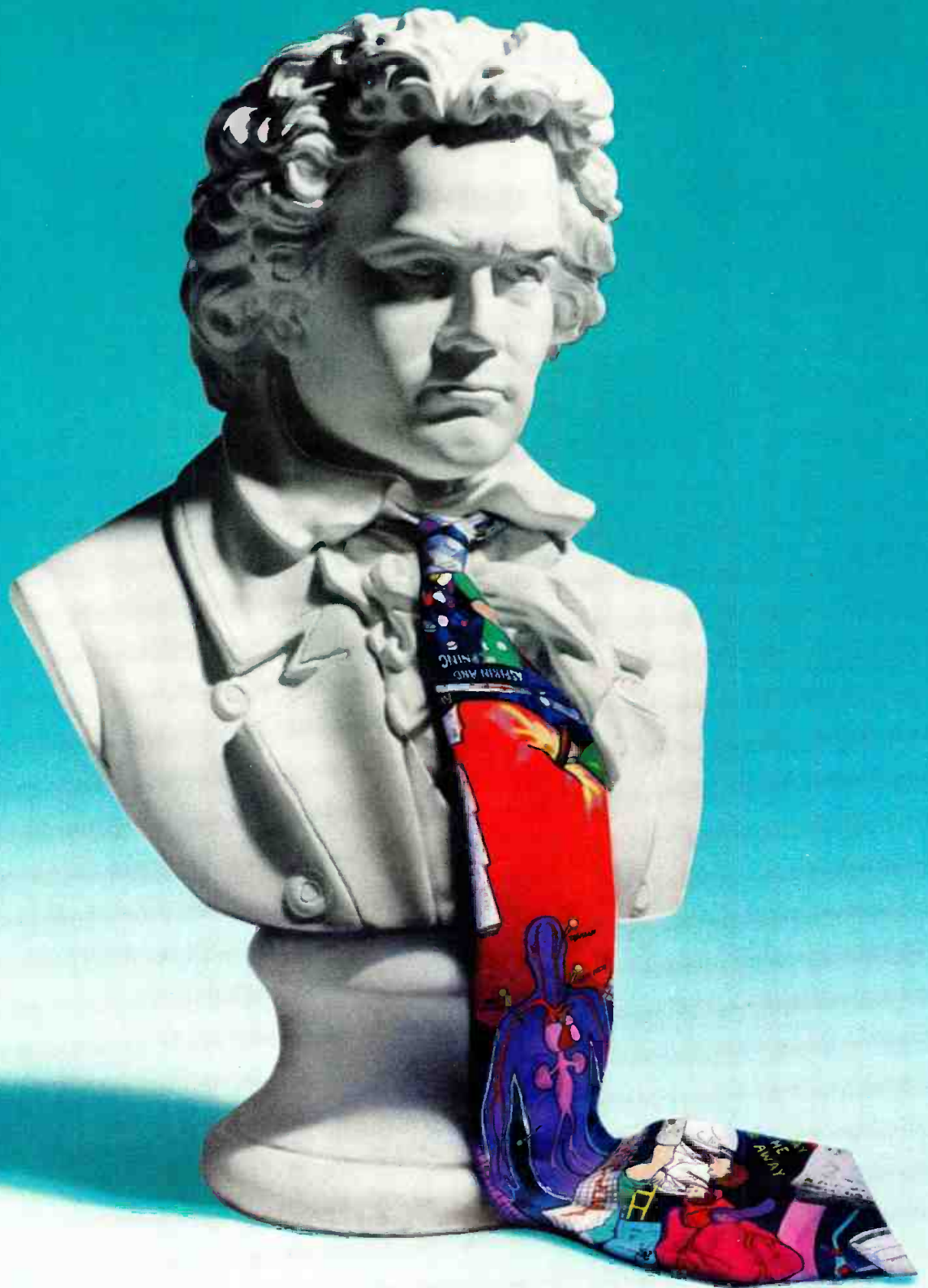
New Orleans Film Commission 1324

New Orleans Tourism 474

New Visions Syndications 1019
P.O. Box 599
Aspen, Colo. 81612

New World Television 633
115 East 57th St.
New York, N.Y. 10022

Staff: James McNamara, Robert Peters, Brian Frons, Tony Brown, Thea Diserio, Ray Donahue, Renee Madrigal, Dorothy Hamilton. **Programs:** Series—*Santa Barbara, The Bold and Beautiful, The Wonder Years, Zorro, Tour of Duty, Crime Story, Sledgehammer, Rags to Riches, Bagdad Cafe, A Fine Romance, High Mountain Rangers, Murphy's Law.* Maxi-series—*Secrets.* Miniseries—*Stay the Night, Voices Within, Echoes in the Darkness, Monty Carlo, Queenie, Harem, Sins, Beryl Markham: A Shadow on the Sun, Courage, Elvis & Me.* Movies of the Week—*Miles from Nowhere, In Broad Daylight, Blind Judgment, The Stranger Within, The Bride in Black, She'll Take Romance, Checkered Flag, Little White Lies, Across Five Aprils, Conspiracy of Love, Poker Alice, Dangerous Affection, After the Promise, The Woman He Loves, Penalty Phase, Some-*



LUDWIG VAN BEETHOVEN

GENIUS.

thing in Common, Easy Prey, Gladiator, The Return of the Incredible Hulk, Trial of the Incredible Hulk, The Death of the Incredible Hulk. Animation—Siegfried & Roy, Captain America, Dungeons & Dragons, Incredible Hulk, Ironman, Mighty Thor, New Fantastic Four, Dinoriders, Little Wizards, Robocop, Rude Dog and the Dweebs, Spiderman 5000, Spiderman & Amazing Friends, Spiderwoman, Submariner. Features/packages—New World Premiere Movies, New World One, New World Two, New World Three, New World Four, Pretty Smart, Kid Pix Six-Pak, TV Gold. Off-network series—Life of Riley, Specials, LCA Classics.

News Travel Network 763
747 Front St.
San Francisco, Calif. 94111

Staff: Roy F. Walkenhorst, James J. Hornthal, Keitha Mashaw, Hilary Black, Robert Sokol, Perry Garfinkel. **Programs:** Domestic—Weekend Travel Update, consumer travel reports, impact environmental reports. International—Bon Voyage, Rendezvous, Takin' Off, Travel Shorts.

NHK (Japan Broadcasting Corp.) 963

Nippon Animation/Fuji Eight 816
10-11 Ginza 7-Chome
Chuo-Ku
Tokyo, Japan 104

Staff: Kohei Sano, Masao Kurosu, Yasuhiko Matsuoka, Patricia Hamilton. **Programs:** The Jungle Book, Christopher Columbus, Daddy-Long-Legs, The Trapp Family Singers, Tottoi.

Norstar Entertainment 923

North American Publishing Co. 539
401 North Broad St.
Philadelphia, Pa. 19108

Staff: Avra Fliegelman, Olivia DiRico. **Services:** BIB Television Programing Sourcebooks, BIB World Guide to Television & Programing.

Northern Lights Communications 1440
601 Lakeshore Pkwy., Suite 1275
Minneapolis, Minn. 55343-3847

Staff: Jason Gould, Jan Baaden Gee, Dixon Gould. **Services:** Interactive promotions, W.W.O.S. trivia*.

Nuffitness Corp. 727

Orion TV International 864
1888 Century Park East
Los Angeles, Calif. 90212

Staff: John Laing, Bryan Hambleton, Kathleen Hricik, Dawn Snyder, Sylvia Jimenez. **Programs:** "Silence of the Lambs"; "Bill and Ted's Bogus Journey"; "Little Man Tate." Series—W/OU, Equal Justice, Lifestories, Bill and Ted's Excellent Adventures, Sunset Beat. TV movies—A Green Journey, Nashville Beat, No Place Like Home, Parker Kane, Project: Tin Man, Return from Green Acres. Miniseries—The Kennedys of Massachusetts, Glory Days.

OTV/David Sams Industries 1145
279 South Beverly Dr., Suite 1017
Beverly Hills, Calif. 91202

Staff: David Sams, Renee T. Kenneth, Rick Levy, Paul Colacchio, Stacie Seifrit, Karon Christian. **Programs:** OTV Overnight Television* (interactive weekend programing ser-

vice), Rollergames*, Meet Your Match*, National Dateline*, Overnight Zoo, Lovestruck Live!, Openline America, National Dateline, National Classified, The Boys Club.

Pandora Int. 741
10 Rockefeller Plaza, Suite 609
New York, N.Y. 10020

Staff: Christian Bourignon, Howard France, Tim Newman, Peter Tomlinson, Mike Murashko, Ray Yinger, Liz Matthews, Iona de Macedo, Catherine Frizat. **Programs:** Passport, Love and Adventure, Hot Tickets.

Paragon International Inc. 923
119 Spadina Ave., Suite 405
Toronto, Ontario, Canada M5V 2L1

Paramount Television 1463
5555 Melrose Ave.
Los Angeles, Calif. 90038

Staff: Kerry McCluggage, Steve Goldman, Frank Kelly, Greg Meidel, Meryl Cohen, Bob Sheehan, Vance Van Petten, Howard Green, Tom Fortuin, Emeline Davis, Dick Montgomery, Stan Justice, Liz Firalio, Lisa Chandler, Joel Berman, John Nogawski, Mike Kerans, Richard Golden, Robert Wussler, Gerry Noonan, John Lee, Maura McDonough, Carole Zerbato, Mark Dvornik, Stuart Marcus, Al Rothstein, John Morrow, Susan Stamm. **Programs:** Off-network—Dear John, Brothers, Webster, Cheers, Family Ties, Taxi, Happy Days, The Complete Star Trek, Mission: Impossible, The Untouchables, Mannix. First-run series—The Arsenio Hall Show, Star Trek: The Next Generation. Entertainment Tonight/Entertainment Tonight 60, The Maury Povich Show, The West In America. Features/Packages—Portfolio XV, XII, XI, Special Edition III, II, I, Preview V, IV, III, The Untouchables, Paramount Family Festival III. Miniseries—Winds of War.

Pelican Pictures 474

Peter Rodgers Organization 171
P.O. Box 2759
Beverly Hills, Calif. 90213

Staff: Stephen M. Rodgers, Noah Jacobs. **Program:** Only in Hollywood*. Features—sci-fi, western, comedy, drama intrigue. Off-network series—I Spy, Kukla, Fran & Ollie. Specials and documentaries.

Petry Television Inc. 572
3 East 54th St.
New York, N.Y. 10022

PM Entertainment Group Inc. 1421
16780 Schoenborn St.
Sepulveda, Calif. 91343

Producers Group Int. 619
9808 Wilshire Blvd., Suite 306
Beverly Hills, Calif. 90212

Staff: Mel Ginger, Rosamaria Gonzalez. **Programs:** The Girl from Tomorrow (Latin America), World University Games Buffalo '93 (Latin America), USA Music Today, Christopher Columbus (Latin America).

Producers Showcase Television 1246
115 East 57th St., 10th Floor
New York, N.Y. 10022

Program Exchange 874
375 Hudson St.
New York, N.Y. 10014-3620

Promark Television Syndication 824

Protele Inc. 142
2121 Avenue of the Stars, Suite 2300
Los Angeles, Calif. 90067

Quinto Centenario 648
Calle Cea Bermude 14
Madrid, Spain 28003

Radiotelevision Espanola 274
Gobelas 35-37
La Florida
Madrid, Spain 28023

Raymond Horn Syndication 1023
38 West 32nd St., #1610
New York, N.Y. 10001

RCN 337

Staff: Mauricio Calle, Carmen Pizano. **Programs:** Espumas, Escalona, Inseparables.

Reel Movies International 819
8235 Douglas Ave., Suite 770
Dallas, Tex. 75225

Republic Pictures Corp. 151
12636 Beatrice St.
Los Angeles, Calif. 90066

Staff: Chuck Larsen, Glenn Ross, Lee Wedemeyer, Paul Sumi, Diane Levin, Linda Lieberman, Lisa Woodcock, Diana Foster, Gene Lavelle. **Programs:** Features/packages—Republic Premiere One, Republic Premiere Two, Republic Premiere Three*, All Nite Movie (3 & 4 Years)*, Color Movies II, Color Movies III, Color Movies IV*, John Wayne Collection, Hollywood Stars, Hollywood One, Action-Packed, Classic Comedy, Republic Serials, Home of the Cowboys, Holiday Features, Animated Features, Animated Cartoons, Specials—Cliffhanger Serial specials. Off-network series—Bonanza, Get Smart, The High Chaparral, Victory at Sea, Car 54: Where Are You?

Richard Kidd Productions 1072
111 Bagby, Suite 2690
Houston, Tex. 77002

Staff: Richard Kidd, Barbara Ratliff, Holly O'Dell, Lisa Carroll. **Program:** National Academic Championship.

Rosnay International Sarl 818
6 Rue Robert Estienne
75008 Paris, France

Rysler Entertainment 941
12711 Ventura Blvd., #490
Studio City, Calif. 91604

Staff: Keith Samples, Jerry Jameson. **Programs:** Saved by the Bell*, Uptown Comedy Club*, Captain N and the Video Gamemasters*, Rysler Premiere Network I*, The Highlander*.

Sachs Family Entertainment 1371
432 Park Ave. So., Suite 432
New York, N.Y. 10016

Staff: Jerry Sachs, Shelly Hirsch, Maria DeVito, Bill Vertin, Barbara Schwecke. **Programs:** Swans Crossing*, Toxic Crusaders, Little Dracula, Smoggies, Clyde, Happy Castle, The Real Story*, Beany & Cecil*, Precious Moments Christmas*, Ultraman*.



VINCENT VAN GOGH

GENIUS.

Samuel Goldwyn Television 863 10203 Santa Monica Blvd. Los Angeles, Calif. 90067	Spin TV International 725	Telepool 1033 Sonnenstrasse 21 D-8000 Munich 2, Germany
Staff: Dick Askin, Casey Lanken, Adam Lloyd, Audrey Chan, Michelle Abbrecht, Gary Perchick, J. Michael Byrd, Jeri Sachs, Bill Featherstone, Julie Resh, Laura Edelman, Saralo MacGregor, Bob Quintero. Programs: Features/packages—Samuel Goldwyn Theatre, November Gold 3, November Gold 2. First-run series— <i>American Gladiators</i> , <i>Gamepro</i> , <i>Why Didn't I Think of That?</i> *	Sport Promotion International 725	Staff: Horst Vetter. Programs: <i>From Lenin to Gorbachev</i> , <i>Pingu</i> , <i>Success</i> .
SC Entertainment International 970	Sprint TeleMedia 1022 6666 West 110th St. Overland Park, Kan. 66211.	Telerep Inc. 470 875 Third Ave. New York, N.Y. 10022
Scott Entertainment Inc. 255 P.O. Box 554 Westbury, N.Y. 11590	Staff: Sharon L. Lundeen, Pat Lynch, Nick Sample, Al Michaels, Joy Petro. Services: Interactive voice—900- and 800-number access for promotions; interactive fax; broadcast distribution and document on demand.	Staff: Al Masini, Steve Herson, Tom Tilson, Jay Isabella, John McMorrow, Cindy Augustine, Larry Goldberg, Andy Feinstein, Lisa Brown, Jim Robinson, Amy Carney, Mary Jane Kelley.
Staff: Scott Sobel, president. Programs: Features/packages—Drive-in Theatre, Haunted Hollywood, The Movie Classics. Off-network series— <i>Nostalgia Network One</i> , <i>Golden Years of Television</i> , <i>Casebook of Sherlock Holmes</i> . Program Inserts—TV Facts. Specials— <i>When the Applause Died</i> , <i>Death in Hollywood</i> , <i>The Dealers in Death</i> , <i>The Many Faces of Sherlock Holmes</i> .	Starcross Entertainment 362	Televisa, S.A. 142
Select Media Communications 931 885 Third Ave. New York, N.Y. 10022	Studio Hamburg Produktion Eur. Film 1033 Jenfelder Allee 80 D-2000 Hamburg 70, Germany	Television Program Enterprises 1462 875 Third Ave., 8th Fl. New York, N.Y. 10022
Staff: Mitch Gutkowski, Claire Scully, Marc Juris, Carol Blank, Linda Yaccarino, Mari Kimura, Joe Sangillo, Pam Politano, Paul Fiore, Sonia Zachary. Programs: Off-network— <i>Ask Professor Nutrition</i> , <i>Behind the Wheel</i> , <i>Breath-taking Moments</i> , <i>Earth News</i> , <i>Healthbreak</i> , <i>How Sweet It Is</i> , <i>The Inside Scoop</i> , <i>Inspirations*</i> , <i>Intermission</i> , <i>Music Quiz</i> , <i>My Favorite Book</i> , <i>Portrait of a Teacher*</i> , <i>Quick Schtick</i> , <i>The Real Scoop</i> , <i>Seasides</i> , <i>Stanley's Helpful Hints*</i> , <i>Today in Music History</i> , <i>Whodunit?</i> , The Select Collection, The Select Collection II. First-run—The Horror Hall of Fame III*, <i>Mark Spitz Returns to Munich*</i> .	Sunbow International 370 130 Fifth Ave. New York, N.Y. 10011	Staff: Al Masini, Philbin S. Flanagan, Alan Bennett, Mary Jane Hastings, Rick Meril, Harvey Gamm, Noreen Donovan, Ken Kolb, John Tierney, Richard Buck, Marc Brody, Dick Brown, Jack Steng, Brad Leidel, John Donahue, Patricia Empson, Maureen Ogden, Suen Williams, Peggy Woop, Mayre Williams, Michel Sorrentino (Chicago) David Morris, Bethany Gorfine, Melinda Collis (Los Angeles). Programs: First-run series— <i>Star Search</i> (strip)*, <i>Home Videos of the Stars*</i> , <i>Lifestyles of the Rich and Famous</i> , <i>Runaway with the Rich and Famous</i> , <i>First Look</i> , <i>Entertainment Tonight</i> , <i>Emergency Call</i> , <i>The Judge</i> , <i>Grudge Match</i> . Specials— <i>The Rich and Famous 1992 World's Best</i> , <i>United States Air Show</i> , <i>Supermodel of the World 1992</i> , <i>International Auto Show</i> , <i>SFM Holiday Network</i> . Miniseries— <i>Blood Feud</i> , <i>Emna: Queen of the South Seas</i> , <i>Ford: The Man and the Machine</i> , <i>Hold the Dream</i> , <i>Jenny's War</i> , <i>Hoover vs. the Kennedys: The Second Civil War</i> , <i>The Key to Rebecca</i> , <i>Sadat</i> , <i>Strong Medicine</i> , <i>A Woman of Substance</i> . Off-network series— <i>Highway to Heaven</i> , <i>Fame</i> , <i>Fortune & Romance</i> . Animated— <i>Widget</i> , <i>Mr. Bogus</i> .
Staff: Mitch Gutkowski, Claire Scully, Marc Juris, Carol Blank, Linda Yaccarino, Mari Kimura, Joe Sangillo, Pam Politano, Paul Fiore, Sonia Zachary. Programs: Off-network— <i>Ask Professor Nutrition</i> , <i>Behind the Wheel</i> , <i>Breath-taking Moments</i> , <i>Earth News</i> , <i>Healthbreak</i> , <i>How Sweet It Is</i> , <i>The Inside Scoop</i> , <i>Inspirations*</i> , <i>Intermission</i> , <i>Music Quiz</i> , <i>My Favorite Book</i> , <i>Portrait of a Teacher*</i> , <i>Quick Schtick</i> , <i>The Real Scoop</i> , <i>Seasides</i> , <i>Stanley's Helpful Hints*</i> , <i>Today in Music History</i> , <i>Whodunit?</i> , The Select Collection, The Select Collection II. First-run—The Horror Hall of Fame III*, <i>Mark Spitz Returns to Munich*</i> .	Sygm TV 623 661 35th St. Manhattan Beach, Calif. 90266	Television Synd. Co. 267 501 Sabal Lake Dr., #105 Longwood, Fla., 32779
Staff: Mitch Gutkowski, Claire Scully, Marc Juris, Carol Blank, Linda Yaccarino, Mari Kimura, Joe Sangillo, Pam Politano, Paul Fiore, Sonia Zachary. Programs: Off-network— <i>Ask Professor Nutrition</i> , <i>Behind the Wheel</i> , <i>Breath-taking Moments</i> , <i>Earth News</i> , <i>Healthbreak</i> , <i>How Sweet It Is</i> , <i>The Inside Scoop</i> , <i>Inspirations*</i> , <i>Intermission</i> , <i>Music Quiz</i> , <i>My Favorite Book</i> , <i>Portrait of a Teacher*</i> , <i>Quick Schtick</i> , <i>The Real Scoop</i> , <i>Seasides</i> , <i>Stanley's Helpful Hints*</i> , <i>Today in Music History</i> , <i>Whodunit?</i> , The Select Collection, The Select Collection II. First-run—The Horror Hall of Fame III*, <i>Mark Spitz Returns to Munich*</i> .	Sylvester Communications Int. 336	Staff: Cassie M. Yde, Robert E. Yde, Rick Silanskas. Programs: <i>Countdown to the Year*</i> , <i>The Bruce Williams Show</i> , <i>The Columbus Expedition*</i> , <i>Contacto Directo*</i> , <i>Dance</i> , <i>Dance</i> , <i>Dance*</i> , <i>Eye on the Ecology</i> , <i>From the Abyss: The Blockade of Leningrad*</i> , <i>One Year in Antarctica*</i> , <i>Winter Quarters*</i> , <i>Bimini by the Sea*</i> , <i>TVS Action Feature Package*</i> , <i>The 13th Rose*</i> , <i>Ali Baba and the Forty Thieves*</i> , <i>Werther*</i> , <i>The Stadium Talks*</i> , <i>Vietnam</i> , <i>Cambodia & Laos Today: Asia's Last Frontier</i> , <i>Gospel in the Holyland*</i> , <i>Journey to Adventure</i> , <i>Deliciously Simple*</i> , <i>Signs of the Zodiac*</i> .
Staff: Mitch Gutkowski, Claire Scully, Marc Juris, Carol Blank, Linda Yaccarino, Mari Kimura, Joe Sangillo, Pam Politano, Paul Fiore, Sonia Zachary. Programs: Off-network— <i>Ask Professor Nutrition</i> , <i>Behind the Wheel</i> , <i>Breath-taking Moments</i> , <i>Earth News</i> , <i>Healthbreak</i> , <i>How Sweet It Is</i> , <i>The Inside Scoop</i> , <i>Inspirations*</i> , <i>Intermission</i> , <i>Music Quiz</i> , <i>My Favorite Book</i> , <i>Portrait of a Teacher*</i> , <i>Quick Schtick</i> , <i>The Real Scoop</i> , <i>Seasides</i> , <i>Stanley's Helpful Hints*</i> , <i>Today in Music History</i> , <i>Whodunit?</i> , The Select Collection, The Select Collection II. First-run—The Horror Hall of Fame III*, <i>Mark Spitz Returns to Munich*</i> .	Syncom 623	Telegign 1018
Staff: Mitch Gutkowski, Claire Scully, Marc Juris, Carol Blank, Linda Yaccarino, Mari Kimura, Joe Sangillo, Pam Politano, Paul Fiore, Sonia Zachary. Programs: Off-network— <i>Ask Professor Nutrition</i> , <i>Behind the Wheel</i> , <i>Breath-taking Moments</i> , <i>Earth News</i> , <i>Healthbreak</i> , <i>How Sweet It Is</i> , <i>The Inside Scoop</i> , <i>Inspirations*</i> , <i>Intermission</i> , <i>Music Quiz</i> , <i>My Favorite Book</i> , <i>Portrait of a Teacher*</i> , <i>Quick Schtick</i> , <i>The Real Scoop</i> , <i>Seasides</i> , <i>Stanley's Helpful Hints*</i> , <i>Today in Music History</i> , <i>Whodunit?</i> , The Select Collection, The Select Collection II. First-run—The Horror Hall of Fame III*, <i>Mark Spitz Returns to Munich*</i> .	Syndication Group 257 30 Whyte Dr. Voorhees, N.J. 08043	Telmondis 623
Staff: Mitch Gutkowski, Claire Scully, Marc Juris, Carol Blank, Linda Yaccarino, Mari Kimura, Joe Sangillo, Pam Politano, Paul Fiore, Sonia Zachary. Programs: Off-network— <i>Ask Professor Nutrition</i> , <i>Behind the Wheel</i> , <i>Breath-taking Moments</i> , <i>Earth News</i> , <i>Healthbreak</i> , <i>How Sweet It Is</i> , <i>The Inside Scoop</i> , <i>Inspirations*</i> , <i>Intermission</i> , <i>Music Quiz</i> , <i>My Favorite Book</i> , <i>Portrait of a Teacher*</i> , <i>Quick Schtick</i> , <i>The Real Scoop</i> , <i>Seasides</i> , <i>Stanley's Helpful Hints*</i> , <i>Today in Music History</i> , <i>Whodunit?</i> , The Select Collection, The Select Collection II. First-run—The Horror Hall of Fame III*, <i>Mark Spitz Returns to Munich*</i> .	Staff: Larry Scott, Kim Davis, Greg Leonetti. Programs: <i>Mac Today*</i> , <i>Antique Corner*</i> , <i>The Eastern Sportsman*</i> .	Thames TV International 381 c/o DLT Entertainment Ltd. 31 West 56th St. New York, N.Y. 10019
Staff: Mitch Gutkowski, Claire Scully, Marc Juris, Carol Blank, Linda Yaccarino, Mari Kimura, Joe Sangillo, Pam Politano, Paul Fiore, Sonia Zachary. Programs: Off-network— <i>Ask Professor Nutrition</i> , <i>Behind the Wheel</i> , <i>Breath-taking Moments</i> , <i>Earth News</i> , <i>Healthbreak</i> , <i>How Sweet It Is</i> , <i>The Inside Scoop</i> , <i>Inspirations*</i> , <i>Intermission</i> , <i>Music Quiz</i> , <i>My Favorite Book</i> , <i>Portrait of a Teacher*</i> , <i>Quick Schtick</i> , <i>The Real Scoop</i> , <i>Seasides</i> , <i>Stanley's Helpful Hints*</i> , <i>Today in Music History</i> , <i>Whodunit?</i> , The Select Collection, The Select Collection II. First-run—The Horror Hall of Fame III*, <i>Mark Spitz Returns to Munich*</i> .	Staff: Thomas L. Griffin, Joe Bacal, C.J. Kettler, David Wollos, Ellen Postman, Carole Weitzman, Arthur Heller. Programs: <i>Conan</i> , <i>Bucky O'Hare...The Toad Menace</i> , <i>Connect Four</i> , <i>Guessures</i> , <i>Transformers</i> , <i>G.I. Joe</i> , <i>Horror Hall of Fame</i> , <i>Part 2</i> .	The Gary Group 822
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Staff: Andrew Berman, Satoji Yoshida. **Programs:** *The New Adventures of Gigantor, Sherlock Hound, Galaxy High School, Twins at St. Clare's, The Rescue Kids.*

Tomwil Entertainment Inc. 581
4641 Cahuenga Blvd.
Toluca Lake, Calif. 91602-1599

Staff: Wilda Rokos, James Rokos. **Programs:** *The Sizzle Package, Dirty Hands, Smitherreens, Slave of the Cannibal God, The Cars That Eat People, Blood Link, The First Time, Heatwave, The Boogey Man, The Legend of Spider Forest, Return of the Street Fighter, The Endless Summer, On Any Sunday, Tales from the Imagination.*

Tribune Entertainment Co. 1441
435 N. Michigan Ave.
Chicago, Ill. 60601

Staff: Sheldon Cooper, Don Hacker, David Siford, Clark Morehouse, Jim Corboy. **Programs:** Magazine/talk—*Geraldo, The Joan Rivers Show, Now It Can Be Told, U.S. Farm Report, Late Night—Dennis Miller**, *Tales from the Darkside, Monsters, Movies—A Child Called Jesus, TV Net, Columbia Night at the Movies, Gunfighters, Tri-Star Showcase III, Final Shot: The Hank Gathers Story**, Miniseries—Tribune Premiere Network, *Voyage of Terror: The Achilles Lauro Affair, Night of the Fox, Vendetta: Secrets of a Mafia Bride, Sidney Sheldon's Memories of Midnight, To Catch a Killer**, *Sidney Sheldon's Sands of Time**, Specials—*The Hollywood Christmas Parade, Macy's Fourth of July Fireworks: Cheer for America*. Targeted programming—*Apollo Comedy Hour**, *Soul Train, Soul Train Music Awards, Gladys Knight's Holiday Family Reunion Concert, Celebrate the Soul of American Music, The Desi Entertainment Awards**, *The Stellar Awards: A Gospel Tribute to Dr. Martin Luther King Jr., Second Generation**. Sports—Chicago Cubs baseball.

Turner Program Services 641
One CNN Center
Atlanta, Ga. 30303

Staff: Jack Petrik, W. Russell Barry, William Grumbles, John Walden, David Skillman, Gary Anderson, Robert Schuessler, Lynn Lazaroff, Robert Rierson, Julie Cahill, Deb Murphy. **Programs:** (Domestic) Feature packages—Turner Pictures II—Legends, Color Classic Network Five, MGM Pre-48 Library, RKO pre-48 Library, Warner Bros. pre-48 Library, Off network—*The Wonder Years, Gilligan's Island, Medical Center, CHiPs, The Man from U.N.C.L.E., The Girl from U.N.C.L.E., Daktari*. First-run—*Captain Planet & the Planeteers, WCW Wrestling, CNN News Service, National Geographic on Assignment, Cousteau's Rediscovery of the World, America at Risk, News for Kids, Children's—Captain Planet & The Planeteers, Tom & Jerry & Friends, Popeye, Warner Bros. Cartoon Library, MGM Cartoon Library, News for Kids*. (International) Feature package—Color Classic Network, MGM pre-48 Library, Warner Bros. Library, Turner Pictures, MGM: When the Lion Roars, Hanna-Barbera. First-run—CNN/Noticiero Telemundo CNN, Weintraub/Consolidated/Castle Hill Movie Packages.

WCW Wrestling, Sugar Entertainment Movie packages, TNT-Latin America. Cartoons—*Captain Planet, Tom & Jerry & Friends, Popeye, Our Gang, Warner Bros. Cartoon Library, MGM Cartoon Library, Wizard of Oz, Tom & Jerry Kids, Hanna-Barbera*. Off-network—*Gilligan's Island, Medical Center, CHiPs, The Courtship of Eddie's Father, The Man from U.N.C.L.E., The Girl from U.N.C.L.E., Please Don't Eat the Daisies, Daktari.*

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New York, N.Y. 10021

Twentieth Television 481
10201 W. Pico Blvd.
Los Angeles, Calif. 90035

Staff: Barry Diller, Lucie Salhany, Len Grossi, Michael Lambert, Peter Marino, Robert Fleming, Fred Bierman, J. Mathy Wasserman, Stephen Friedman, David Wilus, Ben Begun, Cheri Vincent, Ken Richards, Peter Baca, Jim Martz, Matthew Jacobson, Timothy Mudd, John Campagnolo, David Campbell, Dan Greenblatt, Victoria Quoss, Eddie Seslowsky, Paul Franklin, Jeff Stern, Michael Newsom, David Ozer, Lucy Hood, Robert Cesa, Jon Barovick. International Television—William Saunders, Ed Greenberg, Malcolm Vaughan, Stephen Cornish, Elie Wahba, Maurice Aghion, Gustavo Montaudon, Tom Warne, Paul Herbert, Gerard Grant, Randall Broman. **Programs:** First run—*A Current Affair, A Current Affair Extra, Studs**, *Pump It Up, Not Just News*. Off network—*Doogie Howser, M.D.*, The Simpsons, Mr. Belvedere, L.A. Law, Small Wonder, Tracey Ullman, Animal Express, Batman, Fall Guy, Fox Movietone News, Green Hornet, Jane Goodall and World of Animal Behavior, Land of the Giants, Lost in Space, M*A*S*H**, *Trapper John, The Undersea World of Jacques Cousteau, Vega's 9 to 5, The Ann Sothern Show, Bracken's World, Expedition Danger, The Ghost and Mrs. Muir, Julia, Lancer, the Monroes, Movin' On, Nanny and the Professor, Room 222, Time Tunnel, Voyage to the Bottom of the Sea.*

U.S. Army Reserve 1318
Room 1E432
The Pentagon
Washington, D.C. 20310-2400

Staff: Mark Zimmer, Karen Haines, Al Schill. **Programs:** PSA's, VNR's, programing.

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New York, N.Y. 10158-0180

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New York, N.Y. 10013

Staff: Byron Lewis, Bernie Schulman, Debbie Adrine Wofford. **Programs:** *Sophisticated Ladies**, *Let's Laugh at 91**, *America's Black Forum, Black History 1991, Black Filmmakers Hall of Fame.*

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75009 Paris, France

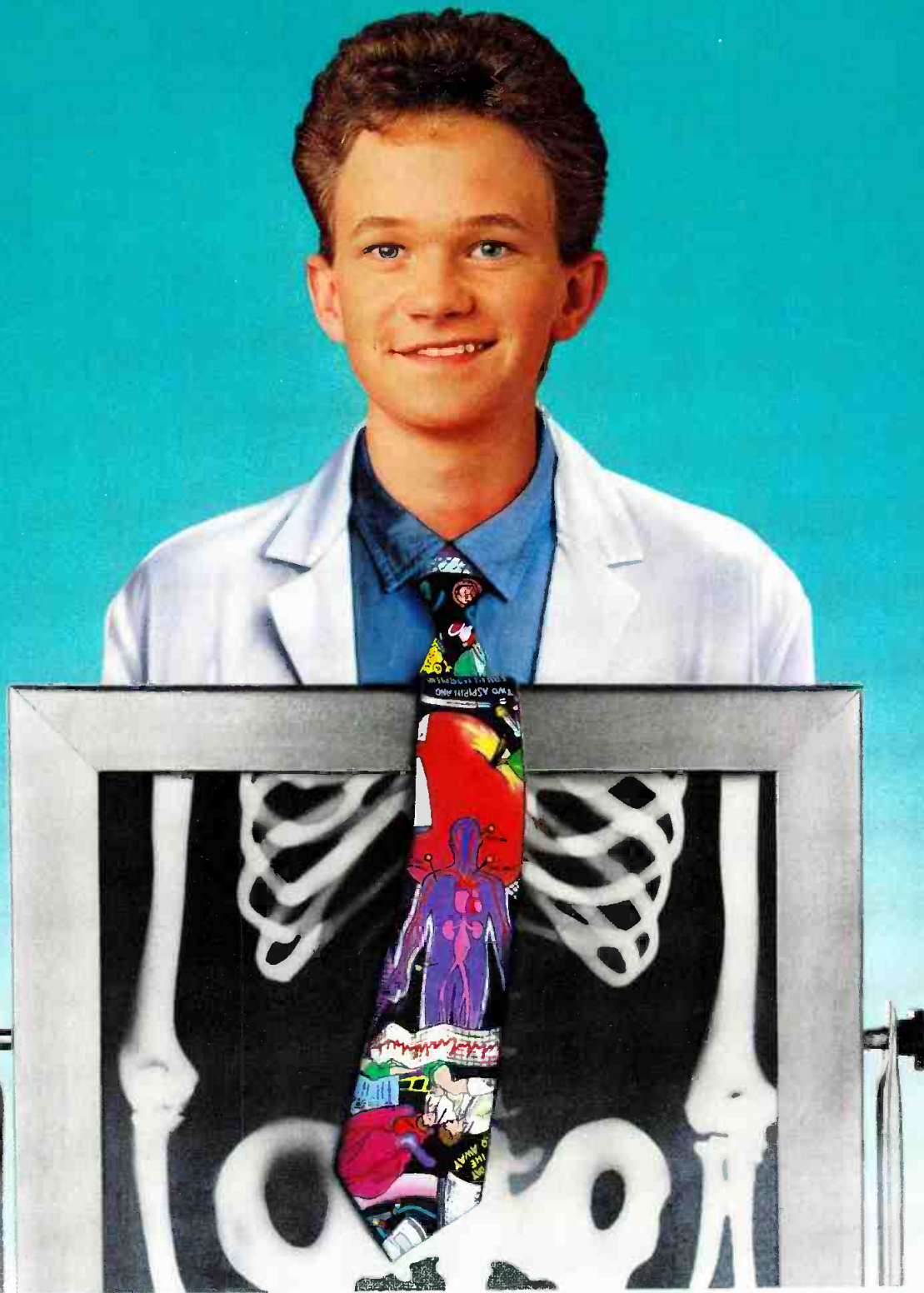
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Staff: Gustavo Cisneros, Carlos Barba, Carlos Cisneros, Hector Beltran, Benjamin Perez, Cesar Diaz, Rafael Vazquez, Maria Aragon, Jorge Serrano. **Musicals:** *Miss Venezuela, Sabado Sensacional, Ricardo Montaner in Concert, Children's Show—Juan Corazon en el Pais de Caramelo, Las Payasitas en el Pais de Caramelo, Muneca, Pais de Caramelo, Circo Complice*. Variety specials—*Pavarotti Regresa a Napoles, Verano en Monte Carlo*. Miniseries—*Cazadores de Tesoros, Los Pecados de Lulu, Molly-O*. Feature films—*Mob War, One Way Out, The Invisible Player, Made-for—Baudillo, Dulce Tia, El Anima Solo, El Atentado, El Espejo de la Bruja, Jose Gregorio Hernandez, La Aparecida (La Sayona II), La Chinita, La Sayona I, Mario Lionza*. Soap Operas—*Pasionaria, Ines Duarte Secretaria, La Mujer Prohibida, La Revancha, Adorable Monica, Amazonas, Bellisima, Buenos Aires Hablaba de Amor*. Documentaries—*El Vuelo del Angel, Indigenas, Una Cultura en Extincion, Serie Odisea*. Comedies—*Bienvenidos, El Show de Josele, Juana y Sus Hermanas*. In addition to other soap operas, documentaries, variety shows/concert specials, comedy sitcoms and made-for-TV movies.

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DOOGIE HOWSER, M.D.



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Burbank, Calif. 91522

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WDR International 1033

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Western International Syndication 1040

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Staff: Dennis Holt, Ronald Glazer, Chris Lancey, Mark Rafalowski, Mike McHugh, Dan Zifkin, Scott Weber, Adrienne Oswald. **Programs:** First-run series—*It's Showtime at the Apollo*, *Magic Johnson's All-Star Skam-n-Jam**, *Knight & Warriors**. Off-network series—*1st & Ten**, *Desperate Passage Series**, *What About*

*Tomorrow**, *JFK**, *Secret Files of J. Edgar Hoover*.

Westinghouse Broadcasting Intl. 441

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World Wrestling Federation 1129

Titan Towers
1241 East Main St.
Stamford, Conn. 06902

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International: *Grass Roots*, *Beverly Hills*, *Dynasty*, *The Reunion*, *Stephen King's The Golden Years*, *Dick Smith: Master of Makeup*, *Wild Texas Wind*, *Bellevue Emergency*, *Urban Anxi-*

ety, *Worldvision I*, *Twin Peaks*, *Land of the Lost*, *Kroft Library*, *Dallas*, *AFI Life Achievement Award/Sidney Poitier*, *Monsters*, *Barnaby Jones*, *American Chronicles*, *Hollywood Mavericks*, *Dan August*, *Most Wanted*, *General Hospital*, *One Life to Live*, *All My Children*, *Ironweed*, *The Running Man*, *Light of Day*, *Monster Squad*, *Little House on the Prairie*, *Streets of San Francisco*, *The Love Boat*, *Halloween with the Addams Family*, *Sydney*, *Highway to Heaven*, *Internal Affairs*, *The Invaders*, *The Fugitive*, *Jailbirds*, *Murder Times Seven*, *Rich Men*, *Single Men*, *Murder in Black and White*, *The Love Boat*, *A Valentine Voyage*, *Unholy Matrimony*, *Stones for Ibarra*, *Stranger on My Land*, *AFI Life Achievement Award/Kirk Douglas/David Lean/Gregory Peck*, *Home Fires*, *Hands of a Stranger*, *Angel in Green*, *Kids Like These*, *The Last Frontier*, *The Stepford Children*, *Stone Fox*, *Shark's Paradise*, *When the Bough Breaks*, *Night of Courage*, *Stranger in My Bed*, *The High Price of Passion*, *Sable*, *You Again?*, *On Wings of Eagles*, *Doubletake*, *Key to Rebecca*, *Sam's Son*, *A Deadly Business*, *My Two Loves*, *Welcome Home Bobby*. Holiday specials—*Halloween with the Addams Family*, *I Love the Chipmunks Valentine Special*, *Alvin & the Chipmunks Reunion*, *A Christmas Memory*, *A Christmas Carol*, *The Night the Animals Talked*, *Amahl and the Night Visitors*, *Russian Festival of Music and Dance*. Feature films—Paragon Features, Prestige Features I & II, Selznick Classics, ABC Pictures, Children's—*The Addams Family*, *Milton the Monster*, *Jerry Lewis Show*, *Jackson 5*, *Lancelot Link*, *Alvin and the Chipmunks*, *George of the Jungle*, *Hot Wheels*, *King Kong*, *Milton the Monster*, *Professor Kitzel*, *Reluctant Dragon and Mister Toad*, *Skyhawks*, *Smokey the Bear*, *Hugo the Hippo*, *The Point*. Specials—*Remember Me*, *Little House on the Prairie* (three specials), *An Act of Love: The Patricia Neal Story*, *Worldvision Dramatic Specials*, *Holocaust*, *The Ordeal of Patty Hearst Story*, *Trial of Lee Harvey Oswald*, *The Last Nazi*, *Reincarnation*, *Little Mo*, *Freedom Road*, *Russian Festival of Music and Dance*, *Candid Camera Special*. Series—*Throb*, *Starting from Scratch*, *Return to Eden*, *Lucie Arnaz Show*, *Starring the Actors*, *Little House on the Prairie*, *Eight Is Enough*, *Kaz*, *Project UFO*, *The Andros Targets*, *Spencer's Pilots*, *Married: The First Year*, *Pruits of Southampton*, *The Doris Day Show*, *Hunter*, *Combat*, *Mod Squad*, *The Next Step Beyond*, *Thunder*, *Garrison's Gorillas*, *Cowboy in Africa*, *Ben Casey*, *That Girl*.

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'CIVIL WAR' CREW TACKLES OLD WEST

By Steve Coe

The Corporation for Public Broadcasting-PBS Program Challenge Fund has given a \$2 million grant to *The West*, a 10-hour series that reunites the production team that produced *The Civil War* series. The announcement was made Sunday, Jan. 5, by Don Marbury, director, CPB Television Program Fund, at the Television Critics Association press tour in Marina del Rey, Calif.

The project, set to air in 1996, reunites Ken Burns, Stephen Ives and Geoffrey Ward, the creative principals of *The Civil War*. According to Marbury, the project will trace the history of the American West from the time the European settlers first encountered the native Americans up through the settlement of the West and the spread of the railroads. As was the case with *The Civil War*, Burns will serve as executive producer, Ives will produce and direct and Ward will be the writer.

Other grants announced at the press conference include \$700,000 earmarked for an eight-hour documentary series based on the book "The Prize," which traces the struggle for wealth and power that has surrounded oil. The series looks at the history of the energy source from the first drilling in the 1800's to the Persian Gulf War. *The Prize* is an international co-production of WGBH Boston, the BBC, and MICO, an affiliate of Japan's public television network NHK.

The Public Television Program Challenge Fund also announced two research and development grants to *Lectronic Comics* to be produced by WPBT(TV) Miami, which will receive \$57,000, and a \$20,000 grant awarded to Obenhaus Films Inc. for *Highways to Heaven*, a six-part series examining the way the automobile has touched and changed nearly all aspects of 20th-century American society.

Jennifer Lawson, executive vice president, programing and promotion services, PBS, also announced that PBS will host a debate of Democratic presidential nominees on Jan. 31 with Robert MacNeil and Jim Lehrer as moderators. ■

BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Here's looking ...atchool!

There was slightly less talk in the hospitality suites at the INTV convention in San Francisco last week, but it wasn't because of the scattered floor traffic. The culprit this time was an outbreak of cold-related symptoms and the flu. Warner Bros. Domestic Television Distribution President **Dick Robertson** lost his voice due to a sore throat and heavy pitching at last Wednesday's opening session: Cannell Distribution President **Pat Kenney** gamely continued presentations despite what a company official said was a bad case of the flu; MTM Television Distribution President **Kevin Tannehill** apparently squeezed in some rest in an attempt to overcome his flu; and a sales executive at ITC Distribution's suite said **Ritch Colbert**, ITC's senior vice president of sales, was delaying his trek from Los Angeles to get over a cold.

Striking set

Tribune Entertainment is banking heavily, literally, on *The Dennis Miller Show* to find a niche in late-night first-run syndication. BROADCASTING recently got a sneak peak at the *Miller* set—an all-wood, three-section behemoth built in a completely renovated soundstage at Tribune Broadcasting's KTLA(TV) Los Angeles. A Tribune production executive said the company spent \$500,000 to build the

pine, oak and teak-wood set (complete with hardwood flooring), a far cry from the standard removable backdrops used in most talk show sets. The source said that, in all, Tribune spent \$3.5 million fitting the soundstage with new audience seating, lighting boards, TV production equipment, editing bays, audio booths and green rooms.

Dark horse

Phillips Publishing's *Media Industry Newsletter*, whose target is primarily print executives but includes some from the broadcast side as well, held a contest in December to guess *Time's* Man of the Year. Editors, having seen BROADCASTING's "Closed Circuit" on the possibility of **Ted Turner** being the choice, put him on the ballot. The contest's winner was Russian President **Boris Yeltsin**, with 54.9% of the almost one hundred responses. Turner's tally: zero.

Corporate shuffle

In a move in line with recent cost-cutting moves at several New York-based station rep firms, TeleRep Inc. will be leaving its headquarters on Third Ave. to take up residence at Katz American Television's offices at One Dag Hammarskjold Plaza. Katz's five radio and television rep firm divisions, which occupy nearly 13 floors in Hammarskjold Plaza, will in turn relocate to seven floors of the newly constructed Avenue of

the Americas Plaza, bordering 55th Street and Sixth Ave. According to a source at Katz, the square footage will be close to that of its old offices but indicated that Macklowe executives cut a lower per-square-foot lease, resulting in a "fair" savings for the rep firm.

Oprah Lawrence?

Group W's newest entry in the talk show sweepstakes, **Vicki Lawrence**, is not new to the host chair. Lawrence, who undoubtedly hopes to be the next Oprah, might well have been the first one. Prior to Oprah's launch in 1987, WLS-TV Chicago, having persistent problems with *AM Chicago* (which evolved into the *Oprah* talk strip), went with a rotating celebrity host format for a few months. Among those given a week in the chair was **Vicki Lawrence**. After doing close to a 30 share, Lawrence told BROADCASTING, the station approached her about hosting a talk show on a permanent basis, but the timing wasn't right for her, she said.

Comings & goings

Turner Program Services has quietly signed **Steve Leblang** as a consultant on the market-plan for the off-net *Wonder Years*, which triggers in fall 1992. Leblang was most recently a marketing executive at LBS Communications and was VP, programing, at Fox Television Stations Inc. before that.

Broadcasting's Ratings Week Dec30-Jan5

	ABC	CBS	NBC	FOX
MONDAY	11.4/19	13.4/22	11.8/19	NO PROGRAMING
8:00	48. MacGyver 10.9/18	32. Davis Rules 12.6/21	29. Fresh Prince 13.0/21	
8:30		29. Major Dad 13.0/21	38. Blossom 11.7/19	
9:00		13. Murphy Brown 14.8/23		
9:30	39. ABC Monday Night Movie—Spartacus Pt. 2	21. Designing Wmn 14.0/22	41. NBC Monday Night Movies—Night of the Living Dead Pt. 2 11.5/19	
10:00	11.6/19	28. Northern Exposure 13.1/22		
10:30				
TUESDAY	9.1/19	8.8/18	8.8/18	NO PROGRAMING
8:00	43. Full House 11.4/22	51. Rescue: 911 10.3/20	72. Orange Bowl Parade 8.0/16	
8:30	46. Home Improvmt 11.0/22			
9:00	43. Roseanne 11.4/23		59. In the Heat of the Night 9.6/20	
9:30	59. Coach 9.6/20	70. CBS Tuesday Night Movie—World's Oldest Living Bridesmaid 8.1/17		
10:00			65. Law and Order 8.7/19	
10:30	85. Homefront 5.5/12			
WEDNESDAY	10.4/16	14.4/22	11.7/18	NO PROGRAMING
8:00	37. Rose Bowl 12.1/19	16. Davis Rules 14.5/22		
8:30		18. Brooklyn Bridge 14.1/21		
9:00		23. Jake and the Fatman 13.8/21	46. Orange Bowl Game 11.0/18	
9:30	49. Sugar Bowl 10.8/18			
10:00		11. 48 Hours 15.1/25		
10:30				
THURSDAY	10.5/16	11.9/19	14.6/23	9.9/15
8:00		36. Top Cops 12.3/19	6. Cosby 16.1/25	41. Simpsons 11.5/18
8:30	64. Pros and Cons 8.8/14		8. A Diffnt. World 15.8/24	72. Drexell's Class 8.0/12
9:00		50. P.S. I Luv U 10.4/16	2. Cheers 19.8/30	54. Beverly Hills 90210 10.0/15
9:30	70. Extreme Edge 8.1/12		7. Wings 15.9/24	
10:00		31. Knots Landing 12.9/21	52. L.A. Law 10.1/17	
10:30	14. Primetime Live 14.6/24			
FRIDAY	14.6/24	11.3/19	9.7/16	5.6/9
8:00	18. Family Matters 14.1/24		34. Matlock 12.4/20	80. America's Most Wanted 6.7/11
8:30	25. Step By Step 13.7/22	45. CBS Friday Movie Special—Dead Poets Society 11.3/19	62. Pacific Station 9.4/15	87. Hidden Video 4.7/8
9:00	26. Baby Talk 13.6/22		63. Dear John 8.9/15	89. Best of the Worst 4.1/7
9:30	33. Perfect Strngs 12.5/21		77. Reasonable Doubts 7.5/13	
10:00				
10:30	4. 20/20 16.9/29			
SATURDAY	7.9/13	11.4/20	12.4/22	7.3/13
8:00	76. Who's the Boss? 7.6/13		27. Golden Girls 13.5/23	74. Cops 7.8/13
8:30	74. Growing Pains 7.8/13	34. CBS Saturday Movie—White Fang 12.4/21	39. Walter and Emily 11.6/20	65. Cops 2 8.7/15
9:00			10. Empty Nest 15.2/26	81. World's Greatest Stunts II 6.4/11
9:30	82. Young Riders 6.2/10		17. Nurses 14.3/24	
10:00		61. P.S. I Luv U 9.5/17	54. Sisters 10.0/18	
10:30	58. The Commish 9.8/18			
SUNDAY	13.9/21	18.8/29	10.4/16	8.8/13
7:00	57. Life Goes On 9.9/15	1. 60 Minutes 26.3/41	84. Eerie, Indiana 5.6/9	78. True Colors 7.3/11
7:30			86. The Torkelsons 5.1/8	79. Parker Lewis 7.0/11
8:00	5. Am Fun Hme Vid 16.5/24	3. Murder, She Wrote 19.3/28	69. Hot Country Nights 8.2/12	37. In Living Color 12.0/17
8:30	9. Am Fun People 15.4/22			54. Roc 10.0/14
9:00		14. CBS Sunday Movie—Diagnosis of Murder 14.6/23	21. NBC Sunday Night Movie—In the Arms of a Killer 14.0/22	23. Married w/Childn 13.8/20
9:30	12. ABC Sunday Night Movie—Three Fugitives 14.9/23			52. Herman's Head 10.1/15
10:00				83. Get a Life 5.8/9
10:30				88. Charlie Hoover 4.2/7
WEEK'S AVGS	11.2/19	13.1/22	11.3/19	8.1/13
SSN. TO DATE	12.0/20	13.4/22	12.5/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE]

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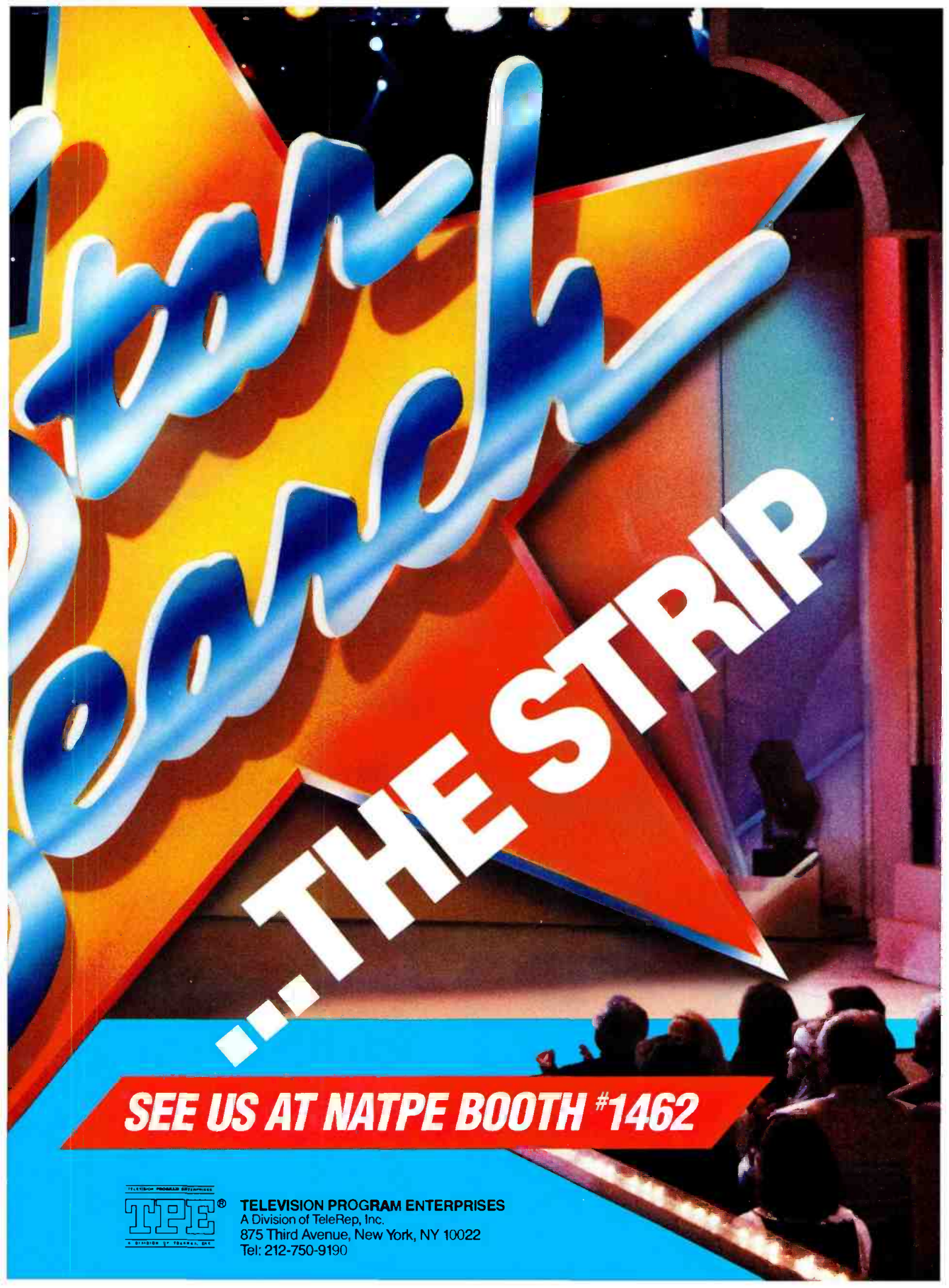
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SCA CUTS BACK, FOCUSES ON FEEDING REGIONALS

Goal of standalone abandoned; seeking outlet on non-owned sports services

By Sharon D. Moshavi

Over the past year, NBC/Cablevision Systems' SportsChannel America has quietly been trimming back its programing and staff and has largely abandoned a drive to become a standalone service. Part of the cutbacks can be attributed to anticipation of the long-awaited but still unrealized merger with Prime Network, and part to general economic pressures. The one new plan, the creation of a sports news service, has yet to materialize.

Much has changed at the network that once planned to capture Major League Baseball, the National Football League and the National Basketball Association. acquisitions NBC Cable & Business Development President Tom Rogers now says he is "thrilled" never happened. A lot of the live programing produced by SCA is gone—Notre Dame football, boxing, auto racing, high school sports, the Boston Marathon, the Breeders' Cup weekend—and the network is becoming more of a clearinghouse, relying much more heavily on programing

culled from the regional SportsChannels, even National Hockey League games. "We're taking a very honest appraisal and restructuring our programing commitments," said Jeff Ruhe, president and chief operating officer of SCA.

Programing costs have dropped sharply in the three years SCA has been on the air. Excluding NHL contracts, programing costs have been cut in half. Including the NHL, whose price dropped from \$51 million for the first three years to a current \$5.5-million, one-year contract, costs are 25%

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of what they were when the network launched, said Rogers.

Bartering time

Although specific programming and costs have been cut, Rogers stresses that the programming mix has stayed largely the same. Many of the college sports SCA once paid for are now being picked up through regional channels that have deals with colleges. Much of SCA's cost reduction has come from striking up barter arrangements. For example, while SCA paid for Notre Dame basketball last year, this year the arrangement has turned into a time buy on the network, according to Ruhe. "It's not a virtue to pay for sports product these days," said Rogers.

SCA's focus now is to create "efficiencies," that is, provide secondary programming for the regionals, which are driven by their own local programming, for as little money as possible. But dollars spent on primary product are being scrutinized as well. In the first couple of years of its NHL contract, SCA produced the majority of the up to 150 regular season games as well as the playoffs. Now, it produces



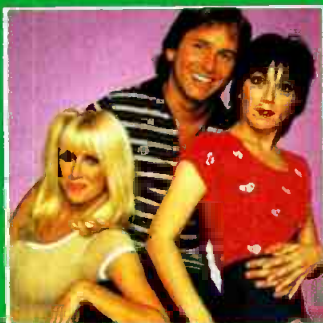
SCA relying on programming from the regional SportsChannels, including NHL games.

only a handful of regular-season games, using its budget to cover the last two weeks of the regular season and the playoffs. SCA picks up its regular-season games from its regionals, an arrangement that limits the number of teams it can cover. But, Ruhe contends, since the regular season is so long and interest does not pick up until the end, it does not make

sense to spend much money on it. According to a knowledgeable source, SCA's NHL production budget has gone from a one-time \$5 million to a current \$1 million.

Ruhe said he also does not want to spend a lot of money producing programming that advertisers will not buy. In addition to the usual problems of selling time on regular-season hockey,

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SCA hit another snag by signing the NHL contract late—the day the season started. Still, the bulk of ad dollars come in during the playoffs, so the late start should not make too much of a dent. And although SCA has cut its yearly NHL price by one-third, a knowledgeable source says the channel has little hope of recouping its \$5.5 million outlay.

Although the regional channels clear about 90 of the 120 NHL games SCA feeds them, clearances for other programming are harder to come by, thus creating a deterrent to spending much money on additional programming. "There is no reason to spend money when the regionals can't clear it," said Ruhe. Some regionals, like SportsChannel Chicago, have little need for national programming, but others, including SportsChannel Philadelphia and its sister service Prism, rely more heavily on SCA programming. SportsChannel Philly's Don Heller, vice president-general manager, says SCA continues to fill a need, despite the recent changes. "Certainly losing programming that is attractive is not something you want to see happen. But they [SCA] have replaced that

programming with acceptable programming," he said.

Not all the regionals are satisfied with SCA, observers say. They are particularly dissatisfied with paying an affiliation fee to SCA to carry programming they often do not want. Ruhe acknowledges the regionals would rather use the money to buy their own secondary product, but said that the "senior management says differently, that it makes more sense to buy collectively."

Regional relationships

The balance of power between SCA and the regional SportsChannels has shifted, according to former SCA employees, who say the network now has to fight to get the regionals to carry programming. These ex-employees also say that the two entities have long had different agendas, perpetuated by the separate lines of management under which they operate. The regionals fall under the control of Rainbow Programming Holdings Inc., which is managed by Cablevision, while SCA is run by its own operating team, and has NBC as its managing partner. But Rogers downplays any talk of antagonism or confusion, since the "ultimate

decision-making" for both falls to a single board, comprising himself, CNBC President Al Barber, and Cablevision Vice Chairman Marc Lustgarten and President James Kofalt. Said Ruhe: "If anything, communication between the regionals and the national has gotten better over the last year or two. We both realize that we need each other."

SCA may need the regionals even more now, since it has halted a push begun one year ago to create standalone national channels without a regional counterpart. SCA found there was not enough interest or enough channel capacity. Instead, the network made a decision to try to feed its programming to other non-owned regional sports services.

It has signed deals with Liberty Media's Prime Sports Utah and Prime Sports Northwest, and Turner's SportSouth, and sources say deals are likely in the next week or two with KBL-TV in Pittsburgh and Washington's Home Team Sports. While one source close to those negotiations said the money from those affiliations is "negligible," they give SCA the reach it needs, adding eight million homes to

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its current 15 million. The KBL and HTS deals also will enable SCA to feed their local hockey games, the Penguins and the Bullets, to other SportsChannel regionals.

Ruhe hopes to put other programming, not just hockey, on the new Liberty and Turner affiliates. Michael Forte, chief executive officer, Soccer USA Partners, hopes so, too; he wants his soccer games to gain those eight million homes. "I wish SCA's growth had been faster in the last year...we were hoping the merger [with Prime] would happen," Forte said.

The organization signed an agreement more than a year ago to have SCA air 290 hours of soccer over four years. SCA is a small minority partner in Soccer USA Partners, which has a barter arrangement with the network.

Aborting the push for standalone channels was the reason behind SCA's cutback of its affiliate sales and marketing staff. It also dropped *Sports Nightly*, a move that meant production staff cuts, and legal, accounting and managerial positions have been consolidated recently with those of Rainbow and the regional SportsChannels.

Rogers said the idea of a standalone

channel has not been totally abandoned, and efforts along those lines will continue when the sports news service SCA plans to create with Liberty gets off the ground. Originally set for launch late last year, Rogers said the earliest it will get off the ground will be after hockey season, when clearances improve. It is unclear yet

how many hours per day will be produced, but the programming will be incorporated into the regional mix and will likely replace some of the national event programming, said Rogers. The growth of the sports news service—and other future plans—is likely to depend on what happens between SCA and Prime Network. ■

SITES NARROWED FOR 1998 GOODWILL GAMES

While Turner Broadcasting System executives gather in Russia to determine the fate of the 1994 Goodwill Games, scheduled to be held in St. Petersburg, five cities have been named as finalists to host in 1998.

According to Barry O'Donnell, vice president, operations and administration of the games, Russian Republic President Boris Yeltsin has expressed his support for the games, something Goodwill President Jack Kelly was hoping for to help secure the future of the event (see BROADCASTING, Dec. 30, 1991). Kelly, who embarked last week on a trip to Russia, has been meeting with members of the Russian Olympic Committee, which is now likely to be involved in the event, according to O'Donnell.

As for the 1998 games, the five finalists in contention to host the event are Dallas, Indianapolis, St. Louis, Miami and New York City. The event stands to generate significant revenue for the cities; according to O'Donnell, Seattle, the host city for the 1990 games, brought in "\$150 million in direct spending and \$140 million in indirect spending." It cost the city \$50 million to stage the event, he said.

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RUDDOCK-PAGE BOXING MATCH GOES TO PAY TV, NOT PPV

Showtime to feature major heavyweight fight on its pay service, not PPV, because fight is not marketable enough

By Sharon D. Moshavi

The first major boxing bout of the year is headed for pay TV, not pay per view. Showtime has planned a Feb. 15 match featuring heavyweight Donovan "Razor" Ruddock, who met former champion Mike Tyson in the ring for two big-money PPV bouts last year.

Ruddock will fight former WBA heavyweight Greg Page, and several undercards will be featured, including the middleweight championship bout between Julian "The Hawk" Jackson and Ismael Negron.

Jay Larkin, Showtime vice president, said the event will be on pay TV, not PPV, "because Showtime has a healthy boxing program of six to eight shows a year that we want to

maintain." According to Larkin, the bout was not up to PPV standards. "We don't want to charge the consumer for an event we feel is not up to PPV quality," he said, adding that "the most marketable, promotable fights go to pay per view."

Larkin hopes the Feb. 15 match-ups will give way to what he calls a "super heavyweight fight" that may or may not go to PPV. He said he personally "would like to see it go to Showtime, since it would garner attention and help drive subscriber growth."

The last fight that could have brought in substantial dollars on PPV aired on HBO instead of its PPV counterpart, TVKO. The November Holyfield-Bert Cooper fight pulled in healthy numbers for HBO, but PPV

executives say it could have brought in \$15 million on PPV.

The cable industry has not had a major PPV fight since Tyson-Ruddock in June 1991. Hopes had been riding on a match-up between Tyson and Evander Holyfield, which fell apart because of Tyson's rib injury. Discussions for the fight continue, but the bout is being hampered by the uncertainty of Tyson's legal difficulties. (Tyson is scheduled to provide color commentary for the fight, but that will likely depend on the outcome of his trial for rape, which begins Jan. 27.)

With 1991 the most successful year ever for PPV revenue, some are concerned that 1992 will not be able to top it. Last year saw \$214 million in event revenue, with boxing accounting for 62% of that revenue, according to Bruce Karpas, president, Reiss Media Entertainment. But Karpas is optimistic for 1992. He projects total event revenues in 1992 to reach \$334 million if the Holyfield-Tyson match does not take place, and \$420 million if it does. Those numbers exclude revenues for the summer Olympics pay-per-view Triplecast. ■

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FOURTH-QUARTER CABLE SERVICE RATINGS: 1991 VS. 1990

Network	Prime Time				Full Day			
	4Q 1991 Rating	HH	4Q 1990 Rating	HH	4Q 1991 Rating	HH	4Q 1990 Rating	HH
WTBS	2.5	1,419,000	2.3	1,262,000	1.4	811,000	1.5	842,000
ESPN	2.4	1,430,000	2.5	1,430,000	0.9	535,000	0.9	510,000
USA	2.2	1,267,000	2.2	1,211,000	1.3	746,000	1.2	651,000
TNT	1.7	932,000	1.9	961,000	1.0	533,000	1.0	509,000
TNN	1.4	728,000	1.2	600,000	0.6	325,000	0.5	267,000
Lifetime	1.2	618,000	1.1	565,000	0.6	320,000	0.6	308,000
CNN	1.1	629,000	1.2	675,000	0.8	449,000	0.7	391,000
Discovery	1.0	557,000	1.0	529,000	0.5	295,000	0.5	265,000
Nick at Nite	0.9	502,000	0.8	427,000	0.6	335,000	0.5	267,000
Family	0.8	441,000	0.8	417,000	0.6	340,000	0.6	309,000
A&E	0.7	384,000	0.6	299,000	0.5	233,000	0.4	188,000
MTV	0.6	330,000	0.7	371,000	0.5	275,000	0.5	265,000
HL News	0.3	159,000	0.3	157,000	0.3	165,000	0.4	153,000
VH-1	0.3	130,000	0.3	117,000	0.2	86,000	0.2	78,000
Nickelodeon	—	—	—	—	1.1	614,000	1.0	534,000

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

The combined prime time fourth-quarter 1991 ratings for the 14 largest basic cable networks was a 17.1, up slightly from a cumulative 16.9 for the same period in 1990. WTBS(TV) Atlanta, boosted by its James Bond movie showings, edged out ESPN as the highest-rated network of the quarter.

Despite huge ratings gains made during the William Kennedy Smith rape trial, CNN's daytime ratings went

up just one-tenth of a point, while prime time ratings dropped by the same amount.

The Nashville Network was up 0.2 rating points, buoyed by the success of its new *Statler Brothers Show*, which was earning a 4 rating in prime time. Lifetime, Nick at Nite, and A&E were all up slightly in prime time; ESPN, TNT and MTV were down. Discovery, Family, Headline News and USA were flat.

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Radio

AMs TAKE FIVE TOP SPOTS IN ARBITRON

Urban, soft AC formats continue strong showings; CHR, AOR hold steady in fall survey

By Reed E. Bunzel

Soft AC stations finished first in the top two markets—New York and Los Angeles—and AM heritage stations claimed the top slot in five other top-10 markets, according to the Arbitron fall survey released last week. Urban also continued its strong showing, finishing second in three markets and third in two, while CHR and AOR numbers held relatively steady. All numbers reflect persons 12-plus, Monday-Sunday, 6 a.m. to midnight. Note: Arbitron has cited WPLJ(FM) New York for a violation of its rating bias policy during the fall survey and has listed the station below the line; however, the station did not finish among the top 10, 12-plus, in New York.

Market-by-market highlights include:

■ New York: Soft adult contemporary WLTW(FM) gained almost a full share point to finish in first place at 5.8, ahead of WRKS(FM), which increased its share to 5.2. Former market leader WCBS-FM slipped slightly to 4.9, enough to drop it into third place, barely ahead of WQHT(FM), which finished in fourth at 4.8.

■ Los Angeles: Soft AC-oriented KOST(FM) remained in first place, leveling off at an even 6.0 as contemporary-hits-radio combo KIIS-AM-FM slipped to a 4.9 but held on to second place. KLOS(FM) climbed one notch into third place, even though its numbers slipped a hair to 4.4, while KPWR(FM) rebounded into fourth from its summer slump with a 4.3.

■ Chicago: WGN(AM) maintained its market lead and actually gained ground, increasing to 8.5, partly on the strength of its NFL Bears broadcasts. Urban-formatted WGCI-FM held on in second but tumbled more than

Station	Format	Summer	Fall	Station	Format	Summer	Fall
1. New York				5. Philadelphia (cont.)			
WLTW(FM)	Soft AC	4.9	5.8	WEAZ-FM	AC	5.2	5.1
WRKS(FM)	Urban	4.8	5.2	WEGX(FM)	CHR	3.7	4.9
WCBS(FM)	Oldies	5.1	4.9	WXTU(FM)	Country	4.7	4.9
WQHT(FM)	CHR	4.2	4.8	WWDB(FM)	Talk	5.0	4.7
WBLS(FM)	Urban	4.2	4.4	WUOL-FM	Oldies	5.0	4.6
WNSR(FM)	Soft AC	3.4	4.2	WIOQ(FM)	CHR	4.1	4.4
WINS(AM)	News	4.3	4.1	6. Detroit			
WXRK(FM)	Classic Rock	3.8	3.9	WJR(AM)	News/Talk/AC	9.3	9.3
WNEW-FM	AOR	4.0	3.8	WJLB(FM)	Urban	6.2	6.6
WABC(AM)	Talk	2.6	3.3	WWJ(AM)	News	4.4	6.3
WHTZ(FM)	CHR	3.8	3.3	WWWW(FM)	Country	6.1	5.3
WOR(AM)	Talk	4.0	3.3	WKQI(FM)	CHR	5.0	4.7
2. Los Angeles				WOMC(FM)	Oldies	5.4	4.5
KOST(FM)	Soft AC	5.9	6.0	WHYT(FM)	CHR	4.7	4.4
KIIS-AM-FM	CHR	5.3	4.9	WLLZ(FM)	AOR	4.2	4.3
KLOS(FM)	AOR	4.5	4.4	WXYT(AM)	News/Talk	3.7	4.3
KPWR(FM)	CHR	3.5	4.3	WJOL(FM)	Easy	3.8	3.9
KABC(AM)	Talk	4.7	4.2	7. Washington			
KLVE(FM)	Spanish	3.5	4.0	WPGC-FM	CHR	7.8	9.2
KRTH(FM)	Oldies	3.8	4.0	WMZQ-AM-FM	Country	5.6	5.8
KKBT(FM)	Urban	4.9	3.8	WKYS(FM)	Urban	4.5	5.4
KWKW(AM)	Spanish	3.1	3.8	WGAY(FM)	Easy	5.6	5.2
KBIG(FM)	AC	3.8	3.2	WMAL(AM)	News/Talk	3.6	5.1
KROQ-FM	AOR	2.7	3.2	WASH(FM)	AC	4.1	4.7
3. Chicago				WRQX-FM	Hot Mix	3.1	4.4
WGN(AM)	MOR/Talk	8.4	8.5	WTOP(AM)	News	4.2	4.3
WGCI-FM	Urban	8.1	6.8	WMMJ(FM)	AC	3.5	3.9
WBBM-FM	CHR	4.9	5.1	WAVA(FM)	CHR	3.6	3.8
WBBM(AM)	News	3.8	4.4	8. Dallas-Fort Worth			
WVAZ(FM)	Urban	4.7	4.2	KSCS(FM)	Country	10.5	11.2
WNUA(FM)	AC	3.4	3.8	KPLX(FM)	Country	6.0	7.3
WUSN(FM)	Country	4.5	3.8	KVIL-AM-FM	AC	5.6	5.3
WWBZ(FM)	AOR	4.6	3.8	WBAP(AM)	Country	5.4	5.3
WLIT-FM	AC	3.4	3.4	KTXQ(FM)	AOR	6.4	5.2
WXRT(FM)	AOR	2.6	3.3	KKDA-FM	Urban	5.0	4.4
4. San Francisco				KLRX(FM)	AOR	2.8	4.4
KGO(AM)	News/Talk	8.0	8.4	KNJZ(FM)	Urban	4.3	4.0
KCBS(AM)	News	4.1	5.5	KRLD(AM)	News/Sports	4.1	4.0
KMEL(FM)	CHR	5.3	5.3	KEGL(FM)	CHR	3.6	3.9
KFRC(AM)	Nostalgia	4.9	4.3	9. Boston			
KOIT-AM-FM	Soft AC	2.9	3.6	WBZ(AM)	AC	5.5	7.5
KNBR(AM)	Talk	4.5	3.3	WRKO(AM)	Talk	8.3	6.4
KITS(FM)	New Rock	2.7	3.1	WXKS-FM	CHR	5.0	5.5
KABL-AM-FM	AC	2.7	3.0	WMEX(AM)-			
KSAN(FM)	Country	2.5	2.9	WMJX(FM)	AC	3.5	5.4
KSOL(FM)	Urban	2.8	2.9	WBCN(FM)	AOR	5.6	5.3
5. Philadelphia				WZOU(FM)	CHR	7.1	5.3
KYW(AM)	News	7.5	7.6	WBMX(FM)	AC Mix	4.0	4.5
WMMR(FM)	AOR	6.4	7.2	WSSH-FM	Easy	4.8	4.5
WUSL(FM)	Urban	6.8	6.8	WDDS(FM)	Oldies	4.7	4.2
WYSP(FM)	Classic Rock	5.9	6.2	WHDH(AM)	Talk	3.9	3.9

full point to finish at 6.8, while third-place WBBM-FM climbed slightly to 5.1.

■ San Francisco: The NFL 49ers helped KGO(AM) add to its first-place lead, increasing its share to 8.4, almost three full points ahead of second-place KCBS(AM), which jumped to 5.5. CHR-formatted KMEL(FM) held steady at 5.3, but slipped into third place, a full point ahead of fourth-place KFRG(AM), which dipped to 4.3.

■ Philadelphia: News outlet KYW(AM) increased slightly to 7.6, holding on to first place, as WMMR(FM) jumped into second with a 7.2, ahead of urban-formatted WUSL(FM), which held steady at 6.8.

■ Detroit: Market leader WJR(AM) remained steady at 9.3, while second-place urban-oriented WJLB(FM) gained slightly to finish at 6.6. The Lions, NFC Central champs, helped WWJ(AM) increase from 4.4 to 6.3, boosting it into third, while country-formatted WWW(FM) dipped from 6.1 to 5.3.

■ Washington: CHR powerhouse WPGC-FM continued its capital punch, jumping from 7.8 to 9.2 and widening its lead over second-place combo WMZQ-AM-FM. Urban-formatted WKYS(FM) added almost a full share

point to jump into third, while former second-place tie WGAY(FM) lost audience to finish in fourth at 5.2. Also, WMAL(AM) jumped to 5.1 on the backs of NFC East's Redskins.

■ Dallas-Fort Worth: Country delivered a one-two punch in Big D as KSCS(FM) increased to 11.2 and KPLX(FM) jumped to 7.3. AC-formatted KVIL-AM-FM finished in a third-place tie with country-oriented WBAP(AM) at 5.3, while album-oriented-

rock outlet KTXQ(FM) slipped more than a full point to 5.2.

■ Boston: Partly on the strength of NFL Patriot broadcasts, WBZ(AM) added two full points and finished first at 7.5, a full point ahead of talker WRKO(AM), which slipped to 6.4. CHR-formatted WXKS(FM) climbed into third with a 5.5, while new AC combo WMEX(AM)-WMJX(FM) shot up almost two full points to finish fourth. ■

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WOR FORMS TALK NET

Buckley Broadcasting's WOR(AM) New York has formed a new daytime talk radio service, the WOR Radio Network, which is scheduled to debut Feb. 3. The first program to be offered by the fledgling network is a two-hour daily personal finance program, *Smart Money*, featuring Ken and Daria Dolan, who currently co-host a daily financial program on WOR(AM). *Smart Money* is scheduled to air Monday-Friday from 1:00 p.m. to 3:00 p.m., and future plans call for additional weekday and weekend talk programming.

Programming for the WOR Radio Network, which will be available on a barter basis to commercial stations nationwide, will originate from WOR(AM) studios in New York. Rich Wood, former ABC Radio Networks director of station relations, has been named director of the new network. ■

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REGISTRATION UP FOR SALES CONFERENCE

Lower fee a lure to Nashville meeting; new economic realities are key focus of sessions

By Reed E. Bunzel

The Radio Advertising Bureau's high-stakes gamble seems to have paid off. By reducing the early-bird registration fee for its upcoming Managing Sales Conference '92 (Jan. 30-Feb. 2), RAB executives

wagered that recession-stricken broadcasters would recognize a good deal and send their salespersons and managers to the Nashville meeting. Thus far RAB has received some 850 advance registrations and anticipates a final registration tally of around 1,000, compared with a total atten-

dance of fewer than 700 at last year's wartime conference. A number of the advance registrations are from radio groups that pledged to send their entire sales management teams to the meeting, including many of those represented on RAB's board of directors.

The fee this year for advance registration, extended through Wednesday (Jan. 15) is \$365, \$130 less than the 1991 charge of \$495.

Change and survival are the keys to success in 1992, and MSC '92 addresses both elements as its central focus, according to RAB President Gary Fries. "We cannot change unless we survive...but we will not survive unless we change," Fries stated, quoting this year's theme. He continued: "Everyone from industry group heads to streetwise salespeople recognizes the value of the Managing Sales Conference and the added edge it provides in enabling them to survive and prosper in today's rapidly changing industry environment."

RAB Executive Vice President/Services Wayne Cornils told BROADCASTING that the MSC '92 "radio survival school" is structured to dissect the U.S. economy, analyze the factors fueling the current recession and explore innovative solutions to ongoing challenges. By understanding the economic pressures being felt by local and national advertisers, sales executives and managers can introduce new sales tactics to better serve those clients and radio, he said. "The radio ballgame has changed, and what a sales manager knew two years ago isn't enough to be a successful sales manager today. This is the one meeting that a sales manager needs to attend if he or she expects to still be a sales manager next year."

Rather than focusing on how to sharpen existing sales and management skills, MSC '92 will present new approaches to contemporary situations and solutions, Cornils continued. Workshops will deal specifically with such issues as local marketing agreements (LMA's), optimum effective scheduling (OES), database marketing, local cable advertising and cost-per-point versus reach and frequency.

Additional sessions will cover such topics as:

EIGHT REASONS TO ATTEND NAB '92

NAB '92 offers you a family of conferences targeted to your needs.

1 NAB '92 Exhibition

The largest marketplace of products and services in the world. More than 700 firms will be exhibiting the latest broadcast equipment and services—in an area as big as 22 football fields.

2 Broadcast Engineering Conference

Stay ahead of the technology learning curve at the world's most complete broadcast engineering conference. You'll get a broad mix of technical sessions and workshops aimed at improving productivity, cost-effectiveness, and your understanding of emerging technologies. And, take in a full day's program conducted by the Society of Broadcast Engineers.

3 Television Management Conference

The world is changing so quickly it's hard to keep up. Get a glimpse of the economic, cultural, demographic and societal changes that will affect our country and your station in the 90's and beyond.

4 Radio Management Conference

Just for radio broadcasters, this conference will immerse you in innovations and proven management tips and tactics. You'll also get winning sales and marketing ideas, and the latest in radio technology, products and services at the Radio/Audio Exhibition.

5 NAB HDTV World Conference and Exhibition

This conference and exhibition will help you evaluate today's hardware and tomorrow's prototypes as you plan your conversion to HDTV. Gain understanding of issues concerning HDTV transition, international HDTV, HDTV production, HDTV proponent systems for a terrestrial broadcasting standard and more.

6 Broadcasters' Law & Regulation Conference

You can't afford to miss this important conference if you're looking for practical legal advice to keep your license out of jeopardy, save money and avoid legal problems. You'll hear from FCC officials and the nation's top communications lawyers and get to ask questions about issues that directly affect your station.

7 Television Bureau of Advertising Annual Marketing Conference

General managers and general sales managers won't want to miss this valuable marketing conference to be held April 10-12, immediately before NAB '92. You'll find seminars designed to put you on the right course toward economic recovery. Register for TVB and you're registered automatically for NAB '92.

8 Broadcast Education Association Convention

Broadcasters and professors who are preparing your future employees will gather at this conference from April 10-13. For registration or other information, contact Louisa Nielson at 202/429-5355.

Whatever your reasons for attending NAB '92, you'll get top value for your convention investment. In these tough times that's an advantage you can't afford to miss.

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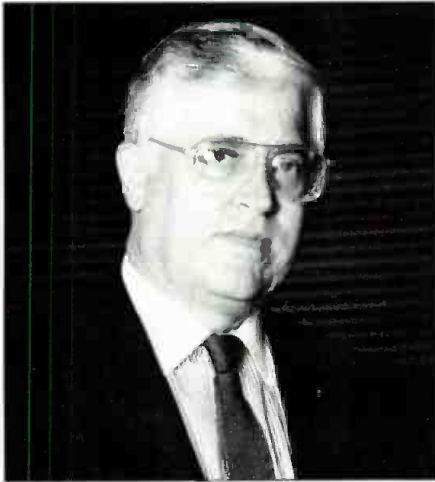
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RAB President Gary Fries: emphasizing 'change and survival' in 1992

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- Precision sales forecasts—a step-by-step process by which managers can pinpoint projected sales and revenue figures.

- Political advertising—a critical analysis of the challenges of a presidential election year, including “lowest unit rate” and other legal issues.

- Tracking spot sales—getting national spot business without numbers, evaluating a rep firm and selling local promotions on a national level.

- School of radio creativity—veteran radio commercial producer Dick Orkin critiques good and bad radio spots and identifies creative elements that work for the client.

Keynote speakers at MSC '92 include syndicated radio personality Rush Limbaugh, management consultant David Rogers and economist Dr. Gene Stanaland. ■

CONDENSED NEWS

Unistar Radio Networks will combine its network newscasts into a single hourly program to be broadcast at the top of each hour, beginning Feb. 1. Unistar President William Hogan said the four-and-a-half-minute newscasts are designed to “redistribute a greater proportion of resources to actual newsgathering,” and are being produced in response to changes by affiliates in the way they use news feeds.

FAME NAME GAME

CBS Radio personality and musicologist Bruce (Cousin Bruce) Morrow is hosting a four-hour broadcast as the 1992 slate of artists and performers are inducted into the Rock 'n' Roll Hall of Fame in New York. The *Rock 'n' Roll Hall of Fame Radio Special* is scheduled to air Wednesday, Jan. 15, and will feature songs by this year's inductees, as well as artists previously inducted. Additionally, KCBS-FM Los Angeles news and entertainment anchor Lynda Lambert will host a series of 60-second live updates from the Hall of Fame proceedings at New York's Waldorf-Astoria Hotel. This year's inductees include Sam & Dave, Booker T & the MGs, the Yardbirds, Bobby (Blue) Bland, Johnny Cash, the Jimi Hendrix Experience and the Isley Brothers. Non-performing

inductees include Doc Pomus and Leo Fender, and “early influence” inductees include blues great Elmore James and New Orleans piano legend Professor Longhair.

FUNNY STUFF

Low-cost comedy features for radio personalities are now available through The Funny Firm, Newbury Park, Calif. Recorded features range from Elvis singing TV tunes to the Michael Jackson auto alarm system. Also available are scripted comedy materials such as not-so-serious astrological forecasts, one-liners and gags.

COMPUTER STUFF

Cybernet Radio Network and Sunday Night Productions have begun syndicating *Dvorak on Computers*, featuring computer columnist John C. Dvorak and radio personality Leo Laporte.

The program, distributed nationwide via satellite, airs live on Sundays 1-4 p.m. ET, is geared toward personal computer novices as well as sophisticated users. Aired in the San Francisco area for the past year, *Dvorak* features guests from the personal computer industry and product reviews, and answers questions from listeners sent in via phone, by fax and—for the first time in radio—online by modem.

NPR PROGRAMS MARK BLACK HISTORY MONTH

National Public Radio is saluting Black History Month (February) with a variety of special programs and series that examine the contributions made by black Americans through the course of U.S. history.

NPR's *Horizons* program will feature a four-part series that looks at the life and talent of Duke Ellington. “Duke Ellington: In His Own Words” features rare interviews with Ellington discussing the forces that shaped his career, his musical innovations, his travels with other musicians and his impressions on social and political issues worldwide. *Horizons* is hosted by Verta-mae Grosvenor and is produced by NPR's Division of News and Information.

Journey's End: The Memories and Traditions of Daisy Turner, first broadcast by Vermont Public Radio and hosted by Barbara Jordan, recounts Turner's per-

sonal experiences and recollections of her family's early roots in the U.S., from slavery to the Civil War to settling in Vermont. The program is culled from interviews conducted by Vermont folklorist Jane Beck prior to Daisy Turner's death in 1988, and was produced by the Vermont Folklife Center.

The vast musical contributions of black Americans are celebrated in *Juke Joints and Jubilee*, a two-hour program that “blends secular and sacred sounds from the heart of America,” according to an NPR spokesman. The broadcast presents music that “speaks to the human condition with a power and eloquence that reverberates beyond the community from which it springs,” the spokesman said. *Juke Joints and Jubilee* is a production of NPR and the National Council for the Traditional Arts.

—REB

Washington

NMTV AGAIN CALLED 'FRONT' FOR TRINITY

Petition says broadcaster attempts to circumvent station cap with 'sham' minority firm

By Joe Flint

A newly formed company is mounting a license challenge for Trinity Broadcasting Network's WHFT-TV Miami, resurrecting charges that Trinity President Paul Crouch created a "sham" corporation to circumvent the FCC's limit on TV station ownership.

Glendale Broadcasting Co., principally owned by George F. Gardner of Carlisle, Pa., filed a competing application for WHFT's channel 45 on Dec. 27. In a separate petition to deny WHFT's license renewal, Glendale al-

leged that National Minority Television Inc. (NMTV), licensee of KTDZ-TV Portland and several low-power stations, is a "front" for Trinity and Crouch, formed to permit Trinity to exceed the 12-station cap on TV ownership.

Glendale Broadcasting is represented by the Washington law firm of Cohen & Berfield, which has a reputation for aggressively pursuing licenses of other broadcasters.

Trinity is a Santa Ana, Calif.-based nonprofit, religious broadcast group with 12 TV stations—the maximum allowed under the FCC's multiple-

ownership cap—and two radio stations. The multiple-ownership rule permits an individual to hold interest in 14 stations if at least two of the stations are controlled by minorities.

Charges that NMTV was a front for Trinity were first raised in a petition to deny NMTV's proposed purchase in March 1991 of WTGI-TV Wilmington, Del., out of bankruptcy. NMTV, another nonprofit entity, is run by three directors: Crouch, P. Jane Duff and Phillip Aguilar. Crouch is white; Duff and Aguilar are minorities.

The petitioner opposing the WTGI-TV deal alleged that Crouch controlled NMTV and that Duff and Aguilar were mere "figureheads." If true, Crouch would be in violation of the ownership cap because of NMTV's ownership of the Portland station.

In response to the petition to deny, the FCC questioned NMTV about its ownership and management last September. But before the FCC could act on the petition, NMTV withdrew its bid for WTGI-TV, having failed to meet deadlines set by the bankruptcy court. Nevertheless, in acknowledging the withdrawal in an October letter to NMTV, the FCC said it would have to pursue the charges raised in the petition. The FCC must "consider and resolve the issues," the FCC said.

Denying the charges and saying the FCC's probe had "paralyzed NMTV's efforts to acquire other broadcast facilities," NMTV asked the FCC in November to issue a declaratory ruling clearing it of all wrongdoing.

NMTV said "despite Trinity's close ties with NMTV, NMTV is still a separate corporation, and neither Trinity nor any other organization has a right to control the votes of NMTV's minority directors concerning the programs, plans or policies of NMTV."

RTNDA STILL WAITING FOR FCC FAIRNESS ACTION

In the wake of the FCC decision to eliminate the fairness doctrine's ballot-issue "corollary," the Radio-Television News Directors Association is wondering when the FCC will act on a petition—first filed in 1987—to do away with all the corollaries in one fell swoop.

"I wish they would act," said RTNDA President David Bartlett. "They are unnecessarily concerned about the political fallout on Capitol Hill. The commissioners took an oath to the Constitution, not John Dingell."

As chairman of the House Energy and Commerce Committee, Dingell (D-Mich.) has vowed to restore the fairness doctrine, corollaries and all, through legislation. Thus far, the codification has been frustrated by presidential vetoes or threats of them.

Although the FCC repealed the general fairness doctrine in 1987, it explicitly noted it would continue to act on complaints involving the doctrine's corollaries, applications of the doctrine involving ballot issues, personal attacks, political editorializing and statements by supporters of candidates for public office.

The FCC, by a 3-2 vote, repealed the ballot-issue rule in dismissing a complaint against KARK-TV, arguing it was based solely on the doctrine the FCC found in 1987 to no longer be in the public interest. It has, however, continued to ignore the RTNDA petition.

Bartlett said there is an end to RTNDA's patience. Eventually, he said, the association may seek a court ruling ordering the FCC to take on the petition. "We are giving the FCC as much time as possible before we get nasty," he said.

But Bartlett hopes the litigation proves unnecessary. "It's time they acted on this and let the political chips fall where they may." —NAJ

In its petition for denial of the WHFT-TV Miami license, Glendale repeats the charges made in the petition to deny the Delaware transfer. "In fact," it says, "NMTV's minority directors are figureheads who exercise no independent control over its affairs."

The petition alleges that co-director Jane Duff is "totally reliant upon Trinity Broadcasting for her livelihood, and her major work experience has been as a Trinity Broadcasting employe." Duff is a salaried employe of Trinity and Crouch's assistant, it says. Trinity, it claims, also controls all of NMTV's programming.

Barbara Kreisman, chief of the FCC Mass Media Bureau's video services division, told BROADCASTING the charges against Crouch and NMTV have to be resolved, but action would be premature until all the filings are in.

Besides the Glendale Broadcasting filings, petitions to deny were also filed by the Spanish American League Against Discrimination, the Florida chapter of the National Association for the Advancement of Colored People and WTLV(TV) Jacksonville, Fla. ■

MORE INFOMERCIAL IDENTIFICATION SOUGHT

Consumer groups want FCC to require labeling throughout broadcast; producers say that's unnecessary

By Joe Flint

The infomercial industry continues to face scrutiny, this time from consumer advocacy groups.

Not satisfied with disclosures at the beginning and end of program-length commercials (infomercials), four consumer advocacy groups have filed a petition at the FCC asking it to require continuous sponsorship identification of infomercials.

Infomercial producers, through the National Infomercial Marketing Association (NIMA), are expected to file an opposition shortly.

The petition, filed by the Consumer Federation of America, the Center for Media Education, the Center for the Study of Commercialism and the Tele-

communications Research and Action Center, says infomercials "prey upon unsuspecting viewers." Infomercials are usually identified as such at the start and finish of the broadcast and at any time when there are sales order opportunities. The petition says this type of identification, "while sufficient for more traditional commercials, is inadequate, given the unique nature of the infomercial." The petition suggests the FCC could require a small symbol in the corner of the television screen as a way to meet the petitioners' requests. Says the petition: "Sponsorship identifications are a service to the public only to the extent that viewers actually see and read them. The fact that infomercials are 60 times longer than the typical 30-second spot greatly increases the chance

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Petitioners want infomercials like Media Art's 'Amazing Discoveries' to carry a disclosure throughout the broadcast

that viewers will not see or hear any sponsorship that is quickly flashed on the screen."

"The FCC has ignored this industry for too long," said Jeffrey Bartos, an attorney at the Institute for Public Representation who worked on the petition.

Infomercial producers and NIMA executives said the petitions are not raising any new issues. "The subject of the petition was, in fact, considered during congressional hearings held in May 1989 and May 1990," said Jeffrey Knowles, general counsel to NIMA, adding that the Federal Trade Commission has "taken the position that a disclosure at the beginning, the end and before specific ordering information is displayed is adequate to alert the viewers to the commercial nature of the programing." While the FTC has taken action against infomercial producers for airing misleading claims, an FTC spokesperson said the commission does not have any hard regulation for infomercials. The FTC does require a disclosure within the first 30 seconds of airing and before any sales solicitation or sales information is displayed. No disclosure is required at the end of airing.

Greg Renker, president, Guthy-Renker Corp., one of the larger producers of infomercials, said while the effort is by "well-meaning" consumer groups, he is not sure "these groups are aware of all the progress that has been made." Said Renker: "We have put in significant guidelines to label these programs." The petitioners

counter that the NIMA measures will not cure the problems "inherent in the infomercial format." Besides the possibility that viewers will miss the disclosure, the petition says the NIMA guidelines requiring disclosures at the start and finish of infomercials can be ignored by producers "without risking meaningful penalty." (The penalty for violating NIMA guidelines is expulsion from the association.)

The infomercial business, Renker estimated, is worth nearly \$1 billion annually. Besides the producers themselves, TV stations have also come to rely on infomercials for revenue. Producers and marketers of infomercials, Renker said, spend approximately \$500 million on television stations. The business, he said, would be hurt if continuous identification of infomercials became law. "If you label infomercials, you are singling them out as a medium that is violating some ethic or law. It would have an adverse effect on not only infomercials, but the businesses that profit from infomercials." Infomercials, Renker concluded, are a legitimate vehicle. "The days of perceived perception are over," Renker said.

Richard Kaylor, president, Synchronal Corp., agreed with Renker, saying the infomercial industry has already been through this issue two years ago. "We have no indication that there is even a complaint [about labeling]," Kaylor said. "Labeling," he added, implies there is "something bad going on here, and I don't believe that is true." ■

EFFROS SAYS SENATE LIKELY TO PASS CABLE REREG BILL BY WIDE MARGIN

By Harry A. Jessell

Community Antenna Television Association President Steve Effros last week predicted the Senate would "probably" pass legislation reregulating cable by a "substantial margin."

But the bill (S. 12) could undergo substantial revisions prior to the final vote, Effros told reporters gathered for a CATA-sponsored luncheon. The bill is tentatively set to go to the floor Jan. 27.

One key provision that will likely survive is that granting broadcasters retransmission consent—the right to deny cable systems permission to carry their signals, Effros said. "I don't think it is reasonable to expect it will be taken out in the Senate," Effros said. "Retransmission consent is the engine that has run S. 12," even though the Senate doesn't understand its impact, he said.

Mostly because of the retransmission consent provision, broadcasters, led by CBS, have pushed hard for S. 12. Cable operators have opposed the measure, arguing that retransmission consent would cause cable rates to go up and that other measures aimed at regulating rates and service are far too onerous.

Effros was less certain about how



CATA's Effros sees Senate rereg

much headway cable legislation would make in the House.

"My hope is that the House will look at cable legislation in a broader way than the Senate," he said. For one thing, he said, the House is not "likely to ignore the copyright implications of [retransmission consent] and make believe they do not exist." For another, he said, it also can not ignore the FCC ruling last December that neither telephone companies that lease capacity for the delivery of video

programming nor their video customers need obtain a municipal cable franchise.

The White House has been sending clear signals that President Bush would veto cable legislation along the lines of S. 12. Effros said whether Bush makes good on the threat may depend on how well Bush's re-election campaign is going. The closer the election, he said, the less likely Bush will be to veto a bill that is perceived by many as pro-consumer.

If broadcasters fail to win passage of retransmission consent this year, Effros said, their interest in it may wane. Broadcasters may discover that if they get retransmission consent, they "are likely to get spectrum fees as well," Effros said.

Also, Effros noted, some broadcasters may decide that it is better to enter into cooperative programming arrangements with cable operators than to fight them on retransmission consent. ■

EVERGREEN TO FIGHT INDECENCY CHARGE

Since it has no avenue of appeal for FCC fine, it will refuse to pay; matter then gets handed over to Justice Department

By Joe Flint

With Evergreen Media's WLUP (AM) Chicago to decline respectfully to pay a \$6,000 FCC fine for indecency is not only unprecedented (BBROADCASTING, Dec. 9, 1991), it's gutsy.

If Evergreen holds its ground, the FCC has pledged to refer the case to the Justice Department to try to collect the fine by charging the station with indecency in federal district court.

What could have been settled for \$6,000 may end up costing Evergreen tens of thousands of dollars in litigation expenses. And it still might end up losing and having to be an even stiffer fine.

But freedom from intrusive and ambiguous government regulations of what radio personalities may say on the air "is worth fighting for," said Larry Wert, WLUP vice president and general manager.

Although the "path of least resistance would be to pay the fine, the issue at stake attacks our entire industry," Wert said. "Our [on-air] talent deserves more specific guidelines on what is and is not acceptable."

In a letter delivered to the commission last month, Evergreen said its decision not to pay the fine comes from a belief that "the commission's policies on broadcast indecency are unconstitutionally vague and unworkable."

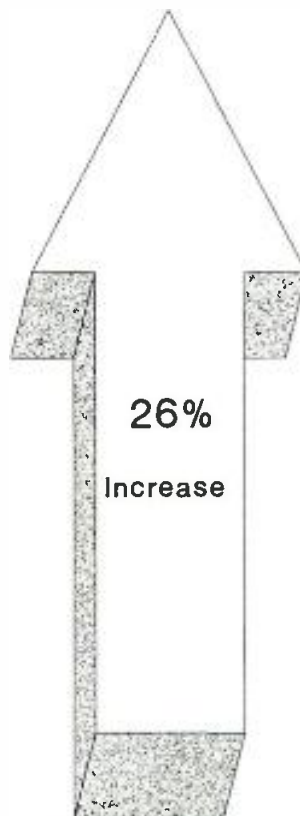
The Communications Act does not allow Evergreen to appeal the forfeiture order, it said. "Instead, Evergreen's right to challenge the commission's action here can arise only through a refusal to pay the forfeiture

which you have imposed."

The broadcasts cited as indecent by the commission were aired on WLUP's *Steve and Garry Show* in August 1987 and March 1989. One broadcast featured a discussion about former Miss America Vanessa Williams and her Penthouse photo spread and the other broadcast cited consisted of a tele-

phone caller singing a joke song entitled "Kiddie Porn."

The commission said it found that "all the broadcasts fit squarely within our definition of indecency." "Each of the passages describes sexual or excretory activities or organs, specifically oral-genital contact, sexual activity with a child and anal intercourse."



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THE COMMISSION'S MAN FOR THE '90S

FCC consultant and nonagenarian Raymond Wilmotte anticipates the digital era

By Harry A. Jessell

You might guess 77-year-old Commissioner James Quello is the oldest person toiling at the FCC these days.

You would be wrong—by 13 years. Three days a week for several hours a day, 90-year-old Raymond Wilmotte sets up shop in a tiny and congested office in the FCC Washington annex building at 2025 M Street to prepare reports on technological developments for the Office of Engineering and Technology. Often he walks to work from his apartment in nearby Georgetown.

As a part-time consultant, Wilmotte submitted his latest and possibly last report to his OET superiors last month—a review of long-range mobile communications technologies, particularly low earth-orbiting satellites, or LEO's, as they have come to be called. His conclusion: For global mobile communications, LEO's appear to be a low-cost alternative to



Raymond Wilmotte is credited with having designed and put into operation the first AM directional antenna. His recent output includes a report on high-definition television.

conventional geostationary satellites. Compared with "geos," he says, LEO's "are damn cheap."

After a celebrated career as a communications engineer spanning more than six decades, Wilmotte is clearly slowing down. Yet he is looking for his next assignment and has no interest in calling it quits. "I don't know what that means," he says when asked about retirement. "I rather enjoy what I do."

Because of his failing eyesight, Wilmotte relies increasingly on an aide, Charlotte Warren, who teaches in a Washington public high school when not at Wilmotte's side. She is "essential and invaluable," Wilmotte says of Warren. "She has been taught to write and she does it rather well." She has also developed into "a communications engineer of some note," he says.

Wilmotte was born in Paris on Aug.

13, 1901, but he learned engineering in England and came to the United States in 1929 to work on the development of blind-landing equipment for the Aircraft Radio Corp. But after that firm began having financial troubles, Wilmotte slipped into broadcast engineering.

Wilmotte is credited with having designed and put into operation the first AM-station directional broadcast antenna, which he installed in Tampa, Fla., in the early 1930's. The FCC was prepared to yank the station's license because of interference it was causing with a station in Milwaukee, he says. Once the antenna was put into place, the interference ceased and the license was saved.

That antenna helped Wilmotte thrive as a consulting broadcast engineer. As a consultant to the military during World War II, he worked on direction-finding systems for airports and radar.

In 1959, he joined RCA and the race to develop the first communications satellite. To his chagrin, RCA lost the race to Bell Labs. In 1963, he returned to private consulting, where he remained until called back to government service by the FCC in 1973 as a full-time consultant.

During the 1970's, he headed the FCC's UHF Task Force, which was charged with closing the gap between UHF and VHF. Among its accomplishments was the development of a new high-performance tuner, which permitted greater use of the UHF spectrum.

Aside from the LEO report, Wilmotte's recent output includes a report on high-definition television and a review of the various analog and digital transmission modes.

Digital processing and transmission have been the latest in a series of technological breakthroughs that have marked the development of telecommunications over the years, Wilmotte says. They not only permit signal compression, but also improve signal quality, he says. "The concept of digital has revolutionized all communications systems across the board."

And what does Wilmotte think of Quello? "He's just a kid." ■

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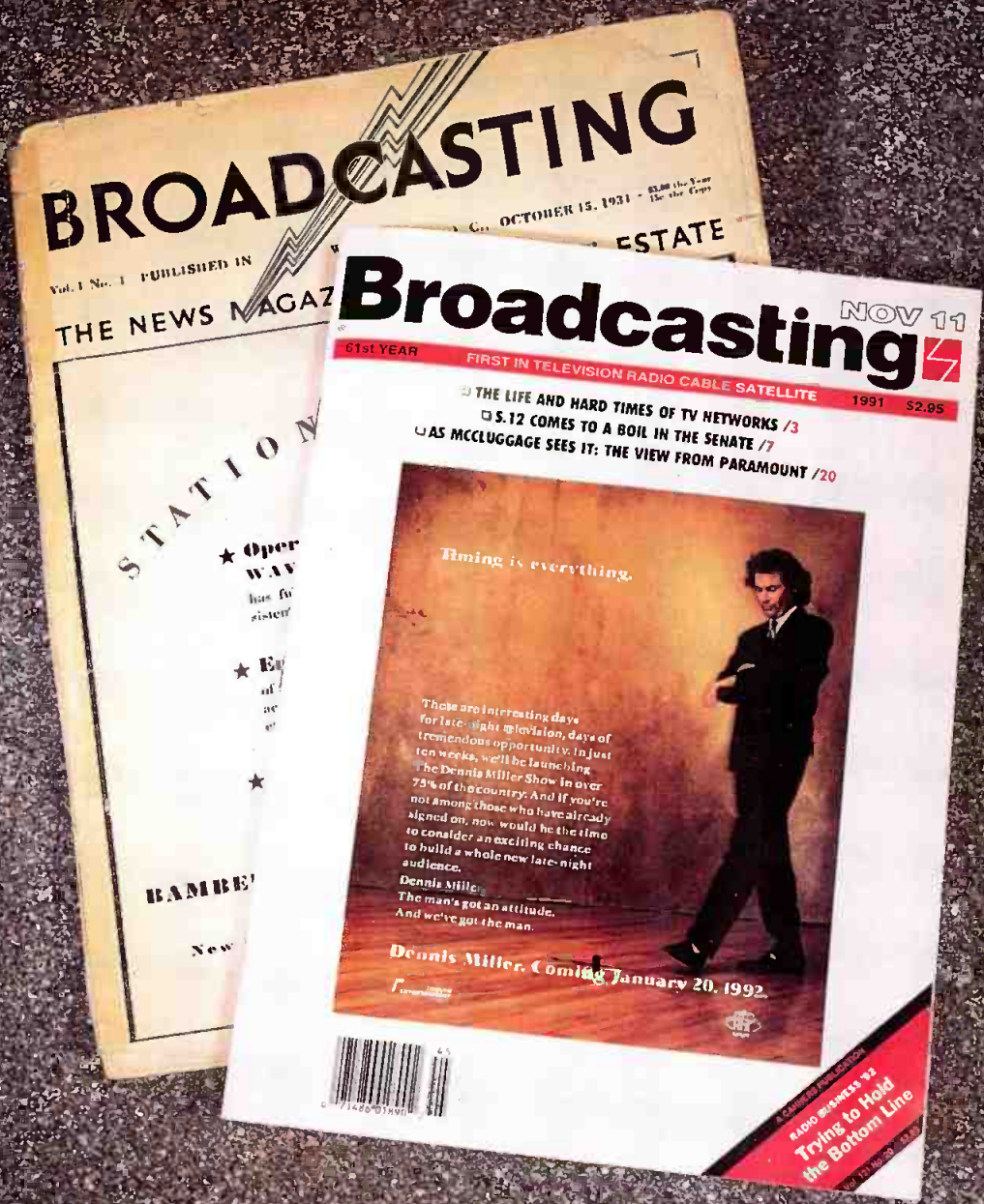
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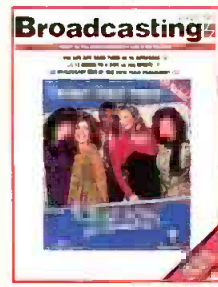




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Business

ALL SPORTS RADIO SCORES IN NEW YORK

Infinity Broadcasting's registration statement reveals strong performance of WFAN(AM) New York; group owner shows increase during recession

By Geoffrey Foisie

WFAN(AM) New York has made radio's big league. Infinity Broadcasting's recent filing to make a public offering of stock (BROADCASTING, Dec. 23, 1991) has documented the rapid growth of the all-sports station, which the group owner has agreed to buy for \$70 million. In the first nine months of 1991, the station had net revenue of \$20.7 million, almost as much as the \$21.4 million for all of 1990. Operating cash flow—operating income before depreciation and amortization—was already \$6.4 million on Sept. 30, with full-year cash flow projected by one market observer at just under \$8 million, compared with 1990's \$4.6 million.

WFAN General Manager Joel Hollander said the station is "kind of a phenomenon. Although the average ratings over two years are probably flat...[W]hen times are bad, sports are probably kind of a diversion."

Infinity executives have indicated they intend to further boost margins at WFAN by combining at least some of their sales efforts, and possibly pricing strategy, with their existing New York

property, WXRK(FM). Both stations have highly rated morning-drive shows featuring WFAN personality Don Imus and WXRK's Howard Stern.

WFAN's greater cash flow—Infinity's existing property WZRC(AM) would have to be sold—would help



the group owner at a time when \$100 million in subordinated debt has just started paying its 14.25% interest in cash. In addition, Infinity has principal repayments of \$16.8 million com-

ing due this year, increasing slightly in each of the following two years. Much of Infinity's bank loans have floating interest rates, and cash interest on those loans has been reduced because of the decline in the prime rate.

Several months ago, the company purchased the \$87 million principal amount of the notes from Shearson Lehman Bros., which, along with management, bought \$29 million of warrants to facilitate the transaction. That repurchase is saving the company roughly \$6 million a year.

Shearson Lehman is involved with Infinity in other ways as well: it is already a major equity holder. Following the stock offering, its stake would still be 45% of the group owner's equity and 21% of the voting power—assuming exercise of warrants to buy stock at a minuscule price. The majority voting power would rest with the company's current executives.

One analyst calculated that the proposed \$16-to-\$18-a-share offering price valued Infinity at 10 times trailing cash flow. Fred Seegal, co-head of corporate finance at Salomon Bros., said such a price would effectively raise Wall Street's current valuation of broadcasting companies.

The registration statement filed with the Securities and Exchange Commission said that for the first nine months, the group owner's revenue grew 4%, due to higher revenue from KROQ-FM Los Angeles, WQYK-AM-FM Tampa-St. Petersburg, Fla., WJJD(AM)-WJMK-FM Chicago and WOMC-FM Detroit. Growth there was partially offset by lower revenue at KOME(FM) San Jose, Calif., and WBCN-FM Boston.

Because expense increases for the group during the first nine months were held to 2%, cash flow grew 7%, to \$39.4 million, on \$85.4 million net revenue. ■

NOVEMBER TV REVENUE: IS THE FALL ALMOST OVER?

November spot TV revenue was still below year-ago results, although the extent of decline was less than had been reported in previous months. According to one informal survey of more than 200 TV stations, revenue for the month was off 4.2%, with affiliates down 5% and independents, including Fox affiliates, off just two-tenths of a percent. Local sales performed better than national, and independents actually showed a gain of just over 1% in local sales compared with the prior year's November. National sales for affiliates continued to be a problem, off 8% for the month. Results reported by publicly reporting group owners were similar. Pulitzer reported a 2.6% decline for November, compared with a 6% decline for the year-to-date.

Changing Hands

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

WNDZ(AM)-WVVX(FM) Portage, Ind.-Highland Park, Ill. (Chicago) □ Sold by Universal Broadcasting to Douglas Broadcasting for \$5.7 million, which includes minority tax certificate. **Seller** is headed by Marvin B. Kosofsky and Howard Warshaw, and is licensee of four AM's and one FM. Kosofsky also has 14.5% interest in Jacor Communications, licensee of five AM's and eight FM's. Warshaw has interests in licensee of WKIX(AM)-WYLT(FM) Raleigh, N.C. **Buyer** is headed by N. John Douglas, who recently purchased KWIZ-FM Santa Ana, Calif. ("Changing Hands," Nov. 11, 1991), and is also licensee of two AM's and four FM's. WNDZ has religious format on 750 khz with 2.5 kw day. WVVX has ethnic, heavy metal format on 103.1 mhz with 3 kw and antenna 241 feet above average terrain. **Broker: W. John Grandy.**

KBUL(FM) Carson City-Reno, Nev. □ Sold by Atmor Properties Inc. to Citadel Associates Ltd. for \$1.3 million. **Buyer** is headed by general partner Lawrence R. Wilson, and also owns KBOZ-AM-FM Bozeman and KCTR-AM-FM Billings, both Mont.; KCNR(AM)-KLZX-FM Salt Lake City and KKFM(FM) Colorado Springs; it also purchased nine Price Broadcasting Co. stations, pending FCC approval ("Changing Hands," Sept. 9, 1991). **Seller** is headed by Lee M. Mitchell, and also

owns WAVH(FM) Mobile, Ala. KBUL has C&W format on 98.1 mhz with 75.9 kw and antenna 2,275 feet above average terrain. **Broker: Blackburn & Company Inc.**

KIDI(FM) Albuquerque, N.M. □ Sold by Guadalajara Chili Pepper Co. to Ramar Communications Inc. for \$1 million cash. **Seller** is headed by Loretta Salazar. Director Leo Kesselman has interests in four LPTV's and is permittee of ch. 9 in Santa Maria, Calif. **Buyer** is headed by Ray Moran, who has interests in KBQE(TV) Albuquerque, N.M., which Moran is purchasing from his wife (see "For the Record"). KIDI has international Spanish contemporary format on 103.3 mhz with 22 kw and antenna 4,069 feet above average terrain.

WTIX(AM) New Orleans □ Sold by Charles J. Givens Radio Partner II Ltd. to GHB Broadcasting for \$800,000. **Seller** is financial expert and author. **Buyer** is headed by George Buck Jr., and is licensee of nine AM's and one FM. WTIX has news-talk format on 690 khz with 10 kw day and 5 kw night. **Broker: Bergner & Co.**

WWBE(FM) Mifflinburg and CP licensed to Beaver Springs, both Pennsylvania □ Sold by Hale Communications to Marnu Inc. for \$775,000 cash. **Seller** of WWBE is headed by Mark Fleisher; his wife, Mary Anne Fleisher, is selling CP. **Buyer** is headed by Pryor E. Neuber Jr., and has no other broadcast interests. WWBE has country format on 106.1 mhz with antenna 150 feet above average terrain. CP is allotted to 106.1 mhz with 1.75 kw and antenna 400 feet above average terrain and is not on air. **Broker: Hickman Associates.**

KIXR(FM) Ponca City, Okla. Sold between principals of licensee Kix Communications Inc. for \$250,000. Terms: \$200,000 cash and \$50,000 on terms. **Seller** is Frank Chappell, selling 51% to **buyer** Bill Burns. Principals have no other broadcast interests. KIXR has CHR format on 100.1 mhz with 3 kw and antenna 299 feet.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$800,000 □ 1

FM's □ \$3,500,000 □ 5

AM-FM's □ \$5,700,000 □ 1

TV's □ \$0 □ 0

Total □ \$10,000,000 □ 7

1991 to Date:

AM's □ \$82,329,886 □ 266

FM's □ \$224,011,223 □ 287

AM-FM's □ \$342,829,401 □ 213

TV's □ \$1,067,579,400 □ 83

Total □ \$1,716,749,910 □ 849

For 1990 total see Jan. 7, 1991 BROADCASTING.

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*Source: Paul Kagan and Associates, Inc.
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MYSTERY PETITIONER IN PITTSBURGH EMERGES

By Geoffrey Foisie

A petition to deny two station transfers has evolved into a controversy of major proportions. Sinclair Broadcasting, which sold WPTT-TV Pittsburgh and bought co-located WPGH-TV six months ago, is seeking to have the lawyer who filed the petition to deny held in contempt of court for not revealing who his ultimate client was. Last Wednesday, the mystery client turned out to be ABRY Communications' WNUV-TV Baltimore, which in turn filed at the FCC seeking a discontinuation of Sinclair's litigation. Meanwhile, last Monday, WPTT-TV, which was bought from Sinclair by the station manager and community affairs director, Eddie Edwards Sr., has dropped the Home Shopping Network and is now carrying WPGH's programming from 3 p.m. to midnight.

At the time the petition to deny was filed, just less than a year ago, there was much speculation about whether attorney Mark Baseman was acting on someone's behalf and, if so, whose. Some thought he represented a syndicator who was afraid that Sinclair would control the market.

But last week's WNUV-TV filing cleared up the mystery, saying Baseman was contacted by the Baltimore station's FCC counsel, Howard Liberman. Last week's filing added that Baseman did not know that WNUV-TV was Liberman's client.

The filing said WNUV-TV decided on the indirect approach because of concerns that Sinclair would try to injure it economically: "The Smiths [the four Smith brothers each own 25% of Sinclair] began telling program suppliers that the Smiths were going to have control of syndicated programming in the Pittsburgh market and that if the program suppliers wanted to license their programs to the Smiths' Baltimore station, WBFF."

Baseman's FCC petition to deny Sinclair's sale of WPTT-TV last spring alleged continuing control of the station primarily by seller financing that included options to convert debt into 80% of WPTT's voting stock.

The WNUV-TV filing last week said that after the Mass Media Bureau ultimately approved the two station transfers, it was discouraged from asking for a reconsideration or review, in part

because of "intimidation."

Last week's filing said that beginning in mid-March Baseman began to receive threats from the Smith's attorney, including a letter in April suggesting that he, Baseman, could be personally liable for interfering with the contract between Sinclair and Edwards. The intimidation alleged in last week's filing includes Edwards's published charge that Baseman's petition to deny was a "racist ploy." A letter was also sent on WPTT-TV stationery to Senator John Heinz, asking him to influence the matter, which WNUV-TV said would have violated the FCC's ex parte rules.

In fact, said the filing, the Smiths filed a summons against Baseman in Pennsylvania court several days before the deadline for Baseman to file for review.

The commission is being requested by WNUV-TV to find that the Smiths'

conduct violates commission policy and should cease immediately. It is also questioning whether the two parties in Pittsburgh may have misled the commission about an understanding concerning programming for WPTT-TV after Edwards obtained the station from the Smiths.

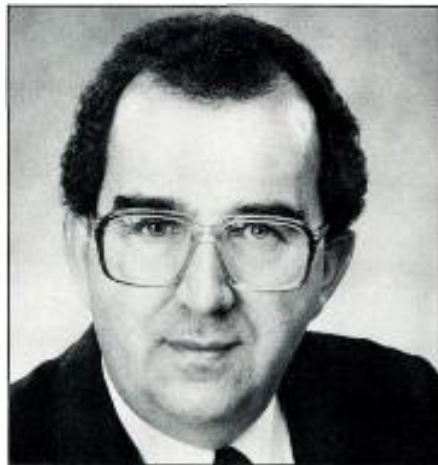
WNUV-TV also is asking the commission to find that "the procedure followed by WNUV-TV and Mark Baseman in petitioning the FCC was not contrary to any commission rule or policy...." It concludes that the legal and other actions taken by the Smiths is "likely to have a chilling effect on the willingness of any other citizen in the Pittsburgh area to bring to the attention of the commission matters of public concern...." It is imperative that the commission send a strong message—litigation cannot be used to deter, abuse, frighten or retaliate against petitioners. ■

Hayes to head Providence Journal broadcast group

By Rich Brown

The Providence Journal Broadcasting Corp. has promoted John E. Hayes to the newly created position of vice president, television, where he will be responsible for the general supervision of the burgeoning station group.

In his new position, Hayes will supervise the Providence Journal's four



John Hayes, vice president, television, Providence Journal Broadcasting Corp.

television stations: NBC affiliate WCNC-TV Charlotte, N.C.; ABC affiliate WHAS-TV Louisville, Ky., and Fox affiliates KGSW-TV Albuquerque and KMSB-TV Tucson, Ariz., as well as six TV stations to be acquired early this year in a joint venture with Kelso & Co. Those additional stations include NBC affiliates KING-TV Seattle; KGW-TV Portland, Ore., and KTVB-TV Boise; CBS affiliate KREM-TV Spokane; Fox affiliate KHNL-TV Honolulu and an LPTV station in Twin Falls, Idaho. The company also supplies all programming for KTTU-TV Tucson.

Hayes joined the company's broadcast division in 1989 as president and general manager of WCNC-TV Charlotte, where he helped guide the station's newscast to win the market's first Emmy and helped establish the station as a base for NBC's News Channel service.

Prior to joining WCNC-TV, Hayes served as general manager of KLAS-TV Las Vegas (1983-86) and WIVB-TV Buffalo (1987-89). He began his career as an investigative reporter at WTVT-TV Tampa in 1963. ■

OUR MEDIA CLIENTS' ACCOMPLISHMENTS IN 1991

<p>\$171,288,000</p> <p>Providence Media Partners, L.P.</p> <p>First Closing</p> <p>Partnership Units</p> <p>November 1991</p>	<p>\$650,000,000</p> <p>K-III Holdings</p> <p>has acquired nine publications from</p> <p>The News Corporation Limited</p> <p><i>The undersigned acted as financial advisor to K-III Holdings.</i></p> <p>July 1991</p>	<p>\$31,337,500</p> <p>Comcast Corporation</p> <p>2,300,000 Shares</p> <p>Class A Special Common Stock</p> <p>Price \$13³/₄ a Share</p> <p>February 1991</p>	<p>\$150,000,000</p> <p>Comcast Corporation</p> <p>7% Convertible Subordinated Debentures Due 2001</p> <p>February 1991</p>	<p>\$427,000,000</p> <p>The remaining public interest of</p> <p>U S West NewVector Group Inc.</p> <p>has been acquired by</p> <p>U S West Inc.</p> <p><i>The undersigned acted as financial advisor to the Special Committee of the Board of Directors of U S West NewVector Group Inc.</i></p> <p>July 1991</p>
<p>\$150,000,000</p> <p>Cablevision Industries Corporation</p> <p>Senior Notes Due 2002</p> <p>Pending</p>	<p>Century Communications Corp.</p> <p>and</p> <p>Citizens Utilities Company</p> <p>have merged their cellular interests.</p> <p><i>The undersigned acted as financial advisor to Century Communications Corp. and Citizens Utilities Company.</i></p> <p>August 1991</p>	<p>\$165,000,000</p> <p>Comcast Corporation</p> <p>11,000,000 Shares</p> <p>Class A Special Common Stock</p> <p>Price \$15 a Share</p> <p>September 1991</p>	<p>\$1,100,000,000</p> <p>Comcast Corporation</p> <p>has purchased the cellular interests of</p> <p>Metromedia Company</p> <p><i>The undersigned acted as financial advisor to Comcast Corporation.</i></p> <p>Pending</p>	<p>\$247,500,000</p> <p>Kohlberg Kravis Roberts & Co.</p> <p>has formed a joint venture with</p> <p>Cablevision Industries Corporation</p> <p><i>The undersigned acted as financial advisor to Kohlberg Kravis Roberts & Co.</i></p> <p>Pending</p>
<p>\$7,211,000,000</p> <p>MCA INC.</p> <p>has been acquired by</p> <p>Matsushita Electric Industrial Co., Ltd.</p> <p><i>The undersigned acted as financial advisor to MCA INC.</i></p> <p>January 1991</p>	<p>\$57,400,000</p> <p>Paramount Communications Inc.</p> <p>has acquired the remaining public interest in</p> <p>TVX Broadcast Group Inc.</p> <p><i>The undersigned acted as financial advisor to Paramount Communications Inc.</i></p> <p>February 1991</p>	<p>\$581,875,000</p> <p>Reader's Digest Association</p> <p>17,500,000 Shares</p> <p>Class A Nonvoting Common Stock</p> <p>Price \$33³/₄ a Share</p> <p>June 1991</p>	<p>Simmons Communications, Inc.</p> <p>has sold its Long Beach, CA cable system to a joint venture formed by</p> <p>Kohlberg Kravis Roberts & Co.</p> <p>and</p> <p>Cablevision Industries Corporation</p> <p><i>The undersigned acted as financial advisor to Simmons Communications, Inc.</i></p> <p>Pending</p>	<p>\$300,000,000</p> <p>Summit Communications</p> <p>has restructured and renegotiated the terms of its senior and subordinated debt.</p> <p><i>The undersigned acted as financial advisor to Summit Communications.</i></p> <p>September 1991</p>
<p>\$1,000,000,000</p> <p>Time Warner Inc.</p> <p>has sold a minority interest in its newly-formed subsidiary</p> <p>Time Warner Entertainment</p> <p>to</p> <p>C. Itoh & Co.</p> <p>and</p> <p>Toshiba Corp.</p> <p><i>The undersigned acted as financial advisor to Time Warner Inc.</i></p> <p>Pending</p>	<p>Time Warner Inc.</p> <p>has acquired the remaining public interest in</p> <p>American Television and Communications Corp.</p> <p><i>The undersigned acted as financial advisor to Time Warner Inc.</i></p> <p>Pending</p>	<p>Tribune Company</p> <p>has sold the</p> <p>New York Daily News</p> <p>to</p> <p>Maxwell Newspapers, Inc.</p> <p><i>The undersigned acted as financial advisor to Tribune Company and New York News Inc.</i></p> <p>March 1991</p>	<p>United States Cellular Corp.</p> <p>a subsidiary of</p> <p>Telephone and Data Systems, Inc.</p> <p>has acquired</p> <p>PCC Corporation</p> <p><i>The undersigned acted as financial advisor to United States Cellular Corp. and Telephone and Data Systems, Inc.</i></p> <p>Pending</p>	

LAZARD FRÈRES & CO.

Technology

SKYPIX PROPOSES TO LAUNCH NATIONALLY IN APRIL

Exhibiting at the Consumer Electronics Show, the 80-channel satellite pay-per-view service unveils a newly upgradeable receiver and consumer financing

By Peter Lambert

SkyPix reached an agreement last week with Ford Motor Co. subsidiary Associates Financial Services Co. to provide financing on a national basis to consumers purchasing SkyPix's \$700 direct-to-home satellite-receiving system.

That agreement, said new SkyPix President Rick Selvage, "was the final element we wanted in place prior to launch" of a service designed to offer 200 pay-per-view movies a day to three-foot home satellite antennas.

Armed now with a long-term satellite lease, movie deals with 35 studios, an authorization and billing contract with National Data Corp. and a commitment from Mitsubishi International to finance manufacture of consumer equipment for the next three years (BROADCASTING, Sept. 30, 1991), SkyPix believes it can debut its 80-channel service within four months.

In Las Vegas Jan. 9-12 as a Winter Consumer Electronics Show exhibitor, SkyPix also said it has redesigned its integrated receiver-decoder (IRD) to include replaceable compression technology.

"All systems are go for an April launch," said Selvage, who as executive vice president in 1991 took what SkyPix claims is more than two million orders for the system from more than 2,000 consumer electronics retailers and distributors. Former SkyPix President Brian McCauley will continue to head SkyPix's efforts to raise additional equity, according to corporate affairs director Sanjeet Saxena, who joined the company two weeks ago, leaving his post as SkyPix project director with Mitsubishi.



Selvage says 'the final element' is in place

A year after losing a proposed \$125 million investment from Comsat Video Enterprises, SkyPix now expects to deliver demonstration models to retailers nationally by March, at the same time using 8-to-1 digital compression to activate 80 channels on 10 Ku-band transponders (each 41 watts) aboard Hughes Communications SBS 6 satellite. The company plans to begin selling units to consumers a month later.

SkyPix said its new IRD is "designed to accommodate further technology upgrades currently under development by SkyPix." It will incorporate a "replaceable data cartridge which houses the compression, encryption and video circuitry."

Saxena declined to comment on the status of SkyPix's \$46.5 million IRD order with Compression Labs Inc. (CLI), developer of the video compression system upon which SkyPix's plans to offer hit movies every 30 minutes have been based. The order, announced shortly after Mitsubishi agreed to finance manufacture, has been on hold since mid-November.

CLI could not be reached for com-

ment on its participation in those "technology upgrades," or on whether or how the new "open architecture" IRD design might affect the CLI-SkyPix relationship.

Dallas-based Associates Financial Services (the consumer unit of The Associates, part of the Financial Services Group of Ford), claims more than \$23 billion in assets and 1,000+ offices worldwide, said Associates Corp. Senior Vice President Fredrick Stern. It will offer 6-, 12-, 18- and 24-month SkyPix system financing through authorized dealers at a "rate commensurate with other consumer electronics products," said SkyPix.

According to SkyPix, its dealer financing agreement with Chrysler First Commercial Corp. will allow sellers "to leverage their SkyPix hardware inventory 100%, thereby reducing their need to use working capital for the purchase of the product."

SkyPix also said it has implemented higher-powered uplinking and signal processing to improve picture quality and will build Super VHS, digital audio tape recorder and RS232 data outputs into its IRD. SkyPix said it has tapped "Video Review" publisher Richard Extract as publisher and film critic Neal Gabler as editor-in-chief of *SkyPix Magazine*, to be marketed to subscribers beginning in April.

The Electronic Industries Association hosted a record 1,533 companies occupying more than 860,000 square feet of booth space in four Las Vegas CES venues Jan. 9-12. Among exhibits of interest to National Association of Broadcasters Senior Vice President Michael Rau, in attendance there, were widescreen TV's and digital compact audio recorders. ■

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FROM DISNEY TO DBS

Expected to contract manufacturers to build consumer receivers for its high-power direct broadcast satellite (DBS) service DirecTV later this month, Hughes Communications appeared to move ahead on the DBS programming front as well, last week naming former Disney Channel executive Christine La Valle director of program planning for DirecTV.

Responsible for scheduling series, movies and special events for Disney since 1983, La Valle will now be in charge of "developing the DirecTV programming mix, creating program offerings, program scheduling and program administration" for DirecTV, which is scheduled to begin delivering dozens of 120-watt channels direct to 18-inch home satellite antennas in early 1994. Jim Ramo, vice president, DBS, for Hughes, said the appointment "illustrates our commitment to fostering a broad-based program offering."

CLASSROOM COMPRESSION

Compression Labs Inc. and Comstream Corp. provided CLI's SpectrumSaver digital video compression system to Pan American Satellite and saved the Jason Project, an international interactive education program produced by Turner Broadcasting System. After transmission equipment sank on a barge, PanAmSat used CLI's 3-megabit compressed video system to deliver live video 12 hours per day, Dec. 2-16, from the Galapagos Islands to 500,000 students in the U.S. Interactive data and voice signals allowed students to remotely control the underwater vehicle "Jason" and communicate directly with project staff.

EIGHT FOR EIGHT

Arianespace accomplished its eighth successful 1991 launch, placing France's Telecom 2A and Inmarsat 2 F3 safely into geostationary orbit. Earlier this month, General Dynamics Commercial Launch Services successfully lofted into orbit the European Broadcasting Union's Eutelsat II-F3.

BACK TO THE HILL

"Tired of FCC studies and reports" and charging "the commission has exercised no jurisdiction to stop the discrimination that is crippling the home satellite-dish industry," National Rural Telecommunications Cooperative Chief Executive Officer Bob Phillips said NRTC has dropped its pending complaints of discriminatory pricing against Netlink USA, Southern Satellite Systems and United Video. Phillips said NRTC has concluded the FCC "has allowed the satellite carriers in question to operate as private carriers, rather than common carriers."

The cooperative will now seek to rally support for two amendments to the 1988 Satellite Home Viewers Act giving distributors such as NRTC the right to sue carriers in court for unlawful pricing—Senate bill S. 2013 (introduced by Senator Patrick Leahy [D-Vt.]) and House bill H.R. 3864 (from Representative Rick Boucher [D-Va.]).

HOME DISH HOEDOWNS

The Satellite Broadcasting and Communications Association sponsored a home satellite television panel at the Winter Consumer Electronics Show in Las Vegas, Jan. 9-12. It was the first 60-minute CES panel dedicated to home satellite TV, said SBCA President Chuck Hewitt. SBCA members Showtime Satellite Networks, Toshiba, Satellite Scanners Plus and Harman Video will be represented on the panel.

Panelists for a direct broadcast satellite panel during SBCA's own trade show in Reno, Feb. 12-14, will be Hughes's Jim Ramo; Stanley S. Hubbard, president of Hubbard Broadcasting and United States Satellite Broadcasting; Edward Taylor, chairman of Local-DBS Inc., and Stuart Levin, president of TVN Entertainment.

Ron Bernard, president of Viacom Network Enterprises, and James Bunker, president of the VideoCipher Division of General Instrument, are among "Industry Leaders" panelists lined up for a 4:15 p.m. opening-day session

during the Satellite Broadcasting and Communications Association trade show, Feb. 12-14, at Bally's Reno Hotel. They will be joined by DBS proponent Charles Ergen, president of Echosphere Corp., and Taylor Howard, director of research for Chaparral Communications.

SATELLITE SCHOOLROOM

Noncommercial stations and regional entities participating in the March June PBS-AT&T "education satellite" test are KAET(TV) Phoenix; WJCT(TV) Jacksonville, Fla.; Hawaii Interactive Television System, Honolulu; Kentucky Educational Television, Lexington; Louisiana Public Broadcasting, Baton Rouge; WTVS(TV) Detroit; Nebraska Educational Television Network, Lincoln; New Jersey Network, Trenton; WNED/WNEQ-TV Buffalo, N.Y.; WBGU-TV Bowling Green, Ohio; WRJA-TV Sumter, S.C.; KUED(TV) Salt Lake City/KULC(TV) Ogden, Utah; WHRO-TV Hampton-Norfolk, Va.; KCTS-TV Seattle and Wisconsin Educational Communications Board, Madison.

Designed to link PBS, other noncommercial programmers, classrooms, libraries, museums and databases nationwide, the system would incorporate digital video and two-way interactive technologies, as well as three-foot, roof-mountable satellite antennas. All PBS stations are to be equipped with very small aperture terminals by the end of next year. In mid-1993, AT&T is scheduled to launch Telstar 401, carrying PBS's 60-watt Ku-band capacity.

Meanwhile, DBS permittee Advanced Communications Corp. proposes to launch its own 200-watt all-digital "education satellite" in late 1994 and to provide free 18-inch antennas and receivers to educational institutions. With endorsements from groups including the National Education Association and American Association of School Administrators, as well as a planning grant from the Department of Education, Advanced is, like most other high-power DBS proponents, still seeking investors to build and launch its birds.

Date Book

■ Indicates new listing or changed item

THIS WEEK

Jan. 13—Deadline for entries for the Anson Jones Award competition honoring excellence in health communication to the public. Sponsored by *Texas Medical Association*. Entries must have been broadcast between Jan. 1, 1991, and Dec. 31, 1991. Information: (512) 370-1389.

Jan. 13—Deadline for entries for the 40th annual news competition sponsored by the *Associated Press Television-Radio Association of California-Nevada*. Information: Rachel Ambrose, (213) 626-1200.

Jan. 13-15—"Taking Charge of Tomorrow...Proactive Research Strategies for the '90s." 1992 research conference sponsored by *Cable Television Administration and Marketing Society*. Loews Santa Monica Beach Hotel, Los Angeles. Information: Colleen Harkins, (703) 549-4200.

Jan. 14-15—14th annual *International Sport Summit*. New York Marriott, New York. Information: (212) 239-1061 or (301) 986-7800.

Jan. 14-Feb. 2—New World Television Festival, sponsored by *The Museum of Television and Radio*. Museum, New York. Information: (212) 621-6705.

■ **Jan. 15**—*Society of Broadcast Engineers, chapter 15 New York area*, meeting. Theme: "Digital Stor-

age Mediums for Broadcast Audio Use." Times Auditorium, New York Times Building, New York., Information: David Bialik, (212) 594-1380.

Jan. 15—Drop-in luncheon sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speaker: Jennifer Lawson, executive vice president, national programming and promotion services, PBS. Copacabana, New York. Information: (212) 768-7050.

Jan. 15—Deadline for entries in the 1992-93 Paul Miller Reporting Fellowships sponsored by *The Freedom Forum*. The fellowships are designed for journalists currently or about to be assigned to Washington by any regional and national newspapers, wire services, and radio and television stations maintaining bureaus in Washington. Information: (703) 875-0920.

Jan. 15—Deadline for entries for INPUT '92 sponsored by *South Carolina ETV*. Those who are eligible to apply include directors, producers, writers and videographers at PBS stations, as well as independent filmmakers who produce programs for public television. Information: Sandie Pedlow, (803) 737-3208.

Jan. 16—Newsmaker luncheon featuring a Super Bowl/CBS salute sponsored by *International Radio and Television Society*. Moderator: Greg Gumbel, host, *The NFL Today*. Panelists: Terry Bradshaw, studio analyst, *The NFL Today*; Sandy Grossman, director, Super Bowl XXVI; Eric Mann, producer, *The NFL Today*; Ted Shaker, executive producer,

CBS Sports; John Madden, analyst, CBS Sports. Special guest appearance by NFL Commissioner Paul Tagliabue. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

Jan. 16—*Federal Communications Bar Association* luncheon. Speaker: Dr. Thomas Stanley, FCC chief engineer. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

Jan. 17-19—*Alabama Broadcasters Association* 45th annual winter convention. Sheraton Airport Inn, Huntsville, Ala. Information: (205) 979-1690.

ALSO IN JANUARY

Jan. 20-24—*NATPE International* convention. New Orleans Convention Center, New Orleans. Information: (213) 282-8801.

Jan. 21—*Southern California Cable Association* monthly dinner meeting. Sheraton Hotel, Long Beach, Calif. Information: Kathie Delkos, (310) 398-2553.

Jan. 21-23—47th annual Georgia Radio-Television Institute sponsored by *Georgia Association of Broadcasters*. Georgia Center for Continuing Education at the University of Georgia, Athens, Ga. Information: (404) 395-7200.

Jan. 21-May 31—*The Television of Dennis Potter*, sponsored by *The Museum of Television and Radio*. Museum, New York. Information: (212) 621-6600.

MAJOR MEETINGS

Jan. 10-16—*National Association of Broadcasters* winter board meeting and legislative forum. La Quinta, Calif. Information: (202) 429-5300.

Jan. 20-24—29th *NATPE International* convention. New Orleans Convention Center, New Orleans. Information: (213) 282-8801.

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

Jan. 30-Feb. 2—*Radio Advertising Bureau* Managing Sales Conference. Nashville. Information: (212) 254-4800.

Feb. 7-8—26th annual *Society of Motion Picture and Television Engineers Advanced Television and Electronic Imaging* conference. Westin St. Francis Hotel, San Francisco. Information: (914) 761-1100.

Feb. 9-14—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—*Satellite Broadcasting and Communications Association* winter conference. Reno, Nev. Information: (703) 549-6990.

Feb. 26-28—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Information: (512) 474-2082.

March 4-7—23rd Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

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

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

York. Information: (212) 751-7770.

April 8-11—*American Association of Advertising Agencies* annual convention. Ritz-Carlton, Naples, Fla. Information: (212) 682-2500.

April 10-12—*Television Bureau of Advertising* 37th annual meeting. Las Vegas. Information: (212) 486-1111.

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

■ **April 12-16**—*National Association of Broadcasters* 70th annual convention and HDTV World conference and exposition. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300 and for HDTV World: Rick Dobson, (202) 429-5335. Future convention: Las Vegas, April 19-22, 1993.

April 22-24—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York. Information: (708) 296-0200. 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—*Public Radio* annual conference. Sheraton Hotel, Seattle. Information: (202) 822-2000.

May 3-6—*National Cable Television Association* annual convention. Dallas. Information: (202) 775-3669. Future convention: June 6-9, 1993, San Francisco.

May 27-30—*American Women in Radio and Television* 41st annual convention. Phoenix. Information: (202) 429-5102.

June 10-13—*NAB/Montreux International Radio Symposium and Exhibition*. Montreux, Switzerland. Information: (202) 429-5300.

June 14-17—*Broadcast Promotion and Marketing*

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

June 23-26—*National Association of Broadcasters* board of directors meeting. Washington. (202) 429-5300.

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

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

Aug. 23-26—*Cable Television Administration and Marketing Society* annual convention. San Francisco Hilton, San Francisco. Information: (703) 549-4200.

Sept. 9-11—Eastern Cable Show sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1608.

Sept. 9-12—Radio '92 convention, sponsored by *National Association of Broadcasters*. New Orleans. Information: (202) 429-5300.

Sept. 23-26—*Radio-Television News Directors Association* conference and exhibition. San Antonio, Tex. Information: (202) 659-6510.

■ **Oct. 12-18**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

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

Nov. 20-22—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera Hotel, Las Vegas. Information: 1 (800) 255-8183.

Jan. 22—Deadline for entries for the 1991 National Awards for Education Reporting honoring the best education reporting in the print and broadcast media during the calendar year 1991. Sponsored by *Education Writers Association*. Information: (202) 429-9680.

Jan. 23-25—*Women In Cable* leadership conference. Marriott Mountain Shadows, Scottsdale, Ariz. Information: Cathy Pena, (312) 661-1700.

Jan. 24—*New York Festivals* international 1991 Television Advertising Awards ceremonies and banquet. Marriott Marquis Hotel, New York. Information: (914) 238-4481.

Jan. 25—Deadline for entries in the Janus Awards competition for excellence in financial and economic broadcast news sponsored by *Mortgage Bankers Association of America*. Information: Jane DeMarines, (202) 861-6554, or Sharon McHale, (202) 861-6568.

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

Jan. 27—*Nebraska Broadcasters Association* Legislative/Hall of Fame banquet. Cornhusker Hotel, Lincoln, Neb. Information: Richard Palmquist, (402) 333-3034.

Jan. 29—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Janeen Bjork, vice president and director of programming, Seltel, Inc.; John Von Soosten, vice president and director of programming, Katz Television Group, Copacabana, New York. Information: (212) 768-7050.

Jan. 30-Feb. 2—*Radio Advertising Bureau* 12th annual managing sales conference. Opryland Hotel, Nashville. Information: (212) 254-4800.

Jan. 31—Deadline for entries for the 24th annual Robert F. Kennedy Journalism Awards sponsored by the *Robert F. Kennedy Journalism Awards Committee* and the *Robert F. Kennedy Memorial*. Entries must have been published or broadcast in the United States for the first time in 1991. Information: Jennifer Phillips (202) 333-1880.

Jan. 31—Deadline for application to *Harvard University Neiman Fellowships for Journalists*. Applicants must be full-time news, editorial employees or photographers with newspapers, press services, radio, television or magazines (except for trade journals); have three years of professional experience in the media and must obtain their employer's consent for a leave of absence for the academic year. Information: (617) 495-2237.

Jan. 31—Deadline for entries for the 1992 *Radio-Television News Directors Association* Regional Awards. Open to all radio and television stations. Entries must be submitted by stations. Entries from individuals, networks or station groups are not eligible. Information: (202) 659-6510.

■ **Jan. 31**—Deadline for entries in *Sammons Communications* and *C-SPAN* third annual scholarship

ERRATA

Sale of KSPX(FM) Walsenburg, Colo., by Mainstreet Broadcasting Inc. to Paul R. and Mark R. Bossert for \$290,500 ("Changing Hands," Jan. 6), was brokered by Snowden Associates.

contest for high school seniors in Sammons' franchised cable areas nationwide. Information: (214) 484-8888.

Jan. 31—Deadline for entries for the 1992 Vanguard Awards sponsored by *National Cable Television Association*. Information: (202) 775-3669.

Jan. 31-Feb. 1—"Getting a Jump Start on Cable Issues," ninth annual conference sponsored by *Minnesota Association of Cable Television Administrators*. Radisson Executive Conference Center and Hotel, Plymouth, Minn. Information: Linda Magee, (612) 782-2812.

Jan. 31-Feb. 2—*California Broadcasters Association* winter conference. Wyndham Hotel, Palm Springs, Calif. Information: (916) 444-2237.

FEBRUARY

Feb. 1—Deadline for entries for the 1992 Wilbur Awards honoring excellence in the communication of religious values, issues and themes in the news and entertainment media. Sponsored by the *Religious Public Relations Council*. Information: (215) 642-8895.

■ **Feb. 1**—Deadline for entries in 1992 Best of the Best Promotion Contest sponsored by *National Association of Broadcasters Radio Department*. Information: William Peak, (202) 429-5300.

Feb. 2-3—*Minnesota Broadcasters Association and Society of Broadcast Engineers* winter conference. The Radisson Hotel, Minnetonka, Minn. Information: Tascha Renken, (612) 926-8123.

Feb. 4—*Idaho Cable Television Association* winter convention and legislative meeting. Owyhee Plaza, Boise, Idaho. Information: Shirley Chambers, (208) 345-5660, or Steve Hawley, (208) 377-2491.

Feb. 4—Deadline for entries in 1992 National Media Owl awards sponsored by *Retirement Research Foundation*. Entries must have been produced in the United States and broadcast between Jan. 1 and Dec. 31, 1991. Information: (312) 915-6868 or (312) 664-6100.

Feb. 4-5—*South Carolina Cable Television Association* winter meeting. Downtown Marriott, Columbia, S.C. Information: Nancy Horne, (404) 252-2454.

Feb. 4-5—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix, Ariz. Information: (602) 955-4122.

Feb. 5-9—20th annual faculty industry seminar sponsored by *International Radio and Television Society*. Theme: "Surviving in the 1990's: Is Broadcasting on Its Way Up or Out?" New York Marriott East Side, New York. Information: (212) 867-6650.

Feb. 5-9—*Urban Network* third annual conference. Stouffer Concourse Hotel, Los Angeles. Information: (818) 843-5800.

Feb. 6—"Computers for Video, Video for Computers," all-day tutorial sponsored by *Society of Motion Picture and Television Engineers*. Westin St. Francis, San Francisco. Information: (914) 761-1100.

Feb. 6-8—*American Women in Radio and Television* board of directors and foundation board meeting. Washington. Information: Donna F. Cantor, (202) 429-5102.

■ **Feb. 7**—Newsmaker luncheon sponsored by *International Society of Radio and Television*. Featured speakers from network entertainment division presidents: Peter Chernin, Fox Broadcasting Company; Robert Iger, ABC Entertainment; Warren Littlefield, NBC Entertainment; and Jeff Sagansky, CBS Entertainment. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

Feb. 7-8—Midwest regional conference of college broadcasters sponsored by *National Association of College Broadcasters*. Indiana University, Bloomington, Ind. Information: Glenn Gutmacher, (401) 863-2225.

Feb. 7-8—26th annual *Society of Motion Picture and Television Engineers* advanced television and electronic imaging conference. Westin St. Francis, San Francisco. Information: (914) 761-1100.

Feb. 7-9—*Oklahoma Association of Broadcasters* winter convention. Marriott Hotel, Oklahoma City. Information: (405) 848-0771.

Feb. 9-14—27th annual management development seminars for broadcast engineers sponsored by *National Association of Broadcasters*. University of Notre Dame, South Bend, Ind. Information: (202) 429-5346.

Feb. 9-14—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. 10-11**—Radio Group Head Fly-In sponsored by *National Association of Broadcasters Radio Department*. Grand Hyatt, Washington. Information: Jackie Kane, (202) 429-5402.

Feb. 11—"Using Humor in Business," breakfast sponsored by *American Women in Radio and Television, New York City chapter*. Intercontinental Hotel, New York. Information: Linda Pellegrini, (212) 572-5234.

Feb. 11-12—*The Georgia Cable Television Association* annual convention. Peachtree Plaza Hotel, Atlanta. Information: Nancy Horne, (404) 252-4371.

Feb. 11-12—*North Carolina Cable Television Association* winter meeting. Washington Duke Inn, Durham, N.C. Information: (919) 821-4711.

Feb. 11-12—Television Advertising Forum, sponsored by *Association of National Advertisers*. Waldorf-Astoria Hotel, New York. Information: (212) 697-5950.

Feb. 12-14—*Satellite Broadcasting and Communications Association* winter conference. Reno, Nev. Information: (703) 549-6990.

■ **Feb. 14**—Deadline for entries in international print and radio advertising awards competition sponsored by *The New York Festivals*. Package design added as new competition category. Submissions must have been produced, run or distributed after March 1, 1991. Information: (914) 238-4481.

Feb. 17-19—*Broadcast Cable Credit Association* credit seminar. Town and Country Hotel, San Diego. Information: Cathy Lynch, (708) 296-0200.

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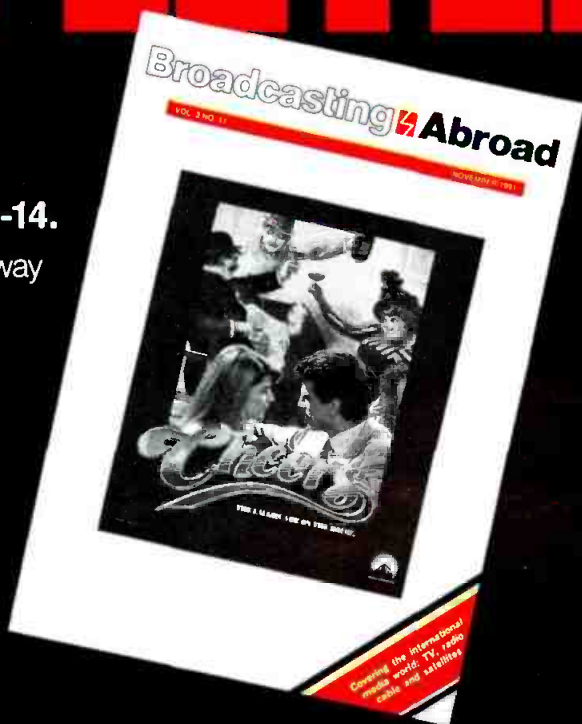
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dition. Candidates must have a minimum of three years newsroom experience and hold full-time positions with news organizations. Information: (313) 763-1155 or (313) 763-5943.

■ **Feb. 28-March 1**—*Intercollegiate Broadcasting System* national convention. Ramada Hotel at Madison Square Garden, New York. Information: Jeff Tellis, (914) 565-6710.

MARCH

March 4-7—23rd Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

March 6-8—11th annual Northern California *Radio and Television News Directors Association* convention and awards. Clarion Inn, Napa Valley, Calif. Information: Darryl Compton, (415) 561-8760.

March 6-8—*Radio and Television News Directors Association* region two super-regional conference. Clarion Inn, Compton, Calif. Information: Darryl Compton, (415) 561-8760.

March 7-10—*National Association of Broadcasters* 36th annual state leadership conference. J.W. Marriott Hotel, Washington. Information: (202) 429-5300.

March 9-11—First annual marketing co-op conference sponsored by *Cable Television Administration and Marketing Society*. South Shore Harbour Resort and Conference Center, Houston. Information: (703) 549-4200.

March 11—Newsmaker luncheon sponsored by *International Radio and Television Society*. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

March 12-15—*National Federation of Community Broadcasters* annual conference. Seattle. Information: Wendy Muzzy, (202) 393-2355.

March 13-15—"Economic Issues in the 1992 Elections," conference for journalists sponsored by *Foundation for American Communications* and the *Ford Foundation*. Asilomar Conference Center, Pacific Grove, Calif. Information: (213) 851-7372.

March 14—The Green Eyeshade Awards program sponsored by *Society of Professional Journalists*, *Atlanta professional chapter*. Atlanta Airport Marriott, College Park, Ga. Information: Kat Yancey, (404) 496-9957.

March 15—Deadline for entries for second *International Competition for New Media Technology*. Information: Christine Davet, (514) 842-5333.

March 16-18—*North Central Cable Television Association* trade show and convention. Hyatt Regency Hotel, Minneapolis. Information: (612) 641-0268.

March 17—*American Advertising Federation* government affairs conference. Willard Hotel, Washington. Information: Clark Rector, (202) 898-0089.

March 18—Presentation of International Broadcasting Awards for "world's best radio and TV commercials," sponsored by *Hollywood Radio and Television Society*. Beverly Hilton, Los Angeles. Information: (818) 769-4313.

March 19—48th annual *Radio and Television Correspondents Association* dinner. Washington Hilton, Washington. Information: Ivan Goldberg, (202) 828-7016.

March 19—*Federal Communications Bar Association* luncheon. Speaker: Newton Minow, former FCC chairman. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

March 19—17th annual Commendation Awards ceremony sponsored by *American Women in Radio and Television*. The Waldorf-Astoria Hotel, New York. Information: (202) 429-5102.

March 20-22—Fourth annual western conference of college broadcasters sponsored by *National Association of College Broadcasters*. University of

Southern California, Los Angeles. Information: Glenn Gutmacher, (401) 863-2225.

March 25-28—*West Virginia Broadcasters Association* spring conference for managers, programmers, engineers and associates. Sheraton Inn, Martinsburg, W. Va. Information: Marilyn Fletcher, (304) 344-3798.

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

March 26—"Broadcasters Call on West Virginia Congressmen," sponsored by *West Virginia Broadcasters Association*. Washington. Information: Marilyn Fletcher, (304) 344-3798.

■ **March 27-29**—"TV News: The Cutting Edge III," meeting sponsored by *Scientists' Institute for Public Information*. Sheraton Imperial Hotel and Convention Center, Research Triangle Park, N.C. Information: Tanyaa Darby, (800) 223-1730.

March 30—Deadline for entries for 1992 *Radio-Television News Directors Foundation* Fellowships. Three fellowships to be awarded. Information: (202) 659-6510.

March 30—Deadline for entries for 1992 *Radio-Television News Directors Foundation* undergraduate and graduate scholarships. Nine undergraduate scholarships and one graduate scholarship to be awarded. Information: (202) 659-6510.

APRIL

April 4—Third annual mid-Atlantic regional conference of college broadcasters sponsored by *National Association of College Broadcasters*. Luzerne County Community College, Nanticoke, Pa. Information: Glenn Gutmacher, (401) 863-2225.

April 5-7—*Cabletelevision Advertising Bureau* 11th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 7—Newsmaker luncheon sponsored by *International Radio and Television Society*, Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

April 7-Sept. 20—Tribute to Bob and Ray, sponsored by *The Museum of Television and Radio*, Museum, New York. Information: (212) 621-6600.

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

April 10-12—*Television Bureau of Advertising* 37th annual meeting. Las Vegas. Information: Eleanor Pachnik, (212) 486-1111.

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

April 12-16—*National Association of Broadcasters* 70th annual convention and HDTV World conference. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300 and for HDTV World conference, Rick Dobson, (202) 429-5335.

April 17-18—14th annual black college radio convention sponsored by *National Association of Black College Broadcasters*. Paschei Hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 22—"Getting to the Top: Negotiating the Obstacle Course," breakfast sponsored by *American Women in Radio and Television*, *New York City chapter*. Intercontinental Hotel, New York. Information: Linda Pellegrini, (212) 572-5234.

April 22-24—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York.

April 23—*Federal Communications Bar Association* luncheon. Speaker: Cathleen Black, president of American Newspaper Publishers Association. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

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Open Mike

WRIGHT IS WRONG

EDITOR: For someone who ought to have a broad perspective on our business, NBC President Bob Wright exhibited just the opposite when he proposed breaking up NAB ("Bob Wright at Large" in the Dec. 16, 1991, BROADCASTING).

Certainly the National Association of Broadcasters represents a variety of ownership interests that may appear to the uninitiated to have unrelated or even conflicting objectives from time to time. But as one who has participated in all of the NAB Radio Board and Joint Board discussions, debates and votes over the past two and a half years, it is just as certain that there is great commonality, and a dedication among board members and staff, to focus our actions and efforts on the "public interest" standard that binds us together and has brought the American public a unique system of free, over-the-air broadcasting that is unequalled in the world.

I don't know where Mr. Wright gained the insight with which to propose that NAB be broken up, but it was not from first-hand knowledge.—*Richard W. Osborne, president-general manager, WKXI(AM)-WKXL(FM) Concord, N.H.*

Editor's note: The writer represents New England on the NAB Radio Board.

PIGS IN THE PARLOR

EDITOR: In addressing the probability that the United States Supreme Court will be taking up the question of broadcast indecency, attorney Timothy Dyk asserts that indecency cases turn on the government's "claimed efforts" to protect unsupervised children from indecent material ("As First Amendment Turns 200...", BROADCASTING, Dec. 16, 1991).

Our experience here at Morality in Media, particularly after fielding hundreds upon hundreds of phone calls seeking more information on last October's national "Turn Off TV

Day," points to another aspect: unwilling adults. Although the protection of children was certainly a major concern of our callers, the main complaints centered around the adults themselves who are simply outraged, and indeed shell-shocked, at being assaulted in the privacy of their homes by increasingly depraved material.

In 1978, the United States Supreme Court, likening an indecent broadcast to a "pig in the parlor" (i.e., a nuisance), recognized the valid governmental interest in protecting adults in the privacy of the home from patently offensive, indecent broadcast material. Today's times, trying men's souls—women's, too—cry out for that same recognition.—*Betty Wein, senior editor, Morality in Media Inc., New York.*

POWER NOT ONLY ANSWER

EDITOR: Donald G. Everist's Dec. 2, 1991, "Monday Memo" advocating widespread boosts in the power of AM stations prompts me to add my two-cents' worth.

I, too, have a special fondness for AM broadcasting, having worked for a number of AM stations, including those owned by Storer and Taft/Great American. But before we rush toward wholesale power increases, maybe we should consider the example of the "other" AM broadcasting service—shortwave.

Over the past 20 years or so, many international AM shortwave stations have jumped onto the power bandwagon, in an attempt to provide clearer reception for their audiences. Nowadays, 500,000-watt trans-

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mitters feeding highly directional antennas are commonly found on the shortwave bands.

May I suggest listening to a shortwave receiver for a few evenings, so that you may judge for yourself whether the brute force approach has succeeded?

True, shortwave stations have compounded their problems by implementing 5-khz spacing—to get more stations in the bands. But additionally, it appears that the widespread increase in transmitter power has merely increased interference levels, making shortwave listening very unpleasant at times.

Let us not forget that receiver sensitivity is just as important as transmitter power. Also, keep in mind recent advances in receiver design that promise to reduce the impact of electrical interference. Perhaps we should focus more on improving the quality of receivers, thereby saving ourselves a few dollars on the monthly power bill.

Let's just make sure that any "cure" for AM doesn't actually kill it.—*Kenneth R. Collins, Ph.D., Loveland, Ohio.*

SOLUTION, NOT PROBLEM

EDITOR: Regarding the article in the Dec. 16, 1991, issue concerning Illinois Representative William Lipinski's proposed restrictions on PPV telecasts originating from taxpayer-funded facilities:

I feel it is fair to correct one seemingly misleading statement about ABC's attempt to offer the Nov. 16 Penn State-Notre Dame game on PPV. The article stated that "ABC aired the game as regularly scheduled on the network...." This statement seems to suggest that ABC was contemplating airing this game on PPV only. The idea was to offer the game on PPV to other areas of the country in which ABC affiliates were airing other regional games that afternoon, while at the same time keeping Penn State-Notre Dame on over-the-air television in the East—the area that represented (geographically) the largest area of interest in the game.

Why shouldn't cable subscribers have the choice to buy any sporting event available to them, should they choose to do so?

Let's go back to the Penn State-

Notre Dame game for a moment: While on one hand I understand the reluctance of ABC affiliates outside the East to have this game competing with their own other regional games, I do not see why other areas of the country wouldn't have the option to purchase the game. Both Penn State and Notre Dame have alumni and many other fans spread all across the United States, and unless those not living in the East somehow found this game on a satellite dish, they were shut out. Representative Lipinski fears that "major events that people have traditionally had access to are heading to PPV." In instances like this, it is apparent that PPV might actually help people gain access to events they might have been unable to see before.

In the coming age of channel multiplexing and fiber optics, cable and PPV will provide the viewing public with more viewing choices than ever before, and isn't that the whole concept behind cable and PPV in the first place?—*Mark Vidonic, Aliquippa, Pa.*

HISTORY LESSON

EDITOR: I couldn't help but point out two errors in your Dec. 20, 1991, 60th anniversary supplement. One more severe than the other.

You state on page 14 that "among those with the greatest impact [on the creation of television] was Vladimir Zworykin, whose invention of the iconoscope camera (sic) and kinescope picture tube provided the basis for modern television. Taking those developments further were inventors Philo T. Farnsworth and Allan B. Dumont."

I'm afraid you're the victim of Sarnoffian revisionism, a common disease which acts like plaque working against educational prophylaxis in broadcasting.

On Aug. 26, 1930, Farnsworth was granted patents on a television system, and also a television receiving system. These patents cover television as we now know it. As you correctly state, Zworykin did apply for a patent for his television system in 1923. Unfortunately, that system was only demonstrated to Westinghouse executives who, later recalled by Zworykin, said "put this guy onto something more use-

ful."

He had not been granted a patent from the 1923 application when he left Westinghouse to join RCA. Coincidentally, he joined Sarnoff at RCA just before paying a visit to Farnsworth's Green Street labs in San Francisco in April 1930. According to Farnsworth's wife Elma, Zworykin spent three days there and watched many demonstrations. He watched as an Image Dissector was built before his eyes, remarking, "This is a beautiful instrument. I wish I had invented it myself." In fact, Farnsworth gave Zworykin a copy of the article Farnsworth had published in *California Engineers* in February 1930 called "The Transmission of Television Images."

Although Farnsworth held actual patents controlling all of the basic elements of electronic television, RCA repeatedly claimed Zworykin to be its originator, by virtue of his 1923 application. The issue should have been settled when Farnsworth won the issue of priority (Claim 15 patent number 1,773,980—filed Jan. 7, 1927, issued Aug. 26, 1930) and therefore controlled television.

The Patent Examiners, in a 47-page ruling, number 64,027, gave Farnsworth the patent on the grounds that Zworykin's 1923 system was inoperable, violating a premise underlying the issuance of patents. Farnsworth's system worked; Zworykin couldn't prove his chronological premise. In fact, he couldn't demonstrate it if he wanted to. RCA had to license the rights to television from Farnsworth. Sarnoff chose not to emphasize this fact. Two views of history were created from that point on.

Ironically, the iconoscope was not invented in 1923, as is frequently written. It appears in patent number 2,021,907, filed in November 1931 and granted in November 1935, more than five years after Farnsworth's patents were granted!

The second error occurs on page 20 when you say that all entertainment programming and commercials were canceled after the assassination of President John F. Kennedy. One network, it should be remembered, showed football while the cortege moved through the streets of Washington and while Oswald lay dying from Ruby's bullet.—*David Rapaport, instructor, Saint Mary's College, Moraga, Calif.*

Special Report:
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Issue date: February 10
Ad deadline: January 31

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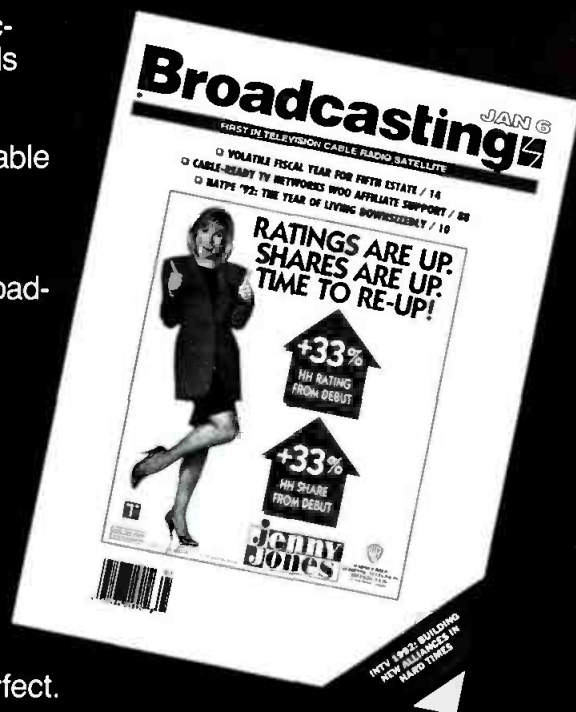
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RADIO

HELP WANTED MANAGEMENT

ED FM with Christian emphasis seeks management pro with B.S./B.A. and 6 yrs exp. Write: GM, PO Box 2061, Bristol, TN 37621. EOE.

General sales manager: WSLR/WKDD-FM, Barnstable Broadcasting's Akron, Ohio powerhouse combo, seeks an experienced, dynamic sales manager to lead 12-person sales staff into 1992 and beyond. If you have at least three years of successful radio sales management experience and are seeking to join a solid company with real personal and career growth opportunity, we would like to hear from you. Send letter and resume with performance and income history to: Andy Graham, VP/GM, WSLR/WKDD-FM, 1867 West Market Street, Akron, OH 44313. Women and minorities are encouraged to apply. EOE.

Due to 6 station acquisition, we need GM to replace me. You'll lead great staff of winners. Must offer superior sales, programming leadership in ultra-competitive market. Prior sales, management success essential. Salary, bonus, stock ownership. Fax/mail resume to Jim Glassman, President, WIRL/WSWT, Box 3335, Peoria, IL 61612. 309-694-2233. EOE F/M.

Radio station manager: KERA 90.1 seeks a person with at least 4 years broadcast management experience and excellent verbal and written communication skills. The successful applicant will manage the radio station of a community-licensed public broadcasting company which also includes 2 television stations, administer program, production and engineering staff and budget, and coordinate promotion and fundraising activities with other departments. We offer a competitive salary and good benefits. Send your resume with salary history to: KERA 90.1, Attn: Susan Harmon, VP Admin and Radio, 3000 Harry Hines Blvd., Dallas, TX 75201. Equal opportunity employer.

General sales manager: Highly rated, high energy AM/FM combo in California's Central Valley is looking for an experienced GSM with an excellent track. Candidate should have a solid background in retail sales development. You will have the opportunity to work with a young and dynamic staff. Salary and good incentive compensation pkg. Able to make \$40,000+ first year. Prefer candidate from Sacramento.. Stockton or Modesto. Write in strict confidence to Group President, Box A-21. EOE.

HELP WANTED SALES

Development director: WHIL-FM, the Gulf Coast's premier fine arts public radio station, seeks qualified applicants for the position of development director. This position will be responsible for raising funds to support on-going operations and capital needs of the station. Prior experience in fundraising for not-for-profit organization desired. Letters of application including a resume and salary history should be addressed to: Jeffrey R. Stoll, General Manager, WHIL-FM, PO Box 160326, Mobile, AL 36616. WHIL is licensed to Spring Hill College. EOE.

Two station FM group needs a sales manager and an account executive for St. Thomas and St. Croix. Experience and solid track record required. Only aggressive self-motivators need apply to the powerstations WVGW/WAVI, PO Box 10772, St. Thomas, VI 00801. EOE/MF.

GSM for major sunbelt radio network. Send resume to Box T-32. EOE.

Midwest AM-FM looking for bright, energetic, successful street salesperson ready for sales management. Resume, including sales success references, and why you are ready for the move. Send in care of Lucille Smothers, 458 Ross Street, Joliet, IL 60435. EOE.

Major market, West Coast station needs self-starter with strong skills in concept sale. Experience with specialty programming and unrated ethnic/international-language market a plus. Excellent opportunity in fast-growing company. Salary plus commissions, full medical and dental coverage. EOE. Resume to A-9.

Resort Eastern Shore top rated A.C. looking for morning personality to work with team. T. & R. to Sandi. C.O. WQHQ, PO Box U, Salisbury, MD 21802. Females encouraged to apply. EOE.

HELP WANTED ANNOUNCERS

Radio announcer-full time: Successful candidate must demonstrate excellent verbal and production skills. Candidate must have two (2) years recent commercial radio experience and a presentation compatible with an adult contemporary format. No phone calls please. Send tape-WITH resume to: Jerry Kane, Dir. of Programming, WASH, Dept. BM, 3400 Idaho Avenue, NW, Washington DC 20016. EOE.

HELP WANTED TECHNICAL

Major Washington based radio network seeks maintenance engineer with good computer skills, and news operations background. Forward resumes (with salary history) to: Unistar Radio Networks, 2000 N. 15th St., Arlington, VA 22201. An equal opportunity employer.

HELP WANTED NEWS

WJON/WWJO, St. Cloud, MN is looking for a reporter with experience to work in four-person computerized newsroom. Applicant should be good with a sound bite, fast on the keyboard, and possess good on-air skills. T&R to Steve Stewart, Box 220, St. Cloud, MN 56302. EOE.

News director wanted for state-of-the-art AM/FM station in North Central Illinois. Beautiful city. Excellent benefit package. Send tape and resume to WZOE, Box 69, Princeton, IL 61356. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

ED FM with Christian emphasis seeks programmer for supervisory position. Minimum: B.A./B.S. with 3 yrs exp. Write: GM, PO Box 2061, Bristol, TN 37621. EOE.

New: Great FM opportunity to start from beginning. All on-air positions. Send info: New Radio, RR1 Box 2209, Killington, VT 05751. EOE.

Wanted: Talented, hard working, mature person to handle the operations duties at a new, deep south classic rocker. Duties include but are not limited to: A morning gig, production, promotion, remotes, network commercial clearance & the scheduling of board OPS for auto assist. Send R. and current photo to Box A-24. EOE.

SITUATIONS WANTED MANAGEMENT

Turnarounds/startups only. AMs, FM's, combos. New York, New England. Sales & management trained GM, GSM. Unrated, large & major market experience. Tired of funding losses, write me. If you're making money, get someone else. Replies strictly confidential. Box T-50.

Energetic professional seeks management opportunity in small/medium market. Extensive background includes major market on-air experience, sales and public relations. Robert Schenck 310-769-0672.

Spanish media consultant: Attention principals and investors (check out AM bargains!) in the West and Southwest. Spanish could be the answer! Past 13 years recognized expert in Hispanic marketing/media. Previous 10 years in radio sales. Credentials. From feasibility through final changeover and beyond. Dennis McCann, PO Box 291986, Los Angeles, CA 90029. 213-664-3837.

Executive, presently with major group in San Diego. Seeks exciting VP/GM challenge in '92. Outstanding management, sales, people & computer skills. 619-229-8307.

Small to medium market FM or FM/AM management with option to purchase. Prefer IN, OH, NC, SC, FL; however, all areas considered. Now successfully involved in projects of business rebuilding, sales development, and other aspects of broadcast properties. Telephone 704-487-1589 to discuss possibilities.

Unique combination of radio skills: #1 air personality, #1 program director, #1 salesman, #1 general manager. Dynamic major market pro seeks GM position in Southern California, Hawaii, or North Carolina. Write to Box A-10.

Large market air personality, creative, programming, leadership experience. 14 years with one of radio's legendary success stations, seeking GM/OM post with small/medium Florida market shop. Reply to Box A-11.

Owner/general manager: Want bottom line results! I produce! Former owner with 12 years GM experience, NYC suburban and Florida market. Available immediately. Call Ron at 813-489-3196 and 1992 will be your best year!

Selling general manager/sales manager broadcaster with 20 years small market radio experience. Available February. Box 2188, Laughlin, NV 89029

SITUATIONS WANTED ANNOUNCERS

Six years experience, dependable. Northeast preferred but would consider Mid-Atlantic states. Available immediately. Call Mike at 716-359-9952.

SITUATIONS WANTED NEWS

Experienced broadcaster. 6 years news, 4 years announcing. Will relocate. Brent Frankenhoff, 14782 Hwy. 61 South, Boscobel, WI 53805-9108. 608-822-6385.

TELEVISION

HELP WANTED MANAGEMENT

Manager needed for 1kw LPTV station currently on-air, but needing inventive, sales and promotion-minded leadership. Excellent opportunity. All replies confidential. Write Box A-3. EOE.

General manager/station manager: Top 50 market, network affiliate. Solid group owner seeks manager for the 90's. EOE. Reply to Box A-12.

Wanted: A unique career opportunity in one of the fastest growing areas of the television industry, a top 10 syndicator seeks a national sales manager for their advertising time sales division. Minimum of five years experience in advertising sales/management required. Exceptional performance based compensation plan and excellent benefits. Submit resume to Box A-13. EOE.

General sales manager: Progressive FOX/first run independent in Seattle-Tacoma is interviewing for general sales manager. Candidates must have GSM experience. Qualities of leadership, people motivation, team building, honesty and work ethic are important. Skills should include sales training, new business development, marketing, research, and inter-departmental coordination. A prime opportunity for an outstanding sales management leader. Resume to Roger Ottenbach, General Manager, KCPQ-TV, 100 S. King Street, Suite 405, Seattle, WA 98104. EOE. No phone inquiries.

General sales manager: Very desirable small coastal market network affiliate needs top professional TV sales person with a potential to grow. Candidates must have been a national rep and have lots of local experience. You must send resume, references, salary requirements and sales philosophy to be considered. All replies totally confidential. Reply to Box A-22. EOE.

South Carolina Educational Television Commission has two (2) openings for station managers (Beaufort, SC and Sumter, SC). Responsible for management of the station's resources to develop programming to serve the needs of education, state agencies and the community with broadcast and non-broadcast programs. Bachelor's degree and 10 years experience in broadcasting, three of which were served in a supervisory capacity. All applicants must call or write for a standard application form (803-737-3457; 2712 Millwood Avenue, Columbia, SC 29250). EOE.

Account executive: NBC affiliate seeks aggressive, creative, local account executive with minimum of three years experience. Must be self-motivated and a team player—new business development skills an asset. Send resume to Marv Gottlieb, WKJG-TV, 2633 W. State Blvd., Ft. Wayne, IN 46808. EOE M/F—no phone calls or faxes.

Wanted: Skilled negotiator with at least 5 years experience. Must be professionally aggressive and able to deal directly with stations on management level. Please send resume to Box A-23. EOE.

Advertising & marketing: S.W. Florida independent TV station has an opening for aggressive local & regional TV marketers. Must have proven record in developing new business and 2 years in media sales in top 100 market. Also looking for national sales manager. Send resume to: WNPL-TV, 840 Goodlette Rd., Naples, FL 33940. 813-261-4600. Bill Darling, Sales Manager. EOE.

HELP WANTED SALES

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

HELP WANTED TECHNICAL

Maintenance engineer: Top 20 market. Must be familiar with studio operations including one-inch, 1/2-inch and audio. Microwave and RF systems a plus. Send resume to Chief Engineer, Box A-14. EOE.

Engineer-in-charge: Mobile unit: for mid-Atlantic based, 40-foot broadcast facility with Ikegami cameras. Sony 1" and Beta SP, GVG switcher, Abekas DVE and still store, Chyron, etc. Candidate must have several years on-the-road experience, willingness to travel, excellent ability to deal with clients, and be a team player. Excellent salary and benefits. Send resume and salary requirements to Box T-60. EOE.

Field service engineer: Unique opportunity for a self-motivated maintenance engineer with experience in Betacam, 1" and D-2 edit systems and related equipment. Responsibilities include a mix of field service and bench work. The successful applicant will possess excellent people skills and a minimum of seven years experience servicing broadcast and production equipment. Senior SBE certification desirable. Send resume, references and salary history to Box A-25. EEO.

Broadcast technician: Requires a self starter with at least three years of television master control operations experience. FCC license or SBE certification preferred. Contact Ed Tyler, WTVD-TV, PO Box 2009, Durham, NC 27702. A Cap Cities/ABC affiliate. EOE.

TV electronic news gathering technician: Requires a self starter with at least three years ENG/SNG operations/maintenance experience. Satellite and/or Betacam SP experience preferred. An FCC General Class license or SBE certification is required. Contact Dennis O'Dell, WTVD-TV, PO Box 2009, Durham, NC 27702. A Cap Cities/ABC affiliate. EOE.

HELP WANTED NEWS

News, sports and weather anchors for top rated medium market in Southeast. Experienced people only. Send resume to Box A-5. EOE.

Sports anchor: Need someone for evening and late newscasts. Previous anchoring preferred. Live-shot abilities a must. Tapes and resume to: Chuck Bark, News Director, WALA TV, PO Box 1548, Mobile, AL 36633. EOE/MF.

Bureau chief: Three station network, western Montana. Located in Butte. You'll develop regional stories for network news programs, and local stories for your own newscast. Must be able to organize and motivate staff, report, write, produce and anchor. Aggressive. Solid news judgement. Resume, tape, references to: Jim Harmon, Corporate News Director, KECI-TV, 340 W. Main, Missoula, MT 59806. No calls. EEO.

News director: We're looking for a new coach to lead a new news team. We've got an SNG truck and a beautiful, news-filled southern coastal city. Now we need a leader. Must be hands-on, not a desk sitter. If you can manage, motivate and lead a young newsroom, send resume and newscast tape to: Harvey Libow, VP/GM, WSAV-TV, 1430 E. Victory Drive, Savannah, GA 31404. EOE M/F.

News manager: Top 20 Midwest network affiliate looking for experienced news manager. Exact title TBD, depending on candidate qualifications. Background in news editorial decision making, people management, special projects, and program producing essential. News director experience preferred. We are looking for a quality television news professional. EOE. Send resumes to Box A-18.

Major market managing editor: 10 years upper level major market news management experience required. Aggressive, creative and innovative describes the person we're looking for. Supervise talented staff of news professionals. EOE. Reply to Box A-19.

General assignment reporter: WSAZ-TV, the NBC affiliate in Huntington-Charleston, WV, is now accepting tapes and resumes for this opening. Two years commercial TV experience is required and college degree preferred. Candidate should have ability to handle live and on set reporting plus ability to shoot video. WSAZ-TV is an equal opportunity employer for both male and female — minorities are encouraged to apply. Please, no phone calls. Send non-returnable tapes to: News Director, WSAZ-TV, 645 Fifth Ave., Huntington, WV 25701.

Anchor: KSDK, NBC St. Louis affiliate, #1 all news time periods offers excellent opportunity to co-anchor with established anchor. Qualifications: Prefer minimum five years broadcast experience including two years on-air. Degree. Send resume: Human Resources, KSDK-TV5, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

News anchor-reporter: WTVD is looking for an accomplished field reporter and news anchor who wants to keep doing some of both. Five years experience at competitive, commercial television stations is required. No phone calls. Send resumes and videotapes to Lee Meredith, News Director, WTVD 11, PO Box 2009, Durham, NC 27702. A Cap Cities/ABC affiliate. EOE.

Associate producer: WTVD is looking for a new associate producer to assist in the production of our daily newscasts. This person will assist the producers in writing and preparing scripts for air. No phone calls. Send resumes to: Laura Newborn, Executive Producer, WTVD, PO Box 2009, Durham, NC 27702. A Cap Cities/ABC affiliate. EOE.

Reporter: Creative & hard nosed individual to join Emmy winning station. One year on-air experience. Editing and newscast producing experience a plus. Some fill in anchoring. 3/4" tape, resume and references to Mac Thompson, News Director, WCBD-TV, PO Box 879, Charleston, SC 29402. EOE. Drug test mandatory. No phone calls.

Producer: Tired of television news, but still want to tell good stories? Small Minneapolis company, run by duPont/Emmy/Peabody winner, seeks creative, thoughtful producer w/ experience in 5 min. + pieces, who appreciates liberal arts education, to produce inventive videos for some of the country's most prestigious universities, arts institutions and hospitals. Tapes and resumes only to Andrew Greenspan & Associates, 1925 Humboldt Ave. S., Minneapolis, MN 55403. EOE.

Weekend anchor/general assignment reporter: Strong on-air, writing, reporting and production experience required. Familiarity with newsroom computer systems preferred. Will anchor the 7:00 o'clock report and nightcast (11:00 pm) on weekends and do general assignment reporting during the week. Send resume and non-returnable tape to: Randy Covington, News Director, WIS-TV, PO Box 367, Columbia, SC 29202. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Videographer/director: CBS affiliate and number one station in Richmond, Virginia is looking for a videographer/director. Responsibilities include shooting, directing and editing documentary, commercial and promotional material. Computer editing experience helpful. Leadership, quality standards and professionalism a must! Send resume, tape, and salary requirements to: Matt Heffernan, Production Manager, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. M/F/EOE.

Production assistant: Camera, audio and character generator operations. Typing skills required. Prefer a college degree or 1-2 years experience. Please send resumes to: Judy Baker, Administrative Assistant, WCYB-TV5, PO Box 2069, Bristol, VA 24203. Minorities and women encouraged to apply. No phone calls. EOE. Deadline for accepting resumes is January 20, 1992.

Director, technical (Manh): Direct & integrate audio & video elements of TV & video programming; confer with art & program directors to insure music, camera settings & sound effects conform to script interpretation; direct technicians of scenery, lights, props & other equipment & issue instructions to technicians from control room concerning desired technical effects; plan & coordinate assigned projects such as TV programs, commercials, promotional activities & event concerts & review budgets & expenditures for conformance to budgetary restrictions. 40 hrs/wk: \$40K/yr. Requires HS grad + 2 yrs training as video engineer (or voc school grad) + 5 yrs exp in job offered. Must be able to speak, read & write Japanese. 25% travel required. Send resume/tr in dupl to: RAF #635, One Main St., Rm 501, Bklyn, NY 11201. EOE.

KMBC-TV, Kansas City's #1 news station, is looking for a highly motivated, energetic, creative promotion writer/producer to create series, image and daily topical promos for our news. A college degree and a minimum of 3 years TV production and writing experience with an emphasis on news promotion is required. Should be proficient in 3/4" and off-line editing. Graphic production and post-production experience is desired. Rush your resume and a 3/4" demo reel to: John T. Calver, Promotion Director, KMBC-TV, 1049 Central Street, Kansas City, MO 64105 immediately. Application deadline is January 31, 1992. No phone calls accepted. KMBC-TV is an equal opportunity employer and encourages women and minorities to apply.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply to Box A-15.

Chief engineer, director of engineering. Highly motivated and qualified with 20 plus years experience in TV, both in small and large markets. Experienced with new construction, union negotiations and contracts. All aspects of station operations. Please reply Box A-20.

SITUATIONS WANTED NEWS

Outstanding sportscaster (also knowledgeable newswoman) looking for a good station in which to work. Call Ed, 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.

Ditka, Jordan, Gretzky, Navratilova... I've interviewed them all. Six year veteran of the Chicago radio market and Orioles', minor-league announcer looking to work as a television sports anchor/reporter full-time. Michael King 708-232-8811.

Let Interstate Helicopter Service help you regain your competitive edge with a turbine powered helicopter piloted by an award-winning pilot/reporter. Call Jim Johnson at 405-632-5683.

Sports anchor/reporter seeking first full-time, on-air position — but my tape does not look it. University of Southern California sports anchoring, daily Trojan sports reporting. Sports internships: KNBC-TV, KCBS-TV, Los Angeles. Ready to join your staff immediately. Brian 213-891-4407.

MISCELLANEOUS

Your station voice! Network quality at great rates. Top NY male and female talent recruiting limited number of select clients for weekly promos, etc. Fax copy for overnight delivery. Clients include: Nickelodeon, Lifetime, Travel Channel. Call for demo: Ron Knight/Susan Berkley. 800-333-8108. Indies welcome.

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

Career videos. Our broadcast professionals prepare your personalized resume tape. Unique format, excellent rates, proven success. 708-272-2917.

Jobs nationwide! We're broadcasting's most diversified employment-listings consultant. Bigger and better for 1992! Send resume/demo tape/applicable materials, and ask about all new "portfolio of services." Media Marketing, PO Box 1476-PSB, Palm Harbor, FL 34682-1476. 813-786-3603 or Fastfax: 813-787-5808.

Bill Slatter and Associates helps you move up. Coaching and placement help, reporters and anchors. Audition tape help. 601-446-6347.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast journalism educator. Rank: Open. The E.W. Scripps School of Journalism is seeking a broadcast journalism educator with extensive professional experience. A master's degree is preferred. Teaching would focus on all aspects of broadcast journalism, including radio/TV news production, ENG, and other related courses. The school has more than 800 majors in six fully accredited undergraduate sequences and master's and Ph.D. programs. Salary range: \$35,000-42,000. Application deadline: January 31, 1992. Send resume to: Robert K. Stewart, Search Chair, E.W. Scripps School of Journalism, Ohio University, Athens, OH 45701-2979. An equal opportunity employer.

The National Center for Communication Studies of The George Washington University announces three openings in its Radio/Television Program. **POSITION 1:** Assistant or associate professor to teach primarily comparative, intercultural, and international communication, and process and effects, plus courses in one or more of the following: Communication Theory, Development Communication, Research Methods, Management and Economics, Changing Technologies. **POSITIONS 2-3:** Two assistant professors, one to teach primarily Audio Design; one to teach primarily Video Design; plus courses in one or more of the following: Management and Economics, Programming, Aesthetics and Criticism, Process and Effects, Changing Technologies, Scriptwriting. One position will include supervision of the program's carrier-current radio station. **THE UNIVERSITY:** The George Washington University, founded in 1821, is located on a modern campus in the heart of the nation's capital, at the hub of national and international events. **THE CENTER:** The university established the National Center for Communication Studies in 1991 to assume a leadership position in educational, creative, and scholarly activities relating to the study of communication. The Radio/Television Program, with five full-time faculty, is housed in extensive audio/video production facilities opened in 1987, and offers an undergraduate curriculum with a strong interdisciplinary liberal arts framework. The National Center also offers curricula in Journalism, Political Communication and Speech Communication, and a cooperative program with the graduate school of political management. **TERMS:** Academic year, tenure-accruing appointments beginning in September 1992. Summer employment is usually available. For all positions, Ph.D. is required. Preference will be given to candidates with established records of research and publication in addition to evidence of effective teaching. Salary commensurate with academic and professional experience. **APPLICATIONS:** Applications will be reviewed beginning February 10, 1992. Please send a letter of application specifying position applying for, resume or curriculum vitae, letters of reference and evidence of scholarly accomplishment and teaching ability to: Prof. Jarol B. Manheim, Director, National Center for Communication Studies, 801 22nd St., NW, Suite T-409, The George Washington University, Washington, DC 20052. The George Washington University is an equal opportunity/affirmative action employer.

Faculty position in television-radio. **POSITION:** Tenure-track position beginning Fall 1992. Rank and salary negotiable depending upon qualifications. **DUTIES:** The person hired for this position will teach undergraduate and graduate courses in audio production and radio production, plus courses in one or more secondary areas of research and instruction from among the following: Radio programming and mass media and society. **PROGRAM:** The Center for Communication Arts, a component of the Meadows School of the Arts, has 24 full-time faculty teaching in five areas: Television/Radio, Cinema, Journalism/Broadcast News, Advertising and Public Relations. **QUALIFICATIONS:** Appointment to this position requires a Ph.D. or an MA/MFA with extensive experience in production and teaching as well as significant production. **APPLICATION:** Send a letter of application describing academic training and experience, a resume, and the names and telephone numbers of three references to: Lynn Gartley, Head, Television-Radio, Center for Communication Arts, Southern Methodist University, Dallas, TX 75275. **DEADLINE:** February 15, 1992. Southern Methodist University is an affirmative action/equal opportunity/Title IX employer.

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 income, call us now. We need good people with media sales, and/or production experience in: Buffalo, Charleston/Huntington, Dallas, Denver, Duluth/Superior, Idaho, Knoxville/Bristol, Las Vegas, Minneapolis/St. Paul, Montana, Pittsburgh, Raleigh-Durham, San Diego, Flint/Grand Rapids and West-Central Texas. We market the world's largest stock library of animated effects, plus pre-produced TV commercials and cartoon characters like Jim ("Hey Vern, It's Ernest") Varney and much more. Call Lee Michaels at Cascom Syndication, 615-242-8900. EOE.

EMPLOYMENT SERVICES

Government jobs \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 ext. R-7833 for current federal list.

Law enforcement jobs. \$17,542-\$86,682/yr. Police, sheriff, state patrol, correctional officers. Call 1-805-962-8000 Ext. K-7833.

EDUCATIONAL SERVICES

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent, 914-937-1719. Julie Eckhart, Eckhart Special Productions.

WANTED TO BUY EQUIPMENT

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.

AM transmitter: Prefer Harris 1kw. Will pay reasonable according to condition. 407-257-4864.

FOR SALE EQUIPMENT

AM transmitters: Continental/Harris 1KW, CCA/MCM 2.5KW, CCA/Harris 5KW, Harris/RCA 10KW, Harris/CCA 50KW, Transcom 800-441-8454.

FM transmitters: RCA 20KW, Collins 10KW, CCA 2.5KW, Collins 1KW, Transcom 800-441-8454.

AM and FM transmitter, used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

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. We do start-up business.

Subcarrier space for rent: 92KHZ subcarrier on 50,000 watt ERP Boston station. Call Larry Bruce at WBMX 617-236-6841 for details.

New UHF 120kw transmitter... Under \$500K installed! Pauza Company 615-238-4200.

RF components... parts, line, exciters, Klystrons, etc. Pauza Company 615-238-4200.

Studio equipment new & used. Cameras, switchers, VTR's, etc. Leasing available! Pauza Company 615-238-4200.

2500 Watt AM transmitter. 1979 McMartin with manual and spares etc. Clean. 419-782-8591 or 419-782-FAXX.

Portable microwave: Ikegami PP-70 "Micro-Link" system complete. 12 Ghz microwave for wireless remote camera operation. Frequency agile/two audio channels. Package includes all components housed in original hardcases. Very little use, special sale price - \$11,750.00. Call 407-851-4595.

Alta Pyxus dual channel time base corrector with 16+ effects and audio follow mixing. Like new. \$2,500.00. 407-695-9476.

RCA TCR-100's, three on-air, two for parts, 2500 carts. make offer. 412-931-8141.

RCA TR-600's, two good condition, one for parts. make offer. 412-931-8141.

RCA film chain, four TP-66 projectors, TP-16 multiplexer, TK-28 camera, all excellent condition. make offer. 412-931-8141.

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

Used television production equipment - See us in booth 1814 at the 1992 NRB Convention January 26, 27 & 28 at the Sheridan Washington Hotel, Washington, DC - Media Concepts, Inc. 918-252-3600.

TELEVISION

HELP WANTED NEWS

REPORTER

The Northwest's leading news station is looking for an experienced general assignment reporter. If you're the best in your shop... better yet, the best in your market... rush a non-returnable tape and two copies of your resume to:

Bob Jordan
News Director
c/o Human Resources Department
KING 5 Television
333 Dexter Avenue North
Seattle, WA 98109

This is a rare opportunity for a talented broadcast journalist. No phone calls, please.



THE HOME TEAM

EOE

M/F/H/C

HELP WANTED TECHNICAL

TECHNICAL DIRECTORS

In only five years, QVC Network has become the largest and most successful cable shopping network in the country, now reaching more than 43 million homes nationwide. This impressive growth has created a need for a Technical Director for our exciting new venture - The QVC Fashion Channel.

Working at our state-of-the-art facility in West Chester, PA, you will work on a 24-hour television operation controlling several robotic cameras while directing and technical directing a live TV show.

If you have solid TV production experience, knowledge of Grass Valley Switchers plus a lot of ambition and energy, we'd like to hear from you.

We offer a competitive salary and benefits, including relocation assistance. Please mail or fax your resume to:

Maryanne Delaney, QVC Network
Goshen Corporate Park
West Chester, PA 19380
Fax (215) 430-2368.

We are an equal opportunity employer, m/f.



Quality Value Convenience

HELP WANTED MANAGEMENT

PRESIDENT AND CHIEF EXECUTIVE OFFICER

WMHT Educational Telecommunications invites applications for the position of president and chief executive officer, reporting to the board of trustees, to direct operations of WMHT/Channel 17, WMHT-FM 89.1, WRHV-FM 88.7, and RISE (Radio Reading Service for the Print-Disabled), public television and radio serving northeastern New York and Western New England; to oversee television and radio programming and production for local, regional, and national broadcast; and to administer a \$6.5 million budget. Applicants must be mature professionals, able to demonstrate management experience including financial and personnel management, success in fund raising, excellent communication skills in person and in writing, and familiarity with broadcasting technology, long-range strategic planning, and issues in education as they relate to public television and a 24-hour-a-day classical music radio station. Generous benefit package and a competitive salary. WMHT is an Equal Opportunity/Affirmative Action Employer. Submit complete resume with cover letter by February 18 to:

Matthew Bender IV, Chairman,
Personnel Search Committee,
WMHT Educational
Telecommunications,
PO Box 17,
Schenectady, NY 12301-0017

EARLY DEADLINE NOTICE

Due to Martin Luther King Day, the deadline for Classified Advertising will be Noon, Friday January 17, 1992 for the January 27, 1992 issue.

**HELP WANTED PROGRAMING
PROMOTION & OTHERS**



Head of Audience Promotion

The Children's Channel, a London-based, satellite-delivered children's programming service, is seeking a Head of Audience Promotion, a senior level management position. Will oversee all promotional messages of The Children's Channel including on-air, outside media, press and public relations, and graphic design. Responsibilities include strategic marketing, audience development, and staff and budgetary management. Seven to ten years promotion experience required and knowledge of children's programming desirable. Interested candidates should forward a resumé, a 3/4" nonreturnable resumé tape, and reference list by January 17 to:

Ms. Donna Petersen
Candidate Screening
Frank N. Magid Associates, Inc.
One Research Center
Marion, Iowa 52302

EOE

PROGRAMING SERVICES

Localized TV Weather via Satellite

Fox stations, independent stations are finding that localized TV weather in real-time with an AMS meteorologist is a niche now affordable. National Weather Network can deliver computerized graphics, localized radar, etc. with talent on screen and zero in on your new and spectacular opportunity. Cash/Barter.

Call Edward St. Pe'
(601) 352-6673

RADIO

HELP WANTED SALES

**Telecommunications
Marketing Rep.**

NPR Satellite Services, a leading supplier of satellite transmission services for the radio broadcasting industry, is looking for a marketing representative with excellent presentation skills. Our services include sports satellite networking, transportable uplinking, adhoc network services and dedicated transponder channel leasing. Qualified applicants must have: A proven sales track record (3 years minimum); excellent written and oral communications skills; degree or equivalent experience; technical sales experience, and demonstrated knowledge of the satellite and radio industry is preferred. Salary, commission and bonus plan, company paid expenses and benefit package. Send resume, cover letter, and salary history to:

NPR Personnel—#147
2025 M Street, NW
Washington, DC 20036

EOE

CABLE

HELP WANTED MANAGEMENT

ADVERTISING SALES MANAGER

Cable AdNet, America's leading cable interconnect company, has an immediate opening in its Dallas office. To qualify for this position, you must possess the following:

- Excellent knowledge of the agency sales process
- Well-connected in the top agencies in Dallas
- Strong grasp of numbers-based research
- Superb people skills
- Excellent training skills
- Minimum 3 years top 20 market broadcast or cable ad sales management experience

Please send resume to:

Cable AdNet
ATTN: HR-KW
8150 Brookriver Dr., #S-200
Dallas, TX 75247

EOE

ALLIED FIELDS

HELP WANTED TECHNICAL



**VIDEOGRAPHICS
TECHNICIAN**

Royal Caribbean ... there's a difference here. More exotic destinations for our passengers. More exciting opportunities for our employees. It's the Royal Caribbean difference and it's everywhere you look.

To work with our 50 screen videowall, you must be a creative, self-motivated individual with a solid background in production graphics on the Amiga System. Three years prior experience and strong computer expertise are required.

To discover the Royal Caribbean difference and all the fantastic advantages that go along with it, send your resume with salary requirements to Personnel Department CM/BM, Royal Caribbean Cruises Ltd., 1050 Caribbean Way, Miami, FL 33132.

ROYAL CARIBBEAN
THE GRAND RESORTS of the SEVEN SEAS.
Ships of Norwegian, Latvian and Bahaman Registry



MISCELLANEOUS

**Money
Machine**

Blows money and/or coupons
Patrons try to catch
as many as they can

(309) 788-0135

HELP WANTED SALES

JR. SALES REPRESENTATIVE

BROADCASTING Magazine is seeking a Los Angeles based sales representative as an addition to our staff. Minimum 2 years outside sales experience required. Knowledge of broadcast industry helpful. Some travel required.

BROADCASTING, recently purchased by Cahners Publishing Company offers a comprehensive benefits package in addition to a competitive salary for this position.

Please forward your resume and salary requirements to:

Nancy Logan
West Coast Sales Manager
Broadcasting Magazine
1680 North Vine Street
Hollywood, CA 90028

EOE-M/F/H/V

No phone calls please

EMPLOYMENT SERVICES

HotLine \$1.95 per min.

TV Anchor, Reporter, Weather, Sports, Sales, Producer and Entry Level Jobs.
Radio Disc Jockey, News, Program Director, Sales and Entry Level Jobs.

1-900-786-7800
117 W. Harrison Blvd. 6th Fl. St. R-347 Chicago, IL 60605

Communication

**GOT THE 900 NUMBER BLUES?
TRY MEDIALINE**

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

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

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

**EMPLOYMENT SERVICES
CONTINUED**

California Broadcast Job Bank
For application information call
(916) 444-2237
California Broadcasters Association

JOBPHONE
Press: 1 Radio jobs, updated daily
2 Television jobs, updated daily
3 Hear "talking resumes"
4 To record "talking resumes" and employers to record job openings
5 Weekly memo to improve your job search technique
1-900-726-JOBS
\$1.99 per min (5 6 2 7)

Find that Television or Radio job this week!
Weekly Magazine to TV and Radio Jobs
TV Anchor, Sports Reporter, Weather, TV Sales, Producer, Photographer, News Director, Editor and Entry Level Jobs.
Jobs not found elsewhere!
Current jobs placed only by the listing source!
Mastercard & Visa Welcome
1-800-444-6827
1 week \$6.95 1 month \$19.95 3 months \$49.95
or send check to 117 W. Hamilton Blvd. 6th Floor Suite R347 Chicago, IL 60605

WANTED TO BUY STATIONS

We are interested in buying an Indiana or Ohio FM or AM with favorable financing.
Tel: (219) 749-5926

*** STATION WANTED ***
HAVE \$100,000 TRUST DEED NOTE AS DOWN PAYMENT ON STATION. GO ANYWHERE. 25 YEARS EXPERIENCE. TURNAROUND SPECIALIST. WOULD FAVOR SPANISH LANGUAGE STATION. WILL CONSIDER CP'S.
(714) 633-5000

FOR SALE STATIONS

LPTV GROUP
GREAT MARKETS: TOP 20 FLORIDA + Coastal Florida + Top 100 Midwest College = 1 Great TV Group! All UHF, great coverage, excellent site terms. Call 708-887-5100.

FOR SALE STATIONS CONTINUED

IRS AUCTION IN FT. BRAGG, CA
3.7 ACRES W/STUDIO BLDG DESIGNED BY RCA. ALL EQUIPMENT IN PLACE FOR AM STN. MIN. BID OF \$15,858.60. CALL LARRY MINSON (707) 463-2117.

S. FLA FULL C FM
Booming Market
For Sale by Owners
Reply Box N-50

CLARKSBURG, W. VA. AREA AM/FM IN GROWING ECONOMY
\$250,000. with \$90,000. down
Call Ray Rosenblum
412/963-6311

UTAH AM/FM combo
Only station in county of 55K R.E. included — recently off air
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FM N. Fla. College Town, Terms	\$850K
FM Jax. Fla. New w/Terms	\$750K
AM/FM N. Fla. Seller Motivated	\$300K
AM/FM Fla. N. Cent. 50KW "Super"	\$1.20K
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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. 202-659-2340 (Information only).

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

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

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

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

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

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

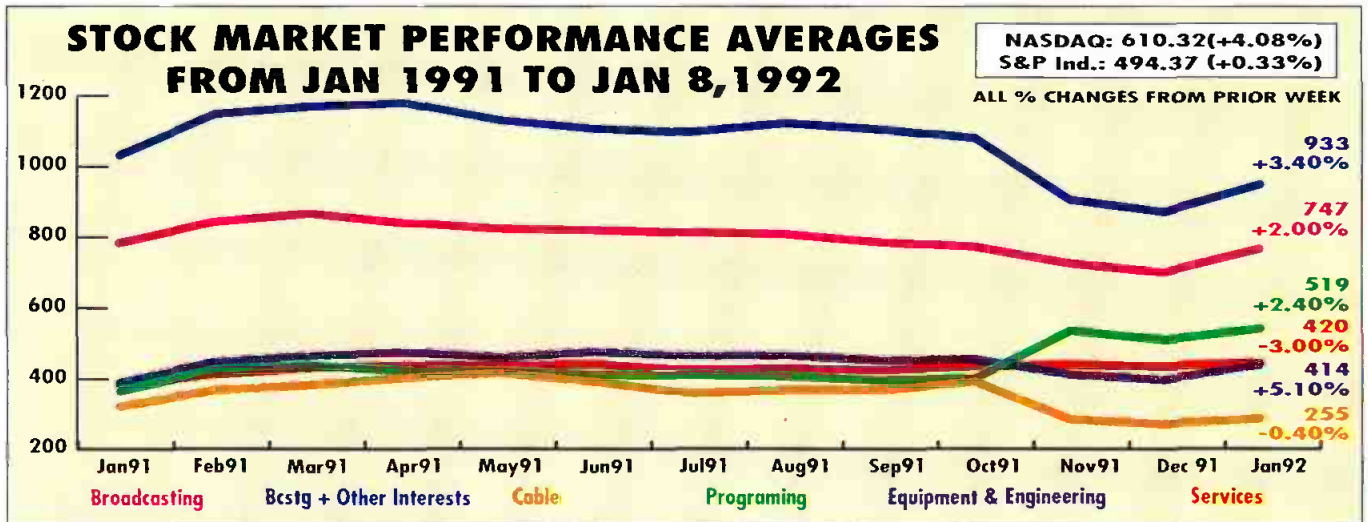
Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036. **Please do not send tapes.**

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

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

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

Broadcasting's By The Numbers



RADIO FORMAT PREFERENCES

AOR/CLASSIC ROCK—30.1%



AC/SOFT ROCK—12.5%



CHR—9.1%



COUNTRY—8.4%



 MEN 25-34

URBAN CONTEMPORARY—6.5%



OLDIES—5.2%



NEWS/NEWS-TALK—4.3%



AC/SOFT ROCK—23.5%



AOR/CLASSIC ROCK—14.3%



CHR—12.6%



COUNTRY—9.4%



 WOMEN 25-34

URBAN CONTEMPORARY—8.7%



OLDIES—5.6%



HISPANIC—4.2%



Source: Interep Radio Store from Arbitron spring 1991 85 selected market/share of audience total week

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL [*]
Commercial AM	4,985	232	5,217
Commercial FM	4,570	1,015	5,585
Educational FM	1,507	315	1,822
Total Radio	11,062	1,562	12,624
Commercial VHF TV	556	16	572
Commercial UHF TV	576	168	744
Educational VHF TV	123	5	128
Educational UHF TV	234	10	244
Total TV	1,489	199	1,688
VHF LPTV	232	154	386
UHF LPTV	742	862	1,604
Total LPTV	974	1016	1,990
FM translators	1,892	362	2,254
VHF translators	2,702	84	2,786
UHF translators	2,330	376	2,706

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

^{*} Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

For the Record

As compiled by BROADCASTING from Dec. 20 through Jan. 6 and based on filings, authorizations and other FCC actions.

Applications

■ **WHOS(AM)-WDRM-FM Decatur, AL** (AM: BTC911203HS; 800 khz; 1 kw-D, 215 w-N; FM: BTCH911203HT; 102.1 mhz; 100 kw; ant. 728 ft.)—Seeks transfer of control from Martin Broadcasting of Alabama Inc. to Mountain Lakes Broadcasting Inc. in settlement of Alabama state court litigation and Federal bankruptcy proceedings. Seller is headed by Donald G. Martin, and will become 50% shareholder of Mountain Lakes Broadcasting. Buyer is headed by Wilton H. Pollard, Jr., and also has interests in WBHP(AM) Huntsville, AL (see below). Filed Dec. 3.

■ **WBHP(AM) Huntsville, AL** (BTC911204EA; 1230 khz; 1 kw-U)—Seeks transfer of control from Shareholders of Radio WBHP Inc. to Mountain Lakes Broadcasting, Inc.; shareholders are exchanging 99% of stock in Radio WBHP for stock in Mountain Lakes Broadcasting. Mountain Lakes is also purchasing WHOS(AM)-WDRM(FM) Decatur, AL (see above). Filed Dec. 4.*

■ **KCFA(AM) Eagle River, AK** (BAL911219EA; 1020 khz; 10 kw-U)—Seeks assignment of license from Arctic Broadcasting Association to Prevailing Word Broadcasting Inc. for \$100,000. Seller is headed by Paul E. Larsen, and is licensee of KICY-AM-FM Nome and KYKD(FM) Bethel, both Alaska. Buyer is headed by Bernard Smalls, and has no other broadcast interests. Filed Dec. 19.

■ **KGEO(AM)-KGM(FM) Bakersfield, CA** (AM: BAL911211EA; 1230 khz; 1 kw-U; FM: BALH911211EB; 101.5 mhz; 4.8 kw; ant. 1,280 ft.)—Seeks assignment of license from Kern Broadcasting Corp. to Rogers Brandon for \$1.75 million ("Changing Hands," Dec. 23). Seller is headed by Joseph Zukin Jr., who has minor interests in KLI-V(AM)-KARA(FM) Santa Clara-San Jose, CA. Buyer, Brandon, is 50% shareholder of licensee of KKCL(FM) Lorenzo and KWFS(FM) Wichita Falls, both Texas, and also has interests in licensee of KKAL(AM)-KZOZ(FM) Arroyo Grande-San Luis Obispo, CA. Filed Dec. 11.

■ **KSPK(FM) Walsenburg, CO** (BTCH911213GS; 102.3 mhz; 1.9 kw; ant. 377 ft.)—Seeks transfer of control from Mainstreet Broadcasting Co. Inc. to Paul R. Bossert and Mark R. Bossert for \$290,500 ("Changing Hands," Jan. 6). Seller is headed by Cindi Hargrave, and has no other broadcast interests. Buyers, Paul and Mark Bossert, brothers, have no other broadcast interests. Filed Dec. 13.*

■ ***WBPT(FM) Naples, FL** (BAPED911216HC; 89.5 mhz; 550 w; ant. 249.28 ft.)—Seeks assignment of CP from Cross-Country Broadcasting Inc. to The Youth Foundation of America Inc. for \$177,114. Seller is headed by George Zarris, and has no other broadcast interests. Buyer is headed by Lloyd G. Sheehan, and has no other broadcast interests. Filed Dec. 16.

■ **WULF(AM)-WKXH-FM Alma, GA** (AM: BAL911226HT; 1400 khz; 1 kw-U; FM: BAPLH911226HU; 95.9 mhz; 1.9 kw; ant. 397 ft.)—Seeks assignment of license from Queen City Broadcasting System Inc. to The Hays Group Inc. for \$427,552 ("Changing Hands," Jan. 6). Seller is headed by John Wiggins, who recently purchased KDXR(FM) Borger (Amarillo), TX ("Changing Hands," Dec. 23). Wiggins has interests in

Abbreviations: APC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; 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—kilowatt; 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.

WWFN(FM) Florence, SC, WKZF(FM) Bayboro, NC, and WNKX(FM) Centerville, TN. Buyer is headed by Paige Peary, and also owns WPSO(AM) New Port Richey, FL. Filed Dec. 26.*

■ **WOTS(FM) Mitchell, IN** (BAPH911212GN; 102.5 mhz; 2 kw; ant. 400 ft.)—Seeks assignment of CP from Daniel L. Goens to Mitchell Community Broadcast Co. Inc. for \$8,000. Seller has no other broadcast interests. Buyer is headed by George W. Sorrells Jr. (33.3%) who, with shareholders Brent E. Steele and L. Dean Spencer, have interests in licensee of WBIW(AM)-WQRK(FM) Bedford, IN. Filed Dec. 12.

■ **KLLS(FM) Augusta, KS** (BAPH911217HN; 104.5 mhz; 46 kw)—Seeks assignment of CP from Gregory R. Steckline to Lesso Inc., consideration being prudent expenditures (filing, preparation) necessary to place station on air; agreement to be filed as amendment. Seller is licensee of KEGS(FM) Emporia, KS. Buyer is headed by Larry Steckline, father of Gregory, seller, and is licensee of KXXX(AM)-KQLS(FM) Colby, KYUU(AM)-KWLS(FM) Liberal and KWLS(AM)-KGLS(FM) Pratt, all Kansas, and KXLS(FM) Enid, OK. Filed Dec. 17.

■ **KGLA(AM) Gretna, LA** (BAL911218EA; 1540 khz; 500 w-D)—Seeks assignment of license from West Jefferson Broadcasting Inc. to CBC Inc. for \$300,000 ("Changing Hands," Jan. 6). Seller is headed by Ralph M. Hartwell II, and has no other broadcast interests. Buyer is headed by Ernesto Schweikert III, and has no other broadcast interests. Filed Dec. 18.*

■ **KSLO(AM)-KOGM(FM) Opelousas, LA** (AM: BTC911219EB; 1230 khz; 1 kw-U; FM: BTCH911219EC; 107.1 mhz; 3 kw; ant. 205 ft.)—Seeks transfer of control within KSLO Broadcasting Co. Inc.; assignment is inheritance. Transferor is L.A. Koenenn Jr., executor, transferring 90% of interest. Transferees are Wandell Allegood, et al. Filed Dec. 19.

■ **WATB-FM South Yarmouth, MA** (BTCH911211HV; 103.9 mhz; 3 kw; ant. 100 ft.)—Seeks transfer of control from Cape Cod Radio Inc. to WATD Inc. for \$175,000. Seller is headed by John W. Miller and has no other broadcast interests. Buyer is headed by Edward F. Perry Jr., who is 80% stockholder in Marshfield Broadcasting Co. Inc., licensee of WATD-FM Marshfield, Mass. Director Maida Thompson is 10% stockholder in Metrosouth Broadcasting Inc., licensee of WMSX(AM) Brockton, Mass. Filed Dec. 11.*

■ **KSJQ(FM) Savannah, MO** (BTCH911210GJ;

92.7 mhz)—Seeks transfer of control within Savannah Radio Ltd. for \$500, which represents option to purchase 900 shares of common stock (90%) of Savannah Radio Management Inc. within one year from date agreement has been signed for \$9,000. Seller is Sara E. Blann. Buyer is Gary D. Shorman. Principals have no other broadcast interests. Filed Dec. 10.

■ **KJUL(FM) North Las Vegas, NV** (BALH911217HH; 104.3 mhz; 100 kw; ant. 1,181 ft.)—Seeks assignment of license from Carrigan Communications Inc. to American Broadcasting Systems Inc. for \$3.2 million ("Changing Hands," Jan. 6). Seller is headed by Debra D. Carrigan, and has no other broadcast interests. Buyer is headed by Ronald L. Shaffer, and owns 100% of common voting stock of Steamboat Springs Communications Inc., licensee of KBCR(AM)-KSBT(FM) Steamboat Springs, CO. Filed Dec. 17.*

■ **KBQE(TV) Albuquerque, NM** (BAPCT911226KF; ch. 50 1439 kw-V, ant. 1,265 ft.)—Seeks assignment of CP from Mary Moran to Ramar Communications Inc.; assignment will not alter legal ownership, application seeks to assign permit to Moran Family business (Ramar). Ramar is also purchasing KIDI(FM) Albuquerque, NM (see below). Seller is wife of Ray Moran, head of Ramar. Ramar Communications is licensee of KJTV(TV) Lubbock, TX, and KRSY(AM) Roswell, NM. It is also licensee of LPTV's K07TZ Snyder; K22BG and K62DG, both Lubbock; K54AW, K56DM and K58DF, all Turkey-Quitque; K64CK Matador, and K66DB Seminole, all TX. Filed Dec. 26.*

■ **KIDI(FM) Albuquerque, NM** (BALH911226HV; 103.3 mhz; 22 kw; ant. 4,069 ft.)—Seeks assignment of license from Guadalajara Chili Pepper Co. to Ramar Communications Inc. for \$1 million. Seller is headed by Loretta Salazar. Director Leo Kesselman is licensee of LPTV's K58DJ Bakersfield and K06MB Indio, both California. He has 49% interest in LPTV K04NT Indio and is permittee of ch. 9 at Santa Maria, both California. Kesselman is also permittee of LPTV K21DB Santa Fe, NM. Buyer is headed by Ray Moran, who has interests in KBQE(TV) Albuquerque (see above). Filed Dec. 26.*

■ **WLKO(FM) Fort Plain, NY** (BALH911216HG; 101.1 mhz; 1.4 kw; ant. 485 ft.)—Seeks assignment of license from William H. Walker Jr. to son William H. Walker III as gift. Seller has no other broadcast interests. Buyer is licensee of WBUG(AM) Amsterdam and is permittee of WRWD(FM) Highland, NY. Filed Dec. 16.

■ **WLCO(FM) Clyde, OH** (BALH911211GZ; 100.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Family Broadcasting & Communications Corp. to S & S Communications Group Inc. for \$280,000 ("Changing Hands," Jan. 6). Seller is headed by Erasmo Cruz Jr., and has no other broadcast interests. Buyer is headed by Kent D. Smith and David L. Searfoss, and has no other broadcast interests. Filed Dec. 11.*

■ **KIXR(FM) Ponca City, OK** (BTCH911223HW; 100.1 mhz; 3 kw; ant. 299 ft.)—Seeks transfer of control within licensee Kix Communications Inc. for \$250,000. Seller is Frank Chappell, selling 51% to Buyer Bill Burns. Principals have no other broadcast interests. Filed Dec. 23.*

■ **WHUM(FM) Avis, PA** (BTCH911224HX; 99.9 mhz; 450 w; ant. 823 ft.)—Seeks transfer of control from Kennedy Broadcasting Inc., general partner of licensee Avis Broadcasting Ltd., and is transferring 70% of shares to new corporation which will be subsidiary of CNW Communications Inc. Seller is headed by Jerrold Miller, and is general partner in

permittee of LPTV W69BO Vero Beach, FL, and permittee of both WHMU(FM) Covington, PA, and KJDE(FM) Sandpoint, ID. Buyer is headed by Paul E. Gregg and Betty Watkins (100%), and is general partner in WBRX(FM) Patton, PA. Filed Dec. 24.

■ **WPHL-TV Philadelphia** (BTCCT911226KK; ch. 17; 2,340 kw-V; 300 kw-A; ant. 1,313 ft.)—Seeks transfer of control from Taft Broadcasting Partners Ltd. to Tribune Broadcasting Co. for \$19 million ("Changing Hands," Nov. 18). Seller is headed by Dudley Taft, and is also selling WGHP-TV High Point, NC ("Changing Hands," Nov. 18). Buyer is headed by James Dowdle, and owns 100% stock of licensees of WGN-TV Chicago; KWGN-TV Denver; KCTC(AM)-KVMX(FM) Sacramento, CA; WGNQ(TV) New Orleans; WGNX(TV) Atlanta; KTLA(TV) Los Angeles WQCD(FM)-WPIX(TV) New York, and LPTV W73AP New York, operating under temporary authority under call sign W17AC. Filed Dec. 26.

■ **WANS(AM)-WWMM(FM) Anderson, SC** (AM: BAL911206ED; 1280 khz; 5 kw-D, 1 kw-N; FM: BAL911206EE; 107.3 mhz; 100 kw; ant. 1,008 ft.)—Seeks assignment of license from L. Winston Lee, receiver, to Desert Communications IV Inc. for \$3 million; consideration represents credit against judgement in favor of Greyhound Financial Corp., investor in station. Seller has no other broadcast interests. Buyer is headed by Gregory C. Smalis. John H. Johnson, party to assignment, is licensee of WJPC-AM-FM Chicago and WLOU(AM) Louisville, KY. Affiliates of Desert IV Communications have applied for assignments of WLRS(FM) Louisville, KY, and KYIF(FM) Oklahoma City. Filed Dec. 6.

■ **WMTU(TV) Jackson, TN** (BALCT911226KI; ch. 16; 588 kw-V; 58.8 kw-A; ant. 592 ft.)—Seeks assignment of license from Jackson Investment Corp. to Television Marketing Group of Jackson Inc. for assumption of debt. Station is satellite of WLMT(TV) Memphis (see below). Filed Dec. 26.

■ **WLMT(TV) Memphis** (BALCT911226KG; ch. 30; 2,500 kw-V; 250 kw-A; ant. 1,000 ft.)—Seeks assignment of license from West Tennessee Broadcasting Corp. to Television Marketing Group of Memphis Inc. for assumption of debt. Sale includes satellite station WMTU(TV) Jackson (see above) and WEMT(TV) Greenville, both Tennessee. Seller is wholly owned subsidiary of M.T. Communications, headed by Mike Thompson. Buyer is subsidiary of Chesapeake Bay Holding Co., headed by Richard J. Davis, former Lt. Governor of Virginia. Filed Dec. 26.

■ **KDXR(FM) Borger, TX** (BAPLH911212GT; 104.3 mhz; 100 kw; ant. 1,093 ft.)—Seeks assignment of CP from William H. Sanders to South Central Broadcasting Inc. for \$350,000 ("Changing Hands," Dec. 23). Seller will also receive 15% of proceeds of subsequent sale of station over any existing liabilities as further consideration. Seller has interests in WAFX(FM) Prattville, AL; KVFX(FM) Manteca, CA; KTVH(TV) Helena, MT; WTKT-AM-FM Georgetown, KY; WNOO(AM)-WFXS(FM) Chattanooga, TN, and KSWT-TV Yuma, AZ. Sanders is director of Jones Intercable Inc., which runs cable TV systems in 25 states. He is also .2% shareholder of Turner Broadcasting System Inc., parent of WTBS(TV) Atlanta. Buyer is headed by John H. Wiggins, who has interests in WWFN(FM) Florence, SC; WKXH(AM)-WVLF(FM) Alma, GA; WKZF(FM) New Bern, NC, and WNKX(FM) Centerville, TN. Filed Dec. 12.

■ **KTAQ(TV) Greenville, TX** (BAPCT911212KF; ch. 47; 413.4 kw-V, 41.3 kw-A; ant. 3,322 ft.)—Seeks assignment of CP from A.B.W. Communications Inc. to Mike Simons for \$50,000. Seller is headed by Daniel P. Kolenda. Buyer has no other broadcast interests. Filed Dec. 12.

■ **WETZ(FM)-WATQ-FM New Martinsville, WV** (AM: BAL911217HI; 1330 khz; 1 kw-D; FM: BALH911217HJ; 103.9 mhz; 3 kw; ant. 298 ft.)—Seeks assignment of license from Thomas Communications Corp. to HBN Communications Inc. for \$400,000 ("Changing Hands," Jan. 6). Seller is licensee of WKKW-FM Clarksburg and WBES-FM Dunbar, both West Virginia. Buyer is headed by

William Hought, who is general manager of stations. Filed Dec. 17.

Actions

■ **WKNI(AM) Lexington, AL** (BAL911113EF; 620 khz; 5 kw-D, 99 w-N)—Granted assignment of license from Doris Harrison to Country Boy Communications Inc. for \$85,009. Seller has no other broadcast interests. Buyer is headed by Eugene G. Hutchens, and is permittee of WFIX(FM) Rogersville, AL. Action Dec. 26.

■ **KGRX(FM) Globe, AZ** (BALH911023HQ; 100.3 mhz; 15 kw; ant. 2,047 ft.)—Granted assignment of license from Daytona Group of Arizona Inc. to G.G. International Ltd. for \$750,000. Seller is headed by Steve L. Diltman, and is owned by Norman S. Drubner, who is also licensee of KRRC(AM)-KXYQ(FM) Salem, OR, and KZRQ(AM)-KIVA(FM) Santa Fe, NM. Buyer is headed by Philip L. Glass (100%), and has no other broadcast interests. Action Dec. 18.

■ **KLCQ(FM) Davis, CA** (BTC911028GI; 105.5 mhz; 3 kw; ant. 300 ft.)—Granted transfer of control from licensee KYLO Radio Inc. to Ken Wall, trustee, for no cash consideration; transferor, Vernon Miller, will transfer 65% of his stock in licensee to voting trust with Ken Wall as trustee. Principals have no other broadcast interests. Action Dec. 17.

■ **KRFD-AM-FM Marysville, CA** (AM: BTC910911EA; 1410 khz; 5 kw-D, 1 kw-N; FM: BTC910911EB; 99.9 mhz; 2 kw; ant. 2,000 ft.)—Granted transfer of control within River Cities Radio Ltd. for no cash consideration; purpose is to transfer individual partnership interests into trust. Licensee is headed by Arthur B. Hogan, and has no other broadcast interests. Action Dec. 16.

■ **KSJX(AM)-KSJO(FM) San Jose, CA** (AM: BAL911030EC; 1500 khz; 10 kw-D, 5 kw-N; FM: BALH911030ED; 92.3 mhz; 50 kw; ant. 464 ft.)—Granted assignment of license from Narragansett Broadcasting Co. of California Inc. to Baycom Partners Ltd. for \$5.4 million ("Changing Hands," Nov. 4). Seller is headed by Greg Barber, and is affiliate of Narragansett Capital Inc., licensee of WYNK-AM-FM Baton Rouge, KEZO-AM-FM Omaha and KAYI(FM) Muskegee (Tulsa), OK. It also owns cable and newspaper properties. Buyer is headed by John McSorley, Edward Canty and limited partner (99%) CableSouth Inc. of Birmingham, AL, which owns and operates cable systems. Action Dec. 19.

■ **WTTB(AM)-WGYL(FM) Vero Beach, FL** (AM: BAL911024HW; 1490 khz; 1 kw-U; FM: BALH911024HX; 93.5 mhz; 1.3 kw; ant. 475 ft.)—Granted assignment of license from Development Specialists Inc. to Treasure Coast Broadcasting Co. for \$4.445 million. Seller is headed by William A. Brandt Jr., receiver, and is also filing application for WQRC(FM) Barnstable, MA (see below). Buyer is headed by Stephen D. Seymour, who also has interests in licensee of WCKT(FM) Lehigh Acres, FL. Action Dec. 18.

■ **WJIL(AM)-WJVO(FM) Jacksonville-South Jacksonville, IL** (AM: BAL911031GN; 1550 khz; 1 kw-D, 10 w-N; FM: BALH911031GO; 105.5 mhz; 3 kw; ant. 340 ft.)—Granted assignment of license from Morgan County Broadcasting Co. Inc. to USA Radio Partnership. Assignor is forming partnership with USA Radio Corp., licensee of WTIM(AM)-WTJY(FM) Taylorville, IL (see below). Seller is subsidiary of Hunto Co. Inc., headed by B.D. Hunter; liabilities to be contributed to new partnership are not to exceed \$360,000. Partnership will be owned by Morgan County Broadcasting (543 class A units, 300 class B units) and USA Radio (457 class A units, 300 class B units). Action Dec. 18.

■ **WTIM(AM)-WTJY(FM) Taylorville, IL** (BAL911031GP; 1410 khz; 1 kw-D, 500 w-N)—Granted assignment of license from USA Radio Corp. to USA Radio Partnership. Assignor is forming partnership with Morgan County Broadcasting Co. Inc. (see WJIL(AM)-WJVO(FM) Jacksonville-South Jacksonville, IL, above). Seller is headed by James E. Green; liabilities contributed to new partnership are not to exceed \$375,000. Action Dec. 18.

■ **WYIC(AM) Noblesville, IN** (BAL910715EK; 1110

khz; 1 kw-D)—Granted assignment of license from Broadcast Communications Inc. to KSM Broadcasting Inc. for \$130,000. Seller is headed by Emmett E. DePoy, and has no other broadcast interests. Buyer is headed by K. Stephen Mohr, and has no other broadcast interests. Action Dec. 17, 1991.

■ **KXGA(FM) Eldora, IA** (BAPH911010GN; 99.5 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from E.W. Bie to Eldora Broadcasting Co. for \$15,000. Seller has no other broadcast interests. Buyer is owned by general partner Dean Osmundson (51%). He and general partner Mark K. Osmundson (25%) are also 51% and 15% shareholders, respectively, of MTN Broadcasting Inc., licensee of KDAO(AM) and LPTV K39AS, both Marshalltown, IA. Action Dec. 18, 1991.

■ **WCSH-TV Portland, ME, and KMEG(TV) Sioux City, IA** (WCSH-TV: BTCCT911023KL; ch. 6; 100 kw-V; 20 kw-A; ant. 2,000 ft.; KMEG: BTCCT911023KM; ch. 14; 280 kw-V; 75.9 kw-A; ant. 1,152 ft.)—Seeks transfer of control from William B. Thompson and Marjorie W. Rines, trustees of Rines Special Trust, to Frederic L. Thompson, et al., for no cash consideration; stock will be equally distributed to Rines children and Thompson children upon termination of trust. Transferors and transferees have interests in Maine Broadcasting Co., licensee of WLBZ-TV Bangor, ME. Frederic Thompson is president and chairman of Maine Broadcasting. Action Dec. 17.

■ ***WJSO(FM) Pikeville, KY** (BALED911101GT; 90.1 mhz; 3.8 kw; ant. 455 ft.)—Granted assignment of license from Bible Truth Hour Inc. to The Moody Bible Institute of Chicago as donation. Donor is headed by Fairenda Wood, and has no other broadcast interests. Donee is headed by Joseph M. Stowell, and has interests in noncommercial educational stations WMBI-AM-FM Chicago; KMBI-AM-FM Spokane, WA; WDLM-AM-FM East Moline, IL; WCRF(FM) Cleveland; WMBW(FM) Chattanooga, TN; WAFS(AM) Atlanta; WMBV(FM) Dixon's Mills, AL; WXYB(AM) Seminole, WKES(FM) St. Petersburg and WRMB(FM) Boynton Beach, all Florida, and WGNR(FM) Grand Rapids and WGNB(FM) Zeeland, both Michigan. It has been issued CP for new noncommercial FM at Kokomo, IN. Action Dec. 18.

■ **WGMB(TV) Baton Rouge, LA** (BTCCT911030KI; ch. 44; 2,286 kw-V; ant. 1,397 ft.)—Granted transfer of control within Galloway Media Inc. for no cash consideration; transferors, Sheldon H. Galloway and Karen G. Mire, brother and sister, and are transferring 100% of licensee to their father, Thomas R. Galloway Sr., for assumption of debt and release from guarantees. Thomas Galloway is 100% owner of licensees of KPFL(AM)-KTDY(FM) Lafayette, LA; KEZA(FM) Fayetteville, AR, and KPEJ(TV) Odessa, KWKT(TV) Waco and KVEQ(TV) Brownsville, all Texas. Action Dec. 24.

■ **KXLA(AM) Rayville, LA** (BAL911115ED; 990 khz; 1 kw-D, 250 w-N)—Granted assignment of license from GTB Radio Broadcasting Inc. to Richland Broadcasting Co. Inc. for \$160,000. Seller is headed by Thomas L. Bigby, Ana J. Plaza and Glen Tryon, who have 50% interests in licensee, have interests in WNJX-TV Mayaguez, PR. Buyer is headed by James T. Strong, and has no other broadcast interests. Action Dec. 27.

■ **WQRC(FM) Barnstable, MA** (BALH911024HV; 99.9 mhz; 50 kw; ant. 378 ft.)—Granted assignment of license from Development Specialists Inc. to Treasure Coast Broadcasting Co. for \$4.445 million; sale includes WTTB(AM)-WGYL(FM) Vero Beach, FL ("Changing Hands," Nov. 18). Seller is headed by William A. Brandt Jr., receiver, and has no other broadcast interests. Buyer is headed by Stephen D. Seymour, who also has interests in licensee of WCKT(FM) Lehigh Acres, FL. Action Dec. 18.

■ **WWSJ(AM)-WQON(FM) St. Johns-Grayling, MI** (BAL911101EB; 1580 khz; 1 kw-D; FM: BALH911001GL; 100.1 mhz; 1.65 kw; ant. 389 ft.)—Granted assignment of license (selling 80%) from Diltner Broadcasting Co. Inc. to WSJ-WQON Inc. for \$320,000. Seller is headed by Robert D. Diltner, who will retain 20% interest in licensee.

Buyer is headed by D. Ray James (40.05%) and James C. Norcross 40.05%; they have option to purchase Dilmer's shares within 10 years. Action Dec. 26.

■ ***KAVT-FM Austin, MN** (BALED911017HL; 91.3 mhz; 135 w; ant. 221 ft.)—Granted assignment of license from Independent School District #492 to Mankato State University; KAVT-FM will serve as repeater station for KMSU(FM) Mankato, MN. University agrees to broadcast series of underwriting acknowledgement announcements on KMSU as consideration for assignment. Seller has no other broadcast interests. Buyer is headed by Margaret R. Preska, and has no other broadcast interests. Action Dec. 23.

■ **WELZ(AM)-WVRD(FM) Belzoni, MS** (AM: BAL910926HF; 1460 khz; 1 kw-U; FM: BAPH910926HG; 107.1 mhz; 3 kw; ant. 175 ft.)—Granted assignment of license from Guaranty Bank & Trust Co. to Humphreys County Broadcasting Co. Inc. for \$145,000. Seller is headed by Huey Townsend, and has no other broadcast interests. Buyer is headed by Herb Guthrie (99.95%), and has no other broadcast interests. Action Dec. 19, 1991.

■ **WOXD(FM) Oxford, MS** (BALH911104GU; 95.5 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Belle Communications Corp. to Lafayette County Broadcasting Corp.; compromise and settlement purchase agreement will be filed as amendment. Seller is headed by Diane Bell, and has no other broadcast interests. Buyer is headed by Melvin E. Chrestman (100%), and has no other broadcast interests. Action Dec. 13, 1991.

■ **KZMC-FM McCook, NE** (BALH911001HH; 105.3 mhz; 100 kw; ant. 622 ft.)—Granted assignment of license from KZMC Inc. to AmFirst Bank for \$180,000 in lieu of foreclosure. Seller is headed by John A. Cartwright Jr. (15%), and has no other broadcast interests. Buyer is headed by Van Korell, and is owned (99.2%) by AmFirst Financial Services Inc. It has 40% stock interest in licensee. Action Dec. 18, 1991.

■ **KSDZ(FM) Gordon, NE** (BALH911018HB; 95.5 mhz; 3 kw; ant. 310 ft.)—Granted assignment of license from Heritage Broadcasting Co. Inc. to DJ Broadcasting Inc. for \$190,000. Seller is headed by Renee L. Adkisson. Larry Rice, who has 20% interest in licensee, also has interests in KBRB-AM-FM Ainsworth and KBRX-AM-FM O'Neill, both Nebraska. Buyer is headed by James R. Lambley (50%), and has no other broadcast interests. Action Dec. 26, 1991.

■ **WKRT(AM)-WNYP(FM) Cortland, NY** (AM: BAL911023HZ; 920 khz; 1 kw-D, 500 w-N; FM: BALH911023GE; 99.9 mhz; 24 kw; ant. 710 ft.)—Granted assignment of license from Sun Radio Broadcasting Inc. to Northstar Broadcasting Corp. for \$1.1 million. Seller is headed by Emanuel Gerard, and has no other broadcast interests. Buyer is headed by Jeffrey D. Shapiro and Bruce G. Danziger (each 33.3%), and is controlling stockholder of licensee of WNCQ(AM)-WCIZ(FM) Watertown, NY. Shapiro also owns 12.3% interest in licensee of WTSV(AM)-WHDQ(FM) Claremont, NH. Action Dec. 18.

■ **WEGO(AM) Concord, NC** (BAL911031ED; 1410 khz; 1 kw-D)—Granted assignment of license from Piedmont Crescent Communications Inc. to Concord Kannapolis Communications Inc. for \$198,000. Seller is Charles Hicks, who is selling interest to partners. Hicks also has interests in WABZ(FM) Albemarle, NC. Buyer is headed by Robert R. Hilker (65.21%) and William R. Rollins (34.79%), who also have interests in licensees of WJJJ(AM)-WVVV(FM) Christiansburg-Blacksburg, VA; WABZ-FM Albemarle, WFXI(TV) Morehead City and proposed assignee of CP for WGTJ(TV) Greenville, all North Carolina. Action Dec. 18.

■ **WGHP-TV High Point, NC** (BALCT911104KH; ch. 8; 316 kw-V; 63.1 kw-A; ant. 1,270 ft.)—Granted assignment of license from Taft Broadcasting Partners Ltd. to Great American Television & Radio Co. Inc. for \$28 million ("Changing Hands," Nov. 18). Seller is headed by Dudley Taft, and is also selling majority control of WPHL(TV) Philadelphia. Buyer is headed by George E. Castrucci, John P. Zanotti

and David H. Crowl, and recently sold WDVE(FM) Pittsburgh and WNDE(AM)-WFBQ(FM) Indianapolis ("Changing Hands," Oct. 14). Great American is also licensee of WKRC-AM-TV and WKRQ(FM) Cincinnati and WTVN(AM)-WLVQ(FM) Columbus, both Ohio; WBRC-TV Birmingham, AL; WRIF(FM) Detroit; WLZR-AM-FM Milwaukee; WDAF-AM-TV and KYYS(FM) Kansas City, MO; WKLS-FM Atlanta; KEX(AM)-KKRZ(FM) Portland, OR; WTSP-TV St. Petersburg and WXTB(FM) Clearwater, both Florida; KTSP-TV Phoenix, AZ; KSEG(FM) Sacramento, CA, and KBPI-FM Denver. Action Dec. 18.

■ **WSOM(AM)-WQXK(FM) Salem** (Youngstown-Warren), OH (AM: BAL911104HK; 600 khz; 1 kw-D, 45 w-N; FM: BAPLH911104HM; 105.1 mhz; 88 kw; ant. 430 ft.)—Granted assignment of license from Legend Communications of Ohio Ltd. to Reach Radio Inc. for \$6 million ("Changing Hands," Nov. 11). Seller is headed by W. Lawrence Patrick, and recently sold WYCL(FM) Boyertown, PA, and is in process of selling KMNS(AM)-KSEZ(FM) Sioux City, IA. Patrick also has interests in Signal Communications, licensee of WMTR(AM) Morristown and WDHA-FM Dover, both New Jersey. Buyer is headed by Albert L. Wertheimer, who has interests in The Lincoln Group Ltd., licensee of WHAM(AM)-WVOR-FM Rochester and WBUF(FM) Buffalo, both New York. Action Dec. 26.

■ **WGTM-AM-FM Georgetown-Andrews, SC** (AM: BAL911025GG; 1400 khz; 1 kw-U FM: BALH911025GH; 100.9 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Saltzer Broadcasting Co. Inc. to Georgetown Broadcasting Co. for \$350,000. Seller is headed by Gerald Saltzer, and has no other broadcast interests. Buyer is headed by G. Cabell Williams III (100%), who is also sole shareholder of licensee of WYCB(AM) Washington. Action Dec. 19.

■ **WAJN(AM) Ashland City, TN** (BAL911002EB; 790 khz; 500 w-D)—Granted assignment of license from Media Resource Group Inc. to Sycamore Valley Broadcasting Inc. for \$55,000. Seller is headed by A. J. Upadhyaya, and has interests in WYOR(AM) Brentwood, TN. Buyer is headed by Betty M. Albright. Her husband Richard Albright has 25% interest in licensee of station WJZM(AM) Clarksville, TN, and WKDZ-AM-FM Cadiz, KY. Stock ownership of WJZM is subject of lawsuit presently pending. Action Dec. 20, 1991.

■ **KOOV(FM) Copperas Cove, TX** (BALH911022GV; 103.1 mhz; 760 w; ant. 630 ft.)—Granted assignment of license from Cove Broadcasting Co. to Centroplex Communications Inc. for no monetary consideration. Licensee is headed by Ted C. Connell and Gaylon W. Christie, each 50%. Connell is giving his 50% share to wife Margaret Connell. Ted Connell and Jacqueline Christie, wife of Gaylon Christie, will be directors of Centroplex. Action Dec. 19, 1991.

■ **KRSR(FM) Dallas** (BALH911011GL; 105.3 mhz; 100 kw; ant. 1,560 ft.)—Granted assignment of license from GWR Equity Holding Inc. to Alliance Broadcasting Dallas Ltd. for \$11 million. Seller is

subsidiary of Group W Radio, which owns nine AM's, nine FM's and five TV's. Buyer is headed by John P. Hayes, and has no other broadcast interests. Action Dec. 19.

■ **KCTX(AM) Childress, TX** (BAL911106ED; 1510 khz; 250 w-D)—Granted assignment of license from Golden West Broadcasting Co. Inc. to Greenbelt Broadcasting for \$65,000. Seller is headed by George Morey, and has no other broadcast interests. Buyer is headed equally by general partners Stephen R. and Mary White, husband and wife, W. J. Hubanks and R. Herold Kitchens. Stephen and Mary Whites own licensee of KSRW(FM) Childress, TX. Action Dec. 19, 1991.

■ **KEZB-AM-FM El Paso, TX** (AM: BTC911107EC; 1150 khz; 1 kw-D, 380 w-N; FM: BTCH911107ED; 93.9 mhz; 96.2 kw; ant. 1,207 ft.)—Granted transfer of control from KEZB Inc., debtor-in-possession for Heritage Broadcasting Group Inc., to Western States Broadcasting Inc. for assumption of debt. Heritage Broadcasting is headed by Mario Iacobelli, and owns 95.1% of stock of licensees of both WXXA-TV Albany, NY, and WWTV(TV) Cadillac and WWUP-TV Sault Ste. Marie (Traverse City-Cadillac), both Michigan. Buyer is headed by Jack Rich, and has no other broadcast interests. Action Dec. 27, 1991.

■ **KJSA(AM)-KYXS-FM Mineral Wells, TX** (AM: BTC911021EG; 1140 khz; 250 w-D; FM: BTCH911021EH; 95.9 mhz; 3 kw; ant. 295 ft.)—Granted transfer of control within licensee Jerry Snyder & Associates Inc. for \$50,000. Seller is headed by Jerry Snyder and Charles W. Pyle, and has no other broadcast interests. Buyer is William J. Bennett, who will acquire 50% stock of licensee for replacing Pyle as co-signatory and guarantor on promissory note valued at \$50,000. Action Dec. 17, 1991.

■ **KLGN(AM)-KBLQ-FM Logan, UT** (AM: BAL911108EA; 1390 khz; 5 kw-D, 500 w-N; FM: BALH911108EB; 92.9 mhz; 50 kw; ant. 154 ft.)—Granted assignment of license from Logan Broadcasting Co. to Sun Valley Radio Inc. for \$572,279. Seller is headed by James Epstein, and has interests in WSTJ(AM)-WNVK(FM) St. Johnsbury and WIKV(AM) Newport, both Vermont, and KEVA(AM)-KOTB(FM) Evanston, WY. Buyer is headed by Marvin K. Frandsen (100%), and owns Western Communications Inc., licensee of KECN(AM)-KLCE(FM) Blackfoot and KIKN(AM) Idaho Falls, both Idaho. Action Dec. 27.

■ **KLSY(AM) Bellevue, WA** (BAL911115EE; 1540 khz; 5 kw-U)—Granted assignment of license from Bellevue Radio Inc. to Classic Country Radio Inc. for \$75,000. Seller is headed by Dudley A. White, and is also licensee of KLSY-FM Bellevue, WA, and is subsidiary of Sandusky Newspapers, licensee of KDKB(FM) Mesa, AZ; KEGL(FM) Fort Worth, TX; and KRMX-FM San Diego, which was recently sold ("Changing Hands," Aug. 5). It recently purchased KIXI(AM) Seattle ("Changing Hands," Oct. 7). Buyer is headed by Barbara J. Gesman (100%), who is also 100% voting stockholder of Joy Broadcast-



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ing Inc., licensee of KJUN(AM) Puyallup, WA, and Bar B Broadcasting Inc., licensee of KTOL(AM) Lacey, WA. She is also proposed assignee of KEN-U(AM) Enumclaw, WA. Action Dec. 26.

■ **KODI(AM)-KTAG(FM) Cody, WY** (AM: BA-L911114EA; 1400 khz; 1 kw-U; FM: BAL-H911114EB; 97.9 mhz; 100 kw; ant. 1,901 ft.)—Granted assignment of license from Randy L. Royal to Yellowstone Ventures Inc. for \$286,000. Seller is bankruptcy trustee, and has no other broadcast interests. Buyer is headed by Donald G. Price, and has no other broadcast interests. Action Dec. 26.

NEW STATIONS

Applications

■ **El Rio, CA** (BPH911216MD)—Loren F. Selznick seeks 103.7 mhz; .35 kw; ant. 231 m. Address: 67 East 11th St. #401, New York, NY 10003. Applicant has no other broadcast interests. Filed Dec. 16.

■ **El Rio, CA** (BPH911216MC)—Raymond W. Clanton seeks 103.7 mhz; .478 kw; ant. 246 ft. Address: 355 N. Lantana St. #633, Camarillo, CA 93010. Applicant has no other broadcast interests. Filed Dec. 16.

■ **Bay City, MI** (BPED911133MA)—Beyond The Bay Media Group seeks 89.1 mhz; 2 kw; ant. 100 m. Address: 919 29th St., Bay City, MI 48708. Applicant is headed by Mark Dewitt, and has no other broadcast interests. Filed Nov. 13.

■ **Delhi Hills, OH** (BPED911217MA)—Lou Smith Ministries Inc. seeks 90.1 mhz; 16 kw; ant. 100 m. Address: P.O. Box 1226, Jeffersonville, IN 47131. Applicant is headed by Mary L. Smith, who owns CP's WLWZ(AM) Athens, OH; WRRD(AM) Blennerhassett and WMSP(AM) Elk Hills, both West Virgin-

ia. John W. Smith Sr. and Mary L. Smith are directors of licensee of LPTV's W05BE Jeffersonville, IN; W26AS Clarksville, IN; W08CT New Albany, IN, and W20AX Glasgow, KY. Filed Dec. 17.

■ **Cabo Rojo, PR** (BPED911216MA)—Family Broadcast Aid Center seeks 90.9 mhz; 25 kw; ant. 193 m. Address: Calle Pablo Casals #6, Mayaguez, PR 00681. Applicant is headed by Juan Carlos Matos Barreto, and is licensee of LPTV W21AR Bayamon, PR. Filed Dec. 16.

■ **Ivanhoe, VA** (BPED911216MB)—Ivanhoe Civic League, Inc. seeks 90.1 mhz; .25 kw; ant. .25 m. Address: P.O. Box 201, Ivanhoe, VA 24350. Applicant is headed by S. Maxine Waller, and has no other broadcast interests. Filed Dec. 16.

■ **Roy, WA** (BPED911210ME)—Calvary Baptist Church seeks 89.7 mhz; 1 kw; ant. 30 m. Address: P.O. Box 401, Roy, WA 98580. Applicant is headed by Walter L. Stowe, and has no other broadcast interests. Filed Dec. 10.

Actions

■ **Chateaugay, NY** (BPH900518MN)—Granted app. of Vector Broadcasting Inc. for 94.7 mhz; 1.703 kw; 186 m. Address: P.O. Box 36, Fairfield, CT 06430. Applicant is headed by Timothy D. Martz, who is director and 90% shareholder of permittee of WZNL(FM) Norway, MI. Action Dec. 23.

■ **Floresville, TX** (BPED900824MO)—Granted app. of Wilson County Educational Foundation Inc. for 89.7 mhz; 9 kw; ant. 42 m. Address: 1905 Tenth St. Floresville, TX 78114. Applicant is headed by A.B. Gonzalez, and is licensee of KWCB(FM) Floresville, TX. Action Dec. 13.

■ **Lubbock, TX** (BPED901005MA)—Granted app. of Bible Broadcasting Network Inc. for 90.9 mhz; 5 kw; ant. 72 m. Address: P.O. Box 1818, Chesapeake, VA 23327. Applicant is headed by Lowell L.

Davey, and is non-profit, non-stock corporation which operates non-commercial educational FM's in Kansas, Georgia, Florida, North Carolina, Tennessee, South Carolina and Virginia. Action Oct. Dec. 20.

■ **McCleary, WA** (BPH901224MJ)—Granted app. of KGY Inc. for 96.9 mhz; 2.33 kw; ant. 322 m. Address: 1240 N. Washington St., Olympia, WA 98507. Applicant is headed by Barbara O. Kerry, and is licensee of KGY(AM) Olympia, WA. Action Dec. 19.

■ **McCleary, WA** (BPH901224MG)—Dismissed app. of Jaime Broadcasting for 96.9 mhz; 25 kw; ant. 100 m. Address: 158 N 203rd St., Seattle, WA 98133. Applicant has no other broadcast interests. Action Dec. 19.

FACILITIES CHANGES

Applications

AM's

■ **Barrow, AK** KBRW(AM) 680 khz—Dec. 24 application of Silakkuagvik Communications Inc. for mod. of CP (BP880107A) to change TL: 10.1 km ESE of Barrow: 71 15 24 - 156 31 32.

■ **Orange, CA** KPLS(AM) 830 khz—Dec. 24 application of Orange County Broadcasting Corp. for mod. of CP (BP810209AK) to augment standard radiation pattern for nighttime.

■ **Royal Palm Beach, FL** WLWJ(AM) 640 khz—Dec. 31 application of South Florida Radio Inc. for CP to make changes in antenna system.

■ **Belzoni, MS** WELZ(AM) 1460 khz—Dec. 24 application of Guaranty Bank & Trust Co. for CP to correct coordinates to 33 10 24 - 90 28 51.

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■ **Crewe, VA** WSVS(AM) 800 khz—Dec. 24 application of Banking Services Corp. for CP to make changes in antenna system.

FM's

■ **Little Rock, AR** KLVV(FM) 99.5 mhz—Dec. 24 application of Nameloc Broadcasting for mod. of CP (BPH-990114MI) to change ant. 95 m.; TL: 2700 River Rd., North Little Rock, AR.

■ **Merced, CA** KDAT(FM) 106.3 mhz—Dec. 20 application of Merced Communications for CP to change: ERP: 2.5 kw (H&V); TL: FF Snelling Rd., appx 3 km north of Hornitos Rd. intersection, appx 15 km NNE of Merced.

■ **Melbourne, FL** WCIF(FM) 106.3 mhz—Dec. 27 application of First Baptist Church Inc. for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375).

■ **Miami Beach, FL** WLVE(FM) 99.3 mhz—Dec. 23 application of Gilmore Broadcasting Corp. for CP to change ERP: 100 kw (H), 82 kw (V); change to class C (per MM docket #91-178).

■ **Payette, ID** KQXR(FM) 100.1 mhz—Dec. 19 application of Miller-Kohl Broadcasting Inc. for CP to change ERP: 98.43 kw (H&V) ant. 216 m.; TL: 5.1 km SW of Central Emmett, ID at 194' true; change to class C1 (per MM docket #82-665).

■ **Evansville IN** WNIN-FM 88.3 mhz—Dec. 20 application of Southwest Ind. Public B/C Inc. for CP to change ant.: 150 m.

■ **West Liberty, KY** (no call letters) 102.9 mhz—Dec. 20 application of Morgan County Industries Inc. for mod. of CP (BPH-891222MG) to change: ant. 100 m.; TL: Ditney Ridge, appx. 15 km northwest of West Liberty.

■ **Baltimore** WPOC(FM) 93.1 mhz—Dec. 20 application of Nationwide Communications Inc. for CP to change antenna supporting-structure height.

■ **Hancock, MI** WZRK(FM) 93.5 mhz—Dec. 20 application of Country Enterprises Inc. for CP to change: ERP: 13.5 kw (H&V); ant. 139 m.; TL: appx one km south of Hurontown, MI; change to class C3 (per MM docket #89-161).

■ **Houston, MO** KUNQ(FM) 99.3 mhz—Dec. 19 application of Texas County Radio Inc. for CP to change ERP: 26 kw (H&V); ant. 207 m.; TL: 400 m. NE of U.S. Route 63, approximately 7 km SE of Cabol in Texas Co., MO; change to class C2 (per MM docket #90-619).

■ **Port Henry, NY** WMNM(FM) 92.1 mhz—Dec. 20 application of Pro-Radio Inc. for CP to change ERP: 18 kw (H&V); ant. 3 m.; change to class C3 (per MM docket #90-509).

■ **Southern Pines, NC** WIOZ(FM) 107.1 mhz—Dec. 20 application of Muirfield Broadcasting Inc. for CP to change ERP: 50 kw (H&V); ant. 150 m.; TL: .7 km west of Highway S. Pinehurst, Moore County, NC; change freq. from 107.1 to 106.9; change to class C2 per (MM docket #89-18).

■ **Milford, OH** WAQZ(FM) 107.1 mhz—Dec. 27 application of Richard L. Plessinger Sr. for CP to change ant.: 96 m.; TL: one mile south on Little Dry Run Rd., from Rte. 32, 1.5 miles SSE of Newton, OH.

■ **Pittsburgh** WBZZ(FM) 93.7 mhz—Dec. 27 application of E Z Communications Inc. for mod. of license (BLH-871029KD) to make changes in transmission system.

■ **Jellico, TN** (no call letters) 102.7 mhz—Dec. 20 application of Fate Lamont McAnally for mod. of CP (BPH-870313NE) to change ERP: .63 kw (H&V); ant. 307.3 m.; TL: appx 6 km SW of Williamsburg, KY, atop Jellico Mountain.

■ **Knoxville, TN** WEMQ(FM) 104.5 mhz—Dec. 20 application of McDonald Communications Inc. for CP to change ERP: 2.8 kw (H&V); ant. 148 m.

■ **Dalhart, TX** KXIT-FM 95.9 mhz—Dec. 27 application of Dalhart Broadcasters for mod. of license to downgrade from class C3 to class A (per MM docket #89-189).

■ **Hamilton, TX** KCLW-FM 92.1 mhz—Dec. 19 application of Fletcher Broadcasting Inc. for mod. of

CP (BPH-830325AD as mod.) to change ERP: 27 kw (H&V); ant. 201 m.; TL: near Erath County Rd.: 2 miles west of Hwy 220; 15 miles SW of Glen Rose, TX; change license principal community from Hamilton, TX, to Glenn Rose, TX; change to class C2 (per MM docket #91-187).

■ **Wichita Falls, TX** KTEO(FM) 90.5 mhz—Dec. 20 application of Criswell Center for Biblical Studies for mod. of CP (BPH-831208AE as mod.) to change ERP: 7 kw (H&V); TL: 700 Onaway Trail, Wichita Falls.

■ **Tooele, UT** KTLE-FM 92.1 mhz—Dec. 19 application of Thomas W. Mathis for CP to change TL: east side of Executive Plaza Building, #7 South Main, Tooele.

Actions

AM's

■ **Spring Arbor, MI** KTGG(AM) 1540 khz—Dec. 20 application of Spring Arbor College Communications granted for CP to reduce pwr to 450 watts and make changes in antenna system.

■ **Westland, MI** WNZK(AM) 690 khz—Dec. 20 application of Birch Broadcasting Corp. granted for mod. of CP (BP871116AF) to modify nighttime augmentation value of 63 degree T.

■ **Chardon, OH** WCDN(AM) 1560 khz—Dec. 16 application of Express Broadcasting Corporation dismissed for CP to change freq. to 870 khz.; add night service with 250 watts, make changes in ant. system.

■ **Youngstown, OH** WHOT(AM) 1390 khz—Dec. 13 application of WHOT Inc. granted for CP to change TL: approx 2.7 km (1.7 miles) northeast of Woodworth, Mahoning Cnty, OH: 41 00 13 - 80 38 16.

■ **Florence, SC** WJMX(AM) 970 khz—Dec. 18 application of Atlantic Broadcasting Co. Inc. granted for mod. of CP (BP890831AD) to augment standard pattern.

■ **Jonesborough, TN** WKTP(AM) 1590 khz—Sept. 16 application of Holston Valley Broadcasting Corp. granted for mod. of CP (BP910715AE) to correct coordinates to 36 19 54 - 82 28 27.

■ **Madisonville, TX** KMVL(AM) 1220 khz—Dec. 20 application of William F. Carter granted for CP to relocate antenna site: 1.52 statute miles, bearing 30 degrees from county courthouse of Madisonville (approx 2 to 5 km: 30 57 56 - 95 53 52).

■ **Prescott, AZ** KNOT-FM 99.1 mhz—Dec. 20 application of Payne-Prescott Broadcasting Company granted for CP to change ERP: 6 kw (H&V); ant. 61 m.; change freq. to 99.1 (per MM docket #84-512); change to class A (per docket #84-512).

■ **Wynne, AR** KWYN-FM 92.7 mhz—Dec. 20 application of East Arkansas Broadcasters Inc. granted for CP to change freq.: 92.5 (per MM docket #89-529), ERP: 25 kw H&V, ant. 100 m., TL: 4.1 mi SW of Wynne on rural road, 131 degrees, change class to 223C3 (per MM docket #89-529).

■ **Los Angeles** KZLA-FM 93.9 mhz—Feb. 13, 1985 application of Mairite Communications Group Inc., mod. of CP (BPH-831121AM) to change TL to Flint Peak, Glendale, CA. ERP: 49 kw (H&V), ant. 219.5 m.; 34 09 50 - 118 11' 45"; CP is forfeited 12-11-91.

■ **San Jacinto, CA** KWRP(FM) 96.1 mhz—Dec. 13 application of H.S.C. Radio Inc. granted for mod. of CP (BPH-870327MF as mod.) to change ant.: 458 m.; TL: approx. 5.1 km N of San Jacinto, CA.

■ **Lakeland, FL** WEZY-FM 94.1 mhz—Dec. 19 application of Chapman S. Root revocable trust application granted for CP to change TL: Carlton Grade Rd., 3 mi. NE of Duette, FL; change, ant.: 1601 ft. make changes in antenna system: 27 37 56 - 82 07 01. Major environmental action under section 1.1305 petition for reconsideration, filed on 7-18-86; hereby granted 121991.

■ **Melbourne, FL** WAOA(FM) 107.1 mhz—Dec. 12 application of Silicon East Comm. Partnership dismissed for mod. of license to increase ERP: 4.5 kw H&V (per docket #88-375).

■ **Savannah, GA** WEAS-FM 93.1 mhz—Dec. 17

application of WEAS Inc. granted for CP to change ERP: 81.3 kw H&V, ant. 299 m., TL: approx. 7 km NW OF I-95 on highway 204, Chatham County, GA.

■ **Haliimaile, HI** (no call letters) 105.5 mhz—Dec. 16 application of Rey-Cel Broadcasting Ltd. granted for mod. of CP (BPH-890503MM) to change ERP: 6 kw H&V, ant. 90 m.; TL: highway Route 37 in Keoakea.

■ **Seymour, IN** WQKC(FM) 93.7 mhz—Dec. 13 application of S.C.I. Broadcasting Inc. granted for mod. of CP (BPH-870302IG as mod.); change ERP: 25 kw H&V; ant. 213 m.; TL: NW quarter of NW quarter of section 11, Pershing Township, T.6N. R.3E., Jackson County, IN (3 km west of Freetown, IN).

■ **Pikeville, KY** WDHR(FM) 92.1 mhz—Sept. 27 application of East Kentucky Broadcasting Corp. granted for CP to change ERP: 16.5 kw (H&V); ant. 261 m.; TL: 3.6 km SW of Pikeville on Peach Orchard Rd., Pike County, KY; change freq. to 93.1 (per MM docket #90-213); change to class C2 (per MM docket #90-213).

■ **Williamstown, KY** WNKRFM) 106.5 mhz—Dec. 23 application of Grant County Broadcasting granted for mod. of CP (BPH-890228MB) to change: ERP: 1.405 kw (H&V); ant. 145 m.; TL: route 467, 1.5 miles west of Osborne Rd.; 3 miles west of Dry Ridge in Grant County, KY.

■ **Grasonville, MD** WHVY(FM) 103.1 mhz—Dec. 20 application of Vision Broadcasting Co. Ltd. granted for CP to change ERP: 6 kw H&V.

■ **Park Rapids, MN** KDCK(FM) 97.5 mhz—Dec. 16 application of Delahunt Broadcasting Corp. granted for CP to change ant.: 168 m.

■ **Baldwyn, MS** WESE(FM) 92.5 mhz—Dec. 17 application of Magnolia Communications Corporation granted for CP to change ERP: 5.4 kw (H&V); ant. 100 m.

■ **Greenwood, MS** WGNL(FM) 104.3 mhz—Dec. 13 application of Team Broadcasting Co. Inc. granted for CP to change ERP: 25 kw (H&V); ant. 100 m.; TL: approx 6.4 km southwest of Sidon, MS (Leflore Co.); change to class C3 (per MM docket #89-368).

■ **Hannibal, MO** KGRC(FM) 92.9 mhz—Dec. 20 application of Portsmouth Broadcasting Corp. granted for CP to change ERP: 48.6 kw H&V, change, ant.: 400 m.; change TL: 7 km north of Philadelphia, MO (Marion County).

■ **Willard, MO** KZDC(FM) 105.1 mhz—Dec. 13 application of MW MO Inc. granted for mod. of CP (BPH-880126OI) to change ERP: 50 kw (H&V) ant. 150 m.; TL: .72 km SE of intersection of county roads 14-9 and 14-10, Polk Township, Christian County, MO.

■ **Shadyside, OH** WEEL(FM) 95.7 mhz—Dec. 1 application of Adventure Three Inc. dismissed for CP to increase ERP to 6.75 kw H&V, class B1 (per MM docket #88-544).

■ **Lawton, OK** KMGZ(FM) 99.5 mhz—Dec. 18 application of Broadco of Texas Inc. granted for mod. of CP (BPH-890717IG) to change ERP: 3.428 (H); ant. 84 m.; TL: 3405 S.W. 67th, Lawton, Comanche County, OK, site of existing KMGZ antenna installation; change to class A.

■ **Tishomingo, OK** KTSH(FM) 106.3 mhz—Dec. 23 application of Ballard BCASTing of Oklahoma Inc. granted for mod. of CP (BPH-890112MC) to change ERP: 25 kw (H&V), change freq. to 106.3 (per MM docket #90-487); change to class C3 (per MM docket #90-487).

■ **Pittsburgh** WVTY(FM) 96.1 mhz—Dec. 13 application of The Hearst Corp. granted for CP to change ERP: 43.7 kw (H&V); ant. 159 m.

■ **Abbeville, SC** WZLA-FM 92.9 mhz—Dec. 13 application of Shelley Reid granted for CP to changes ERP: 6 kw (H&V).

■ **Johnston, SC** WKSX-FM 92.7 mhz—Dec. 13 application of Edgefield-Saluda Radio Co. Inc. granted for CP to change ERP: 1.79 kw H&V; ant. 176 m.; TL: west side of US 25, .5 km north of Trenton in Edgefield County, SC.

Fifth Estater

SCOTT PALMER CARLIN

At a time when the depressed economy is testing the mettle of all distributors, Warner Bros. Domestic Television Distribution's Scott Carlin is trying to "push the edges" in devising market strategies that protect the studio's programing assets. Only 36 years old, Carlin has risen through the sales ranks with uncommon speed.

In fact, Carlin, during the go-go 1980's, became an integral player in the birthing of one of the largest studio syndication combines. And Carlin today, along with WBDTD President Dick Robertson, is pursuing aggressive sales and programing output deals to provide the studio with several ancillary revenue streams.

Late last year, Carlin and Robertson completed an output deal to provide a pair of hour-long prime time action-adventure series initially for an ad hoc group of 30 independent stations. The Television Consortium deal was the springboard for selling the programing block to other stations in syndication. And another output deal was struck with the Fox Children's Network.

Although Carlin has spearheaded the successful off-network syndication sales of such sitcoms as *Full House* and *Murphy Brown*, a cash-strapped station economy forced the studio to reapproach its marketing plan for the fall 1993 launch of *Family Matters*, offering the sitcom instead on a straight barter plan.

"All-barter sitcoms are just another method of doing business," says Carlin. "In this case, there is no negotiation for license fees in each market. Ultimately, it comes down to us standing behind our product. It is a very fluid business right now. There will be a day when we'll see some high-profile sitcoms going directly to cable. It may not be good for over-the-air broadcasters, but as back-end values on certain sitcoms have continued to decline, there will be more achievable acquisitions for cable.

With a keen sense for ground-floor opportunities, Carlin emerged from the University of Colorado with a



communications degree and landed a job as an associate consultant with Frank Magid & Associates out of the company's Cedar Rapids, Iowa, office in 1978. He also played two years of semi-pro football.

"It was bad enough living in Cedar Rapids, so I had to go out and get my brains knocked around each weekend," he says.

Graduating from King's (High) School in Stamford, Conn., whose alma mater lists such other leading TV industry executives as Grant Tinker and John Falsely (co-creator of CBS's *Northern Exposure*), Carlin remained friends with another alumnus, Jody Shapiro (who is now president of New Line Television Distribution).

Carlin, returning to New York in 1980, was introduced by Shapiro to Michael Jay Solomon (now president of Warner Bros. International Television Distribution) and Michael Geren, who had just formed Telepictures. The three hit it off, and Carlin was hired as account executive to sell the company's NIWS news service and

repeats of *Here's Lucy*. At nearly the same time, Robertson left CBS Sports to join the company, and the pair went about the station market netting \$12.5 million in license fees nationally for *Here's Lucy*.

It was a modest start, but the seed money from *Lucy* led to the successful acquisition and sales of *People's Court*, *Real People* and later the highly rated dating strip *Love Connection*. Wall Street took notice, as did network series supplier Lorimar, which merged with Telepictures in 1984.

Still only in his late 20's, Carlin went from Eastern region sales manager to president of the perennial division at Lorimar Telepictures in four years. The merger with Lorimar immediately gave the new entity an infusion of high-profile off-network series product to sell—*Dal-*

las, *Knot's Landing*, *Falcon Crest* and Miller-Boyett Productions' sitcoms (*Perfect Strangers*, *Growing Pains*, etc.).

It was the core management team of Robertson, Geren, Solomon and David Salzman that steered the company into another merger, in 1986, with Warner Communications, which provided additional first-run and off-network series as well as the first-time opportunity to sell Warner Bros. Pictures' theatrical product. Soon the Warner-Lorimar-Telepictures combine accounted for over \$1 billion in sales revenues. In 1989

Time Inc. linked with Warner Communications to create one of the world's biggest media conglomerates.

Sales, says Carlin, is in his makeup. Like his textile salesman father before him, he says proudly. "I'm an old-fashioned mucker." ■

Senior vice president, sales, Warner Bros. Domestic Television Distribution, Burbank, Calif.; b. April 2, 1955, Chicago; BA, communications, University of Colorado, 1978; associate consultant, Frank Magid & Associates, Cedar Rapids, Iowa, 1978-80; account executive, Telepictures, New York, 1980-81; manager, Eastern sales, 1981; director, Eastern sales, 1981-82; VP, Eastern sales, 1982-83; senior VP, Eastern sales, 1983-84; executive VP, perennial division, Telepictures, Los Angeles, 1984-86; president, first-run syndication, Lorimar Telepictures, Los Angeles, 1986-89; senior VP, first-run, Warner Bros. Domestic Television Distribution, Culver City, Calif., 1989-91; present position since April 1991; m. Pamela Harrower, Oct. 24, 1986; children: Cameron, 4; Hunter, 22 mos.

Fates & Fortunes

MEDIA

Roberta R. Brackman, senior general attorney, NBC-TV, New York, appointed head of law department's program content and intellectual property practice group.



Soper

Michael B. Soper, former senior VP, Public Broadcasting System Development, Alexandria, Va., joins WETA-TV Washington as senior VP, marketing, development

and strategic ventures.

Howard B. Homonoff, counsel, House Subcommittee on Telecommunications and Finance, Washington, joins Continental Cablevision, Boston, as director of corporate and legal affairs.

Jimmy W. Hayes, VP, finance, Cox Cable Communications, Atlanta, named senior VP of finance.

Jim Young, formerly with NBC News, joins WNBC-TV New York as director, employee relations.

Julianna Royal Guy, former deputy commissioner, telecommunications, state of Alaska, and station manager, KCPQ(TV) Takoma, Wash.

(Seattle), joins Northern Television, Anchorage, as president.

John McConnell, news director, KGO(AM) San Francisco, named operations director.

Alane Wegener, manager of general accounting, WPIX(TV) New York, named assistant controller.

David Lamothe, production manager and engineering operations manager, WSB-TV Atlanta, named director of broadcast operations.

Sherry Sharer, assistant secretary and executive assistant, Fisher Broadcasting Inc., Seattle, named VP and assistant secretary. **Sharon Greenfield**, director of human resources, Fisher Broadcasting, named VP and director of human resources.

Doug Jarvis, former president, Sammons Communications, joins Cablevision Systems Corp., Woodbury, N.Y., as senior VP, cable operations and president, A-R and V-cable, wholly owned subsidiaries of Cablevision.

SALES AND MARKETING

Bob Snyder, from WMAL(AM) Washington, joins WBMX-FM Boston as local sales manager.

Richard M. DuMont Jr., creative assistant, MTM Television Entertainment, Los Angeles, named manag-

er of advertising.

Vivi Zigler, station manager, KSBY-TV San Luis Obispo, Calif., joins KING-TV Seattle as director of marketing and advertising.

William H. Maynard Jr., executive VP, planning and creative, Einson Freeman Inc., Paramus, N.J., joins Backer Spielvogel Bates Canada Inc., Toronto, as executive creative director.



Maynard



Dowdell-Cammon

La Vida Dowdell-Cammon, director of trade marketing, Showtime Networks Inc., New York, named VP, advertising and field marketing.

Susan Jackson Rosenberg, director of sales service, BBC Lionheart Television and BBC U.S. co-productions, joins Marlin Entertainment Group, New York, as account director.

Seth Winter, VP and national sales manager, WWOR-TV Secaucus, N.J., named VP, local sales manager.

Rigby Wilson, formerly with WLYH-TV Lancaster, Pa., joins WCGV-TV Milwaukee as local sales manager.

Dennis Wilkinson, executive VP and general manager, Young & Rubicam, Chicago, joins Home Box Office Inc., New York, as senior VP, consumer marketing.

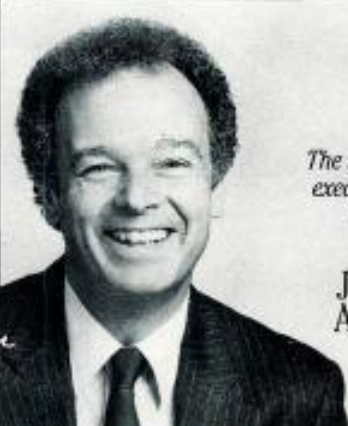
Michele McDowell, from WRAL-TV Raleigh, N.C., joins WMAR-TV Baltimore as local sales manager.

Carla Trum, VP, account director, Publicidad Siboney, joins Telemundo Group, New York, as director of advertising and sales promotion.

Larry Bracher, formerly with

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KVIA-TV El Paso, joins KTSM-TV there as local sales manager.

Paul Siragusa, sales manager, WFLA-TV Tampa, Fla., joins Tampa Bay Interconnect there as general manager.

Gayla Wright, account executive, WBBH-TV Fort Myers, Fla., named senior account executive.

Bradley H. Ashton, formerly with J. Walter Thompson, joins D'Arcy Masius Benton & Bowles, St. Louis, as senior art director.

Appointments at WTSP-TV St. Petersburg, Fla.: **Martin Z. Rolnick**, national sales manager, Capcities ABC National TV Sales Inc., Charlotte, N.C., in same capacity; **Pam Foster Barber** and **Ken Lucas**, account executives, named local sales managers.

PROGRAMING

Tommy Edwards, program director, WODS(FM) Boston, joins KCBS-FM Los Angeles in same capacity.

Janet K. Brannon, regional sales manager, United Press International, joins Fries Distribution, St. Louis, as Central area sales manager.

Jeff Lai, from Irell & Manella law firm, Los Angeles, specializing in entertainment law, joins Playboy Entertainment Group there as VP, business and legal affairs.



La Valle

Christine La Valle, formerly with Disney Channel, joins Hughes Communications direct satellite entertainment system, DirectTv, Los Angeles, as director of program planning.

Mark Hollinger, entertainment attorney, Paul, Weiss, Rifkind, Wharton & Garrison law firm, New York, joins Discovery Channel, Bethesda, Md., as deputy general counsel.

Eric Eisner, president, The David Geffen Co., joins Island World Inc., Los Angeles, as CEO.

Dave Allison, operations manager, Satellite Music Network's nostalgia

format, Dallas, adds duties as operations manager for contemporary format. **Ron Parker**, program director, KKBO-AM-FM Houston, joins SMN, Dallas, as program director.

Keith Olbermann, sports anchor and reporter, KCBS-TV Los Angeles, joins ESPN, Bristol, Conn., as anchor on *SportsCenter*.

Garrett Girvan, senior VP, operations, Viacom Cable, Pleasanton, Calif., named executive VP and chief operating officer. **John Kopychik**, chief financial officer, Viacom Cable, named executive VP and chief operating officer.

NEWS AND PUBLIC AFFAIRS

Jose Rios, news director, KCBS-TV Los Angeles, named senior executive producer and news manager, succeeded by **John Lippman**, executive VP, KIRO-TV Seattle.

Frank Sesno, anchor, *The World Today* and *The International Hour*, CNN, Washington, adds duties as host, *Newsmaker Sunday*.

Steve Dresner, talent coordinator, *Inside the NFL*, HBO, joins Fox News Service, Washington, as sports producer.



Coleman

TV Youngstown, Ohio, joins WRIC-TV as morning co-host and weathercaster.

Kimberly Kennedy, weekend news and general assignment reporter, WSB-TV Atlanta, joins KDFW-TV Dallas as noon co-anchor.

Lloyd Thomas, 24-year veteran of KHAS-TV Hastings, Neb., as morning anchor, farm director and public affairs director, retired.

Cynthia Smith, anchor, WDAF-TV Kansas City, Mo., retired.

Eric Seidel, from Florida Bar Association, Miami, joins WTVT(TV) Tampa, Fla., as researcher and producer, *Contact 13*. **Marilu Hernan-**

dez, traffic assistant, WTVT, named traffic supervisor.

TECHNOLOGY

Peter Baca, executive director, domestic traffic, Twentieth Television, Beverly Hills, Calif., named VP, technical operations. **Rick Montez**, director, video operations, Twentieth Television, named director, technical operations.



Lay

Brian Lay, from WHDH-TV Boston, joins KING-TV Seattle as engineering manager.

Appointments at Broadway Video Inc., New York: **Karen Brelsford**, as-

sistant to VP, sales and marketing, named marketing manager; **Jonathan H. Del Gatto**, assistant editor, Image Mix, named playback engineer, and **Pamela Beth Applebaum**, assistant editor, Teatown Video, named graphics technician.

Wilt Hildenbrand, VP, engineering support and customer relations, Cablevision Systems Corp., Woodbury, N.Y., named VP, technology.

Glen Clark, founder and former president, TEXAR Inc., joins CCA Electronics Inc., Fairburn, Ga., as VP, engineering.

Dan Devlin, designer, Devlin Design Group, Del Mar, Calif., named president of broadcast design services.

PROMOTION AND PR

Karen O. Jacobsen, freelance publicist, Los Angeles, joins MTM Television Entertainment Inc. there as manager of publicity.

Mark Pogachefsky, senior VP, Andrea Jaffe and Associates, forms The Pogachefsky Co., Los Angeles, public relations firm specializing in individual and corporate public relations.

Cornelia Leich, formerly with Konrad-Adenauer Foundation, joins KirchGroup Public Relations, Munich, Germany, as deputy director, corporate communications and dep-

PIONEERS LIBRARY ELECTS NEW PRESIDENT



Vincent J. Curtis (center), partner, Fletcher, Heald & Hildreth law firm, Washington, has been elected president of the Broadcast Pioneers Library. Pictured with Curtis are outgoing president and board member Robert E. Lee, former FCC Commissioner, and Cathie Heinz, vice president-secretary and director of the library.

uty spokesperson.

Appointments at WVIT(TV) New Britain, Conn.: **Roxann Nelson**, promotion manager, named creative services director; **Ronni Attenello**, program manager, adds duties as traffic manager; **Laverne Jefferys**, administrative assistant, adds duties as public service director, and **Annie Gibson**, traffic and sales coordinator, named traffic supervisor.

Cindi Farr, production coordinator, Smith Lithographic Corp., Rockville, Md., joins Discovery Networks, Bethesda, Md., as production manager, creative services department.

ALLIED FIELDS

Jim McElveen, director of internal communications, Corporation for Public Broadcasting, Washington, named director of program activities and special assistant to senior VP, programing. Gene Katt.

Appointments at National Cable Television Association, Washington: **Mark A. Bell**, manager of administrative services, named director, administrative services; **Joan Phelan**, special assistant, named assistant di-

rector of administration, and **Lisa Taylor Meredith**, events assistant, named assistant director of program publicity.

John F. Rusche, VP, media production, Sandy Corp., training, communications and consulting company, Troy, Mich., received 1991 citation for outstanding service from Society of Motion Picture Technicians and Engineers.

Trevor Potter, former FCC assistant general counsel (1984-85) and partner, Wiley, Rein & Fielding law firm, Washington, was nominated by President Bush as member of Federal Election Commission.

DEATHS



Floyd in 1960
1940's when he took his popular local

Joseph L. Floyd, 80, founder of KELO-AM-TV Sioux Falls, S.D., died in his sleep Jan. 7 in Scottsdale, Ariz. Floyd brushed against broadcasting medium in

theater game show, *GI Blind Date*, to NBC Radio and produced program nationally. With purchase of KELO (AM) in 1952, Floyd formed Midcontinent Broadcasting Co. along with two other partners, and signed KELO-TV one year later. His empire grew to include 4 AM's, 6 FM's, 4 TV's and other interests in cable, data and telephone systems. An image staying with Floyd throughout his career from advertising campaign targeted to help station obtain advertisers, featured him pictured with cigar in his mouth saying, "I'm Joe Floyd. I consider myself a helluva salesman." Survivors include his wife, Donna; two daughters, Susan and Nancy, and son, Joseph, executive president and chief operation officer, Midcontinent Broadcasting.

John D. Frey, 52, advertising executive, died Dec. 29, 1991, in Key West, Fla., of lung cancer. Frey worked as account executive at WBBM-TV and WMAQ-TV, both Chicago, WNBC-TV New York and KNBC-TV Los Angeles. He also worked at KTTV(TV), KCOP(TV), KMEX-TV, all Los Angeles, and KSCITV) San Francisco. He joined MTV Networks in 1986, most recently serving as national advertising sales account director. Survivors include two daughters, Jennifer and Leslie; brother, Fred, and mother, Helen. Donations may be made to: Advertising Industry Emergency Fund, 2410 Beverly Blvd., Suite 1, Los Angeles, CA 90057.

Jim Barniak, 50, sports director, PRISM, Philadelphia, died of gastrointestinal hemorrhaging Dec. 30, 1991, in Philadelphia. He joined PRISM in 1979 and did play-by-play for telecasts of Philadelphia Phillies and 76ers and was producer and host of *Sports Scrapbook*.

Judith Anderson, 93, actress, died in Santa Monica, Calif., Jan. 3. Anderson appeared in NBC-TV's Hallmark Hall of Fame's *Macbeth* in 1954 and appeared in soap opera *Santa Barbara* on NBC-TV in 1984-87.

Jacques Aubuchon, 67, TV actor, died of heart attack Dec. 28, 1991, in Woodland Hills, Calif. TV credits include *McHale's Navy*, *Paris 7000*, *Gunsmoke*, *Columbo*, *Ironside* and *Perry Mason*.

Monday Memo

“Locally originated shows afford a station the chance to be unique.”

Declining profits, audience fragmentation, compensation cutbacks, cable, VCR's and syndication. These are just a few of the "buzz" words and phrases that are being used to describe some of the problems facing network television. Much has been written recently about the demise of the networks. The reasons are many, but most broadcasters say competition from cable and VCR's is eroding the once dominant network audience shares and advertising revenues. Coming to the aid of the networks is the FCC. In a report released last summer, the FCC has several proposals on-line to attempt to level the playing field between broadcast and cable.

But among all of these proposals, rule changes and industry debate, one question remains unanswered: What happens to the affiliates if the networks continue to fall from power? Some industry experts predict the networks may be forced to offer entire lineups of "specialized" programming. One network may offer all news, another all sports, while a third may feature all drama or comedy. This would radically change the current structure of network television programming. The answer for the affiliates in this matter involves taking proactive rather than reactive measures. Do not wait to see if the networks continue to lose revenue, thus cutting affiliate compensation. Affiliates should look to a future where a network may only supplement affiliate programming. The rest of the affiliate program schedule may have to come from syndication or local origination.

Syndication is an alternative, but increasing competition, program popularity and program repetition are factors to consider as many new syndicated shows are being dropped by affiliates.

The best way to target your local audience involves local event or issue-oriented programs. The goal is to schedule easy-to-produce local programs that will attract viewers and advertisers. And when you consider all of the programming options viewers have today, locally produced shows are the only remaining way to differentiate your programming from all the others. The following is a description of just a few program types that can be locally produced in-studio or as remote broadcasts. Some of these are utilized in a few markets, while other ideas may be a new concept to your market.

■ *A magazine program* can be produced in-studio, incorporating live remotes and taped reports. When effec-

tively produced and promoted, a magazine format offers a unique look at local events.

■ *A call-in program* merely involves having a program host, a high-quality telephone on-air system and a guest who will attract viewers. Having a live studio audience is another option. This concept may involve inviting nightly or weekly guests to the program such as a city official, local celebrity or sports figure.

■ *An event-oriented program* may involve focusing on one event in your market for an entire program. It requires much planning and live remote capabilities, but it is a way to produce people-oriented programs each week. It is also a method for showing viewers your station is community oriented.

■ *News* is a programming staple in many markets. The networks are producing more news programs because they are cheaper to produce than an original series. With this in mind, local affiliates may consider adding a newscast to their daily program lineup, but if and only if that individual market can support additional news coverage. Another alternative is an entire news show as a remote.

■ *Children's programs* can be produced in-studio (some use teenage hosts) and attract advertisers who wish to target the younger demographic.

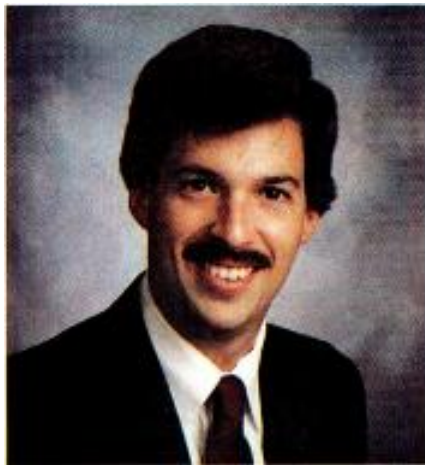
■ *Reality programs* are easy to produce and meet viewer needs, but must be well produced.

■ *Home shopping* channels have a large following, so why not produce a local version? A station may involve one or more stores that would gain high market visibility.

■ *Local sports*, especially in large markets, rarely receive enough attention in a three-minute segment within a newscast. This is the chance to do in-depth programs featuring your local high school, college and professional sports teams as well as other major local sporting events.

■ *Game shows* have always been popular. Local lottery games and quiz shows can be produced in-studio.

In conclusion, locally originated shows afford a station the chance to be unique and different while enhancing the image of the station through community-based programming. Of course, the success of any local program depends on the market, the time slot, sponsorship and promotion. However, if a show is effectively produced and marketed, the station may solidify its market position and reduce its dependence on other program sources. ■



*A commentary from Terry Likes,
instructor, Western Kentucky University*

In Brief

Action for Children's Television is closing its doors after 23 years of fighting for better children's programming. Peggy Charren, ACT president, said that "while children's TV has never been worse, we have set in motion what is necessary to make it better." Charren was referring to the Children's Television Act that went into effect earlier this year that limits ad time on children's shows and requires broadcasters to demonstrate to the FCC that they are serving children's needs. ACT's membership, which hit 20,000 at one point, is now less than half that. "I decided that life got to be complicated when AIDS and homelessness took over the country," Charren said. "Trying to get money for television may not be on the top of anyone's list."

Grundy International Operations Ltd. and Mark Goodson Produc-

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Dec. 22. Numbers represent aggregate rating average stations/% coverage)

1. Wheel Of Fortune14.4/222/98
2. Jeopardy!12.2/216/98
3. Oprah Winfrey Show11.0/220/99
3. Star Trek10.5/242/98
5. Entertainment Tonight8.7/185/96
6. Cosby Show8.4/205/97
7. Current Affair8.3/171/93
8. Married...With Children8.0/167/94
9. A Very Brady Christmas7.5/181/93
10. Donahue7.2/226/99
11. Wheel Of Fortune (Wknd)6.9/184/81
11. WKRP in Cincinnati6.9/235/98
13. Inside Edition6.3/123/84
14. Sally Jessy Raphael6.1/207/97
15. Hard Copy5.9/169/91

tions have signed an agreement whereby Grundy has been granted exclusive license of Goodson formats and exclusive rights to distribute existing episodes of Goodson pro-

gramming in the South America, Australia, New Zealand, Southeast Asia and Japan territories as well as others. Goodson product in the deal includes *The Price Is Right*, *Concentration*, *Card Sharks*, *Beat the Clock* and *Family Feud*.

Kushner-Locke International, the recently formed international distribution division of The Kushner-Locke Company, will attend NATPE, offering a slate of movies and miniseries for sale outside of the U.S. and Canada. The lineup includes six movies for TV and the miniseries *Glory Years*.

Act III Broadcasting President Bert Ellis resigned last Friday (Jan. 10). The group owner of eight Fox affiliates named Richard Ballinger, senior VP, to replace him. No reason was given for Ellis's resignation, although some industry sources have speculated he did not see eye-to-eye with other Act III executives regarding the latter's pending merger with ABRY Communications (BROADCASTING, Dec. 23, 1991).

The Broadcast Operations Coordinating Authority is taking frequency requests for coverage of the political conventions on a first-come, first-served basis. BOCA, which has asked the FCC for temporary assignment of unused spectrum in UHF channels 16 and 18, expects to coordinate thousands of broadcast, print and photo journalists covering the Democratic National Convention in New York (July) and the Republican National Convention in Houston (August). Request forms can be obtained from Mike Chiarulli or Joseph Nuzzon at ABC in New York, (212) 887-3442/3969.

The Society of Broadcast Engineers and the NAB reached an agreement last week to **schedule a series of "SBE Day" technical sessions** on Tuesday, April 14, during the 1992 NAB Broadcast Engineering Conference, April 12-16 in Las Ve-

NETWORK NOTE

ABC has ordered five more episodes of Steven Bochco Productions' *Civil Wars*, bringing the season total to 18. In an effort to increase the series' less-than-stellar ratings, ABC has scheduled a special airing of the show on Tuesday night at 10 p.m. following *Coach*, hoping the divorce lawyer show will gain some much needed sampling.

While gaining more episodes of *Civil Wars*, the network is losing the services of the critically acclaimed but moderately watched *Anything but Love* half-hour, which will cease production immediately at the behest of Twentieth Television, which produces the series. The studio has apparently decided the show's syndication value is so low as to not be able to recoup the costs incurred to produce prior episodes and any further installments. With the plug being pulled on the show midway through the season, the total number of episodes produced is 17, shy of the 22 originally ordered by ABC.

And in other news at the network:

- Donna Mills, traditionally a CBS star thanks to her long-running involvement on *Knots Landing*, has been signed to a deal that will see the actress develop and star in a half-hour series as well as three made-for-television movies, the first of which will be ready to air by mid-season 1992-93. Through her Donna Mills Productions, Mills will star in and serve as executive producer of the projects.

- The network announced last week that *Billy*, the half-hour comedy starring Billy Connolly, will join their Friday night lineup in the 9:30-10 slot beginning January 31. In order to make room for the new show, *Perfect Strangers*, currently in the time slot, is moving to Saturday nights at 9-9:30, where it will have the unenviable responsibility of trying to resuscitate the network's comatose lineup.

-SC

LITTLEFIELD REVAMPS TUESDAYS, FRIDAYS

Speaking before the nation's television critics last Thursday, Warren Littlefield, president, NBC Entertainment, acknowledged what most people have known for some time—that CBS will win the 1991-92 prime time season.

Addressing members of the Television Critics Association at the semiannual press tour about the season-end finish, Littlefield said "it will probably happen" that CBS will finish in first place, thanks mainly to "specials and sports." In addition to commenting on the season-to-date performance of NBC, Littlefield announced some schedule changes, including new time periods for *I'll Fly Away*, *Law & Order*, *In the Heat of the Night*, and *Reasonable Doubts*. He also answered a number of questions, including ones on the network's relationship with David Letterman and the network's plans for more aggressive programming this summer.

The schedule changes will affect Tuesday and Friday and will allow the network to introduce two new entertainment series as well as the new NBC News hour-long show that is the reconfiguration of the *Exposé* and *Real Life with Jane Pauley* half-hours that failed last year. Littlefield announced that ABC's Stone Phillips has been signed to co-anchor the untitled project along with the previously announced Jane Pauley. That program will debut on Tuesday, March 31, at 10-11 p.m.

To make room for the NBC News show, the critically acclaimed *I'll Fly Away*, currently on Tuesday at 8-9, has been moved to NBC's struggling Friday night lineup at 8 p.m. effective Feb. 28. *In the Heat of the Night*,

currently at 9-10, moves to 8, and *Law & Order* (now at 10) moves to 9. Both moves are effective Jan. 14. Until the NBC News show is ready to debut on March 31, beginning Feb. 4 *Reasonable Doubts*, currently at 10-11 on Friday, moves to Tuesday at 10. Littlefield suggested that both *I'll Fly Away* and *Reasonable Doubts* may go on a brief hiatus prior to their debut on new nights.

Taking *Reasonable Doubts*'s Friday 10-11 slot is the long-in-coming *Nightmare Cafe* from Wes Craven. The series premieres in its time period on Feb. 28.

Those moves follow the recent announcement that Norman Lear's *The Powers That Be* will debut at 8:30-9 in early March.

"It would take a tremendous score on our part to overtake CBS," said Littlefield, addressing the 0.9 rating point lead CBS has over second-place NBC. However, Littlefield said he was satisfied with the performance of the network this season, and pointed out that CBS's lead has been padded thus far with specials and sports, while NBC's schedule contains more regularly scheduled series than any other network. "The difference between us and our competition is that we want movies and specials to dot our schedule but not dominate it."

As for the ongoing rumors regarding David Letterman's courting by ABC, Littlefield said: "We have spent a great deal of time recently talking with Dave. He has a deal now through April 1993, and we've been talking to him about a new deal that will extend well beyond that." -sc

gas. Concurrent morning sessions will focus on new radio technology. An afternoon session will focus on regulatory issues. SBE President Richard Farquhar said SBE and the Radio-Television News Directors Association have invited other unnamed organizations to join the SBE-RTNDA exhibition merger scheduled to begin in 1993.

ABC, CBS, CNN and NBC will pool coverage of the New Hampshire presidential primary Jan. 27-Feb. 19, a cost-cutting move that will mark the first pooled coverage of a primary by the networks. Each of the networks will provide one camera crew and field producer, and network executives will collectively determine assignments. The success of the pool is likely to influence further pool use on the 1992 campaign trail, according to network executives.

Washington-based broker **Blackburn & Co. is urging all U.S. broadcasters** who have not yet done so to file late comments at the FCC re-

questing that the commission overturn "archaic ownership rules" which company president Richard Blackburn says are "causing economic hardship for the radio industry" as well as severely damaging and inhibiting licensees' abilities to provide quality services to the public. Blackburn's filing proposes that the FCC eliminate all restrictions on the number of stations a company can own, eliminate the current duopoly rule, and continue to allow time brokerage and/or local market affiliation agreements with an approved set of guidelines.

Robert Sachs, senior VP, corporate and legal affairs, Continental Cablevision, **said NAB has mounted "a campaign of disinformation" to build support for the Senate cable bill** (S. 12). NAB sent letters late last month to city and county administrators urging S. 12 support and citing cases of steep price increases. Sachs said the NAB mailing included false rate and channel ca-

capacity figures for Continental's Concord and Portsmouth, N.H., and Jacksonville, Fla., systems, implying large price increases (56%-66%) with little or no increased service. NAB said it obtained the figures through calls to local cable customer service representatives and reference volume.

Fox Broadcasting flagship wnyw-TV New York today will debut Jane, a one-hour daytime talk show for young adults being tested as a potential contender for fall 1993 syndication by Twentieth Television. The show, which will be seen weekdays at 5 p.m. in place of the syndicated *Mr. Belvedere*, will be hosted by *Sassy* editor Jane Pratt. Executive producers are Garth Ancier and Gail Steinberg.

Robert Hyland, former VP-GM of KCBS-TV Los Angeles, has been named by Arbitron to succeed Pierre Megroz, who will retire on Jan. 30, as VP, sales and marketing, TV network and station services.

Editorials

GIVING TALK A CHANCE

For years, INTV conventions have held the world record for cable bashing. Independent stations led all the rest in dismay over the lack of must carry and the vagaries of channel positioning. Now, on the eve of Senate consideration of S. 12, designed to reregulate the wired medium, one might have expected the hard-liners to be out in force in San Francisco.

It didn't happen. Instead, in twin keynote addresses by INTV's chairman and president, the organization announced a new policy of live and let live with cable—or at least, talk and let talk. INTV proclaimed the world not only big enough for broadcasting and cable coexistence, but a happier place for having both. Sure, INTV was still interested in its classic positions on must carry etc., but dialogue between the affected industries—not retribution at the hands of government—would be the course of choice.

Equally encouraging was the response from cable. NCTA President James Mooney was on the phone to INTV President James Hedlund before the offer had grown cold, a conversation that will lead to a face-to-face meeting in Washington this week. How much further it will go only time will tell, but there's some reason for optimism: there's slack in the line on both sides of the broadcaster-cable tug of war that neither has been ready to reveal.

This may yet turn out to be a journey of a thousand miles, but someone's finally been bold enough/courageous enough to take the first step. For that, all others in the Fifth Estate are in debt.

EXCESS BAGGAGE

The FCC has correctly jettisoned one of the vestiges of the unconstitutional fairness doctrine. In denying a complaint against KARK-TV Little Rock, Ark., for allegedly failing to give adequate coverage to one side of a "highly controversial issue"—a complaint the station disputed—the FCC said it was "not necessary" to make a determination of whether or not coverage of the issue was reasonable because "[a]ny requirement that licensees provide balanced coverage of ballot issues is entirely derived from the fairness doctrine and our decision in *Syracuse Peace Counsel* repealed the fairness doctrine."

The licensee, said the commission in effect, has no obligation to meet some quota of coverage on either side of an issue. Since ballot issues are, as the FCC pointed out, clearly controversial issues of public importance and thus at the "core" of the fairness doctrine, that and other corollaries would have fallen of their own weight when

the doctrine was struck had not the FCC thrown John Dingell a bone in assuring him its action did not apply to the corollaries (which was like suggesting that although you were taking down the walls the roof would remain intact). The Sikes FCC recognizes, if Dingell still does not, the illusory nature of that initial assurance.

The Radio-Television News Directors Association has a standing request with the FCC that it drop the remaining corollaries which, quite literally, do not have a leg to stand on. We encourage the FCC to finish the job and act on the RTNDA petition.

JUST SAY NO THANK YOU

Evergreen Media, owner of WLUP(AM) Chicago, has refused to pay the \$6,000 fine levied by the FCC for what it ruled indecent broadcasts. The broadcaster's reason for the apparent act of defiance was simple. It had no other way to challenge the ruling. A station cannot appeal such a forfeiture order. Its carefully worded and courteous "no" was its only recourse, given that Evergreen does not believe its broadcast was indecent. (Carefully worded in case such defiance be misconstrued as conduct unbecoming a licensee.) The next card to be played belongs to the FCC, which is planning to ask the Justice Department to take the station to court. We'll be interested to see what the judge makes of the FCC's "we'll know it when we see it" approach to content regulation.

Evergreen believes the FCC's policies are vague and unworkable and have "a chilling effect on the ability of responsible broadcasters to meet their public interest obligations through innovative, and sometimes controversial, approaches." So do we.



Drawn for BROADCASTING by Jack Schmidt

"It was a seminar on compression, but it was about salaries, not signals."

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