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- S.12 OPPONENTS UNVEIL THEIR PLAN / 15
- BROADCASTERS HOPE FOR RELIEF FROM HLT PHASE-OUT / 16
- SHOULD FCC LICENSES BE USED AS COLLATERAL? / 38

Kitty Kelley.



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**NATPE '92: UPBEAT
IN DOWN TIMES**
Pages 4, 21
No. 122 No. 5

NOTHING PERF

**Nothing
helps time periods
like STUDS.**

Share increase 11/91 vs. 11/90

HH	+14%
A 18-34	+78%
A 18-49	+50%
TEENS/KIDS	+50%

**Nothing
has better demo
than STUDS.**

Audience comp 11/91

A 18-49	A 50+
HIGHEST	LOWEST
In First Run	In First Run
71%	11%

STUDS

Source: 1) NIEL weighted avg; 2) NIEL based on P2+; 3) NIEL (ARB), Markettrak. TM and © 1991 and 1992 FA Productions, Inc. © 1992 Twentieth Century Fox Film Corporation. All Rights Reserved.

there was a lot of renewal activity at the show. Of the first-year talk shows, *The Maury Povich Show* was in the best shape, renewed in about 75% of the country.

Jenny Jones was a question mark, with renewals totaling about 41% of the country as of last Thursday, but Scott Carlin, Warner Bros. Domestic Television Distribution senior vice president, said he remained "confident" the show would be renewed.

King World Chairman Roger King insisted last week that *Candid Camera* would be back for a second year. But according to some reps, the show has had some serious clearance setbacks, largely the result of inroads by Carsey-Werner's new *You Bet Your Life* with Bill Cosby, now in more than 70% of the country.

If any trend was evident at this year's show, it was that syndicators are coming up with increasingly creative terms to make deals work financially in a market where cash is in short supply.

Perhaps the most interesting example was word last week that Buena Vista Television was trying to persuade two stations in several major markets to acquire and cross-promote *Empty Nest*.

According to BVT President Robert Jacquemin, the company has pitched the show to WCBS-TV New York for early fringe play and hopes to do a simultaneous deal with an independent station in the market for an access play.

"A single station was not willing to pay what we wanted, and we asked them if they would entertain playing it at the same time," said Jacquemin. He said audience research shows the duplication of audience for the show in the different dayparts would be an estimated 13% or 14%.

The stations would also be required to cross-promote the show, which Jacquemin said would be akin to the way cable services cross-promote each other.

In Los Angeles, the show will play on Disney-owned KCAL(TV) and BVT has the option to sell it to an affiliate in the market as well. "This is not for everyone," said Jacquemin, "but the economics are such that we have to come up with creative ways of doing business to meet our requirements and the needs of the stations."

And increasingly, syndicators are asking for station input into the way

This Week

BIG DEALS AT NATPE / 4

Syndicators at NATPE were pleasantly surprised by the amount of traffic and the number of buys made by stations. The biggest deal was the acquisition by NBC-owned stations of three Multimedia talk shows.

S. 12 DEBATE UNDER WAY / 15

Unmoved by a "bipartisan" substitute backed by the White House, supporters of cable deregulation bill S. 12 take their legislation to the Senate floor this week. A vote is expected Wednesday, and passage appears likely.

DILLER'S DIRE WARNING / 21

At NATPE, Fox Chairman Barry Diller repeated his call for outright repeal of the compulsory copyright license, warning that broadcasters will go out of business without a revenue stream from cable.

INTERACTIVE ACTION / 30

Peter Barton, president and CEO of Liberty Media, and two Japanese companies are looking for partners for an interactive video

venture. Watch and Win's technology would enable programming services, such as Prime Network and the Video Jukebox Network, to enter the interactive arena.

OES: PROMISING RESULTS / 32

Optimum effective scheduling, which concentrates a high volume of spots in a short time to achieve effective frequency, is finding growing industry-wide enthusiasm. The number of spots required often surprises buyers, but stations say the method guarantees results.



Diller: broadcasters need repeal of compulsory license (p.21)

BUYING INTO BUYERGRAPHICS / 35

Arbitron's five-year-old ScanAmerica is going to Kansas City—its fifth site—but stations with access to the peplemeter/product purchase research tool are using it more for traditional ratings than for its BuyerGraphics consumer-buying data.

LICENSE TO BORROW / 38

Conflicting signals from bankruptcy courts on use of FCC radio and TV licenses as collateral are increasing pressure on the commission to come up with a definitive rule. Mixed feelings at the FCC, however, are blocking a consensus.

TV-COMPUTER CONVERGENCE / 41

TV and computer experts, gathering at SMPTE in February, will present papers on the digital convergence of broadcast, cable, telephone and computers. Organizers call the conference "real progress" toward a meeting of computer needs and minds.

NEW ADDRESS IN NEW YORK

Effective Friday, Jan. 31, BROADCASTING'S New York office will move to 475 Park Avenue South, New York 10016. Phone number is (212) 340-9860; fax: (212) 340-9869.

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At Deadline

BERMAN IN AT PARAMOUNT

As first reported in BROADCASTING ("Bi-Coastal," Dec. 9, 1991), Paramount Domestic Television officials confirmed that Joel Berman, senior VP, national sales manager, is being elevated to executive VP of Paramount's syndication division, the number-two post under syndication President Steve Goldman.

GOLDSMITH FOR KEEVER

Marvin Goldsmith, ABC-TV senior VP-general sales manager, will assume responsibility for sales at the ABC Television Network, replacing Jake Keever, who is retiring Feb. 3 but will remain a consultant to the company. More sales executive announcements are expected soon. ABC promoted George Cain to the number-two spot at the ABC TV Network Group. He will report to John Sias, group president. Cain had been senior VP, national sales manager, for the ABC Television Network.

For other late-breaking news, see "In Brief," pages 64-65.

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product is packaged and sold. Two recent examples: Carolco has invited two station groups to create a "dream" film package of 20-25 films from a pool of 40 films. And MGM Television is offering stations the opportunity to create individual packages out of a group of 450 films.

Several station-syndicator program ventures were announced last week. The NBC group and Viacom are teaming to produce and distribute a new overnight talk show, *Night Talk with Dr. David Viscott*. The NBC stations also agreed to jointly develop new co-productions with Multimedia.

And Columbia Pictures Television announced a joint venture with Belo Broadcasting and Universal Press Syndicate to syndicate a new children's and teens' show, *Beakman's Place*.

A sign of the late development season was just how many new shows were unveiled at this year's convention. Paramount officially confirmed it would produce two new weekly

shows, *Star Trek: Deep Space Nine* and *The Untouchables*. *Kitty Kelley* from MCA was shown to stations for the first time at the convention. KCBS-TV Los Angeles bought *Kelley*, and MCA will now sell the show market-to-market.

Rysher Entertainment unveiled two new programs, *Highlander*, based on the movie, and *Murder One*, a local *Unsolved Mysteries*-type show, produced by KNBC-TV Los Angeles.

ITC announced *Day to Day Living*, a magazine with a home shopping element. MTM and Saban have teamed up on *Warriors on Wheels* (crash TV) and Genesis launched *Infatuation*.

Meanwhile, the slow rollout strategy for taking shows to market is becoming a trend. *Studs* from Fox, which launched on a few hand-picked stations last year, has now been cleared in 71% of the country. And *Montel Williams*, launched last June in a few markets, has now been cleared in over half the country for next fall. ■

AT THE MOVIES AT NATPE

Warner splits film package between broadcast and cable; other packages, coming attractions pick up clearances

By Steve Coe

Just a few days after announcing plans to split the distribution of its Volume 30 movie package between broadcast stations and cable's Lifetime Television (see page 28), Warner Bros. has cleared the 28-title package in more than 30 markets, representing over 40% of the country.

According to Warner executives, the Chris-Craft and Gaylord station groups have cleared the package as has New York's WWOR-TV. Most of the major clearances came prior to NATPE. Those stations will get an exclusive window to air the movies prior to Lifetime's window.

The Warner Brothers package was only one of several movie packages being cleared during the convention. Not only were other syndicators distributing existing packages, but several companies are planning the release of their next collections.

Carolco is developing its next package, Carolco V, under a unique arrangement with the Tribune and

Chris-Craft station groups. The company has asked the two station groups to look at the Carolco titles not already in a package and pick what a company official called a "dream package." Neither station group is obligated to purchase the package.

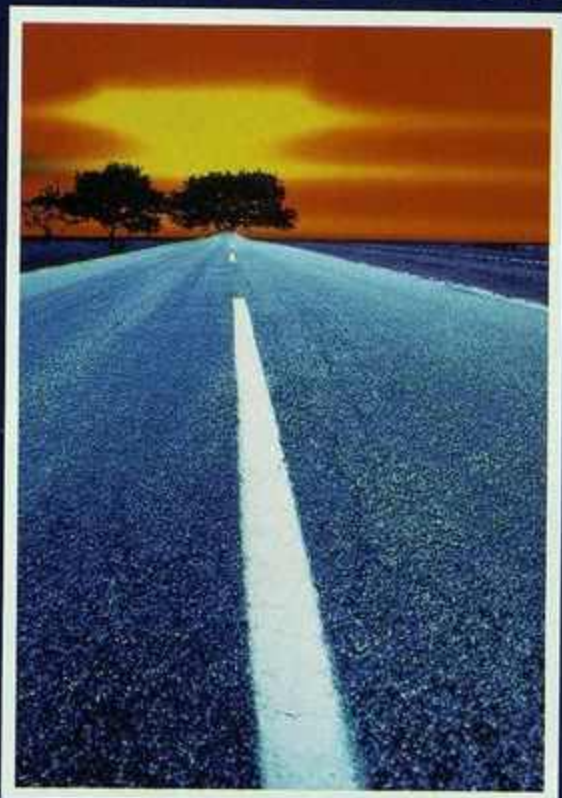
Whatever the exact makeup of the next package, there are several titles guaranteed to make the list. The soon-to-be-released "Basic Instinct," starring Michael Douglas, "Terminator 2" and "Rambling Rose" will be included in the 20- to 25-title package.

Carolco IV, which was released last spring, date cleared 61 markets, representing 68% of the country.

Goodman Entertainment Group, in the process of renewing clearances for its GG I package, is also clearing its GG II package, which will begin airing in September. The 12-title GG II package will include "Heathers," starring Winona Ryder, and "Dirty Dancing." Among the stations that have already cleared the latest package is KCOP-TV Los Angeles.

Sid Cohen, president, MGM Do-

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THE ORIGINAL

MARKET	STATION	RANK	ADULT DEMOS	COMPETITION
Los Angeles	KTTV*	#1	18-49	Jeopardy, Candid
Wash. DC	WTTG*	#1	18-49 / 25-54	ET, Jeopardy, Feud
Detroit	WJBK	#1	18-49	Jeopardy
Tampa	WFLA	#1	18-49 / 25-54	Ins Ed, Wheel, Cheers, Cosby
Pittsburgh	WPXI*	#1	25-54	Donahue
Sacramento	KOVR	#1	25-54	Primetime, Candid
Orlando	WESH*	#1	18-49 / 25-54	H.Copy, Jeopardy, Cheers
Indianapolis	WRTV	#1	18-49 / 25-54	H.Copy, Wheel, Married, Cheers
Milwaukee	WITI*	#1	18-49 / 25-54	Wheel, Married
Cincinnati	WKRC*	#1	25-54	Ins Ed, Wheel, Married
Columbus, OH	WBNS	#1	18-49 / 25-54	Ins Ed, News
Norfolk	WTKR	#1	25-54	Ins Ed, Wheel, Married
New Orleans	WDSU	#1	18-49	Wheel, Married, Cheers
San Antonio	KSAT	#1	18-49 / 25-54	Donahue, Povich
OK City	KFOR	#1	18-49 / 25-54	ET, Wheel, Cheers
Harrisburg	WHTM	#1	18-49 / 25-54	ET, Wheel, Cheers
Louisville	WAVE*	#1	18-49 / 25-54	ET, Wheel, N.Court
Little Rock	KTHV*	#1	18-49 / 25-54	Wheel, Cosby, N.Court
Toledo	WTVG*	#1	18-49 / 25-54	Jeopardy
Syracuse	WTVH*	#1	18-49 / 25-54	Ins Ed, Wheel, N.Court
Roanoke	WSLS*	#1	18-49 / 25-54	ET, Wheel
Green Bay	WBAY	#1	18-49 / 25-54	Jeopardy, Gld. Girls
Shreveport	KTBS	#1	18-49 / 25-54	Geraldo
Lexington	WTVQ*	#1	18-49	Wheel, Cheers, Gld. Girls
Champaign	WCIA	#1	18-49 / 25-54	Arsenio, Tonight Show
Spokane	KAYU*	#1	25-54	Feud

MARKET	STATION	RANK
Las Vegas	KVVU	#1
Chattanooga	WDEF	#1
Huntsville	WAAY	#1
Jackson, MS	WLBT	#1
Tri-Cities	WKPT*	#1
Ft. Myers	WINK*	#1
Youngstown	WKBN	#1
Evansville	WEHT	#1
Baton Rouge	WAFB*	#1
Springfield, MA	WGGB*	#1
Colorado Sprgs	KOAA*	#1
El Paso	KTSM*	#1
Fl. Wayne	WANE	#1
Charleston, SC	WCIV	#1
Fargo	KXJB*	#1
Monterey	KNTV	#1
Augusta	WRDW	#1
Harlingen	KGBT	#1
Eugene	KVAL	#1
Macon	WMAZ	#1
Columbus, GA	WRBL	#1
Tyler	KLTV	#1
Duluth	WDIO	#1
Amarillo	KAMR	#1
Monroe	KTVE	#1
Corpus Christi	KRIS	#1



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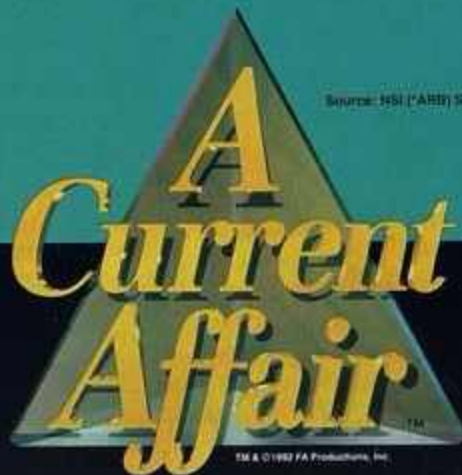
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L. STILL #1.

ADULT DEMOS	COMPETITION
18-49 / 25-54	ET, Wheel, Gld. Girls
18-49 / 25-54	Wheel, News
18-49 / 25-54	Wheel, Cosby
25-54	ET, Jeopardy
18-49	Wheel
18-49	ET, Jeopardy, Gld. Girls
18-49 / 25-54	Wheel
18-49 / 25-54	Wheel, Cheers
18-49 / 25-54	Gld. Girls
18-49	Ins Ed, Wheel, Trek: NG
18-49	Jeopardy
18-49 / 25-54	Jeopardy, Cheers
18-49 / 25-54	Wheel, Boss
18-49 / 25-54	ET, Jeopardy, Cheers
18-49 / 25-54	Feud
25-54	ET
18-49 / 25-54	Wheel, Cosby
18-49 / 25-54	Boss, Cosby
18-49 / 25-54	ET, News
18-49 / 25-54	2 Newscasts
18-49 / 25-54	Jeopardy, Candid
18-49 / 25-54	Tonight Show
18-49 / 25-54	Wheel
18-49 / 25-54	Jeopardy, News
18-49 / 25-54	Cheers
18-49	News, Boss

MARKET	STATION	RANK	ADULT DEMOS	COMPETITION
Florence	WBTW	#1	18-49 / 25-54	Gld. Girls
La Crosse	WXOW*	#1	18-49	News
Wheeling-Steub	WTOV	#1	18-49 / 25-54	Wheel
Rockford	WIFR	#1	18-49 / 25-54	Wheel, Gld. Girls
Terre Haute	WTHI	#1	18-49 / 25-54	Tonight Show
Wichita Falls	KSWO*	#1	18-49 / 25-54	ET, N.Court
Roch-Mason	KAAL	#1	25-54	Wheel
Joplin	KSNF	#1	18-49 / 25-54	Jeopardy
Medford	KOBI*	#1	18-49 / 25-54	Cheers, Gld. Girls
Columbia, MO	KRCG	#1	18-49	ET
Bluefield-Beck	WOAY	#1	18-49 / 25-54	Feud
Odessa	KTPX	#1	25-54	Wheel, Married
Bangor	WABI	#1	18-49 / 25-54	News, N.Court
Palm Springs	KESQ	#1	18-49 / 25-54	Now It Can Be Told
Quincy	WGEM	#1	18-49 / 25-54	Wheel
Idaho Falls	KPVI	#1	18-49 / 25-54	Cosby, Gld. Girls
Salisbury	WBOC	#1	18-49 / 25-54	Cosby
Yuma-El Centro	KYMA	#1	18-49 / 25-54	Jeopardy
Ada-Ardmore	KXII	#1	18-49 / 25-54	Jeopardy
St. Joseph	KQTV	#1	18-49 / 25-54	News
Helena	KTVH	#1	18-49 / 25-54	2 Newscasts

Source: NIELSEN (ARB) Share November '91 (SNAP)



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NBC AFFILIATES TO BURBANK

NBC's fall schedule will be simultaneously presented on Madison Avenue and main street. Network President Pier Mapes told BROADCASTING last Friday that because its affiliate meeting will take place before the schedule is set, the network's presentation to advertising executives in New York will be televised and sent, closed circuit, to its affiliates, who will, in turn, be encouraged to invite local advertisers, agencies, press and other interested parties. Additionally, NBC said it will hold its annual affiliate meeting in Burbank, Calif., instead of Washington. Eric Bremner, president of King Broadcasting Co. and affiliate board chairman, said logistical problems during the first week of April with hotels made the Washington meeting difficult, plus it was felt that legislative matters, including cable reregulation bill S.12, would not be at a stage most receptive to lobbying by affiliates.

-6F

domestic Television, is taking a different approach to selling MGM movies. Without a specific package to sell, Cohen is allowing stations to choose from available MGM movies and build their own packages. Cohen said he has sold between 30 and 35 of these personalized packages since mid-November. Among the available movies are the "Rocky" series and several Charles

Bronson and Clint Eastwood movies.

According to Shelly Schwab, president, MCA TV, the company's List of a Lifetime package, which was launched last year, "has exceeded our expectations by about 100%." Schwab said the 35-title package, made up of movies such as "Earthquake," "American Graffiti," "Rooster Cogburn" and "High Plains Drifter," has cleared in over 100 markets.

Next on the agenda for MCA, said Schwab, is the launch of Debut V, set for sometime after NATPE. According to Jim Kraus, vice president, director of sales, MCA TV. Among the titles set to appear in Debut V are "Back to the Future III," "Kindergarten Cop," "Havana" and "White Palace."

New Line's New Line Cinema, a three-year package containing a total of 63 titles, has been cleared in 111 markets, representing 82% of the country. Stations will be able to air 52 titles in 1992, then will be given 10 new titles for '93. The original 52 titles will be rested during 1993, with stations being given a second airing of them in 1994. New Line picked up 12 clearances during NATPE.

According to Jody Shapiro, president, New Line Television Distribution, the company will launch a new package within the next 2-3 months, with some 40 titles to choose from. The titles include "House Party II," "Ninja Turtles II," "House on Elm Street 6" and the recently released "My Own Private Idaho."

WEEKLIES MAKE THEIR MOVES AT NATPE

New offerings add prime time slots on network affiliates to their marketing strategies

By Rich Brown

Among weekly offerings, one of the more noticeable developments at NATPE this year was the attempt by syndicators to tap into prime time slots traditionally held by the networks.

Paramount got the ball rolling at the start of the convention by formally unveiling two weekly hours designed for prime time, *The Untouchables* and *Star Trek: Deep Space Nine* (see box, page 28). Meanwhile, Warner Bros. was busy talking up offerings of its own (see page 28).

"With the decrease in network compensation, it's hard for a station to object to the alternative we have come up with," said Thomas Shannon of Multimedia, which is targeting prime time affiliate slots for its syndicated *Sweating Bullets*.

Shannon said one of the bigger selling points of *Sweating Bullets* is that the straight barter show provides stations with more inventory than they would get through a network program. He said the show, which has a proven

track record on CBS late night, should be a welcome addition, given the high failure rate of new network shows. Sales were slow but steady at NATPE for *Sweating Bullets*, which Shannon said picked up about a dozen stations.

Blair Entertainment's Alan Berkowitz said he thought there was a "good possibility" that syndicators could tap into time slots traditionally held by the networks. But he added that any gains would most likely be restricted to those syndicators with the right combination of money and clout.

Rysher Entertainment was offering a new action hour, *Highlander*, which company president Keith Samples pitched as either a companion to the Paramount shows or part of a block with the Warner Bros. offerings.

Samples said the straight barter show closed on 50% of the U.S. last week, with half of the sales to independents in prime time and the remainder primarily on Saturdays and Sundays, 3-7 p.m. (the prolific company also debuted *The Uptown Comedy*

Club, sold in about 50% of the U.S.; *Captain N: The Game Master*, roughly 62% sold; and *Murder One*, a last-minute reality entry done with KNBC-TV Los Angeles).

Among other action hours, Canned Distribution executive Pat Kenney said the company's new show, *Renegade*, cleared close to half the country, primarily on Saturdays and Sundays 5-8 p.m., with some prime time weekend clearances on independents.

Many of the other new weekly offerings faced competition within various categories, including country & western (New Line's *Cabin Fever Country* and Carolco's *Country Line USA*); crash TV (Western International's *Knights and Warriors* and a late entry, MTM Television Distribution's *Warriors on Wheels*); comedy (Warner Bros.' *HBO Stand-up Comedy Showcase*, Tribune's *Apollo Comedy Hour* and Worldvision's *Almost Live*), and Hollywood-based reality shows (*All American's Hollywood Celebrity Mysteries* and Pandora International's *Hollywood Babylon*).

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	MONDAY CBS	TUESDAY ABC	THURSDAY NBC	FRIDAY ABC	SATURDAY NBC	SUNDAY CBS
8:00	EVENING SHADE #1	FULL HOUSE #1	COSBY SHOW #1	FAMILY MATTERS #1	GOLDEN GIRLS #1	60 MINUTES #1
8:30	MAJOR DAD #1	HOME IMPROVEMENT #1	DIFFERENT WORLD #1	STEP BY STEP #1	TORKELSONS #1	(7:00)
9:00	MURPHY BROWN #1	ROSEANNE #1	CHEERS #1	PERFECT STRANGERS #1	EMPTY NEST #1	MURDER, SHE WROTE #1
9:30	DESIGNING WOMEN #1	COACH #1	WINGS #1	BABY TALK #1	NURSES #1	(8:00)
						MOVIE #1
						(9:00)

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DOOGIE HOWSER, M.D.

COMEDY THAT'S PURE GENIUS.



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Source: NTL 1991 show S-T-D through 11/3/91 (regularly scheduled programming only).

**MONDAY
CBS**

**TUESDAY
ABC**

**WEDNESDAY
ABC**

8:00
EVENING
SHADE #1

FULL
HOUSE #1

DINOSAURS #2

8:30
MAJOR
DAD #1

HOME
IMPROVEMENT #1

WONDER
YEARS #2

9:00
MURPHY
BROWN #1

ROSEANNE #1

**DOOGIE #1
HOWSER**

9:30
DESIGNING #1
WOMEN

COACH #1

SIBS #3

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**20th
ANNIVERSARY**
TELEVISION

SIKES: REPEAL COMPULSORY LICENSE, TAKE ANOTHER LOOK AT PTAR

By Steve McClellan

Explaining that it is "increasingly clear the broadcast industry will simply die if it can't control its property rights," FCC Chairman Alfred C. Sikes last week again called for repeal of the cable compulsory license. He also said the time was right to revisit the prime time access rule.

Sikes's comments, made at a press briefing and at a NATPE luncheon address last Thursday, came two days after Fox Inc. Chairman Barry Diller made his own plea for repeal of the

license (see page 21).

And in a reference to cable re-regulation proposals working their way through Congress this year, Sikes said the legislators "will have an opportunity to do just that. And I urge them to act as soon as possible. Further delay will only cause further harm to universal television."

Sikes suggested the compulsory license provides a disincentive for over-the-air broadcasting to produce quality programs. "If one competitor bears all the risks, and another piggybacks on his efforts, you don't have to

be a genius to figure out what's going to happen. Either the one company will stop trying to innovate, to do its best, or it'll have to eventually get out of the business. You simply can't decouple risk and reward."

Sikes also said the time was right to revisit the appropriateness of the prime time access rule. He said he would be polling his colleagues on the commission to see if they would agree to re-examine the rule this year.

In the meantime, he said he was in favor of granting the waivers sought by stations on the West Coast seeking PTAR relief so that they can experiment with a shift of prime time to 7 p.m. "The government shouldn't be in the business of telling stations when they can start prime time," he said. ■

FCC REVIEWS SEX, WIRES AND VIDEO TOPICS

Commissioners give their read on current state of programing, prospects for S. 12, network-cable crossownership, PTAR and more

The issue of sex and violence on television got the attention of three FCC members empaneled at NATPE. "It's time to pay attention [to citizen complaints]," declared James Quello. "The founding fathers did not give us the First Amendment for repulsive purposes."

Commissioner Ervin Duggan was almost as fervent. "It's vital to get the people in the American center into this debate," he said. "It's a myth that TV reflects society without affecting it." He suggested something be done before we become "a wholly debased and sadistic society."

Commissioner Sherrie Marshall was more restrained. She said the FCC is not impotent to correct TV programing but held consumer protest to be more effective. "There are lots of ways to bring pressure without relying totally on the FCC," she said.

That was one among many subjects fielded by the three in response to questions from moderator Mickey Gardner. Among others:

- On the current Senate initiative to pass S. 12, the cable regulation bill: "First let's get retransmission consent and then get rid of the compulsory license," said Quello. "There's an inequitable marketplace that has to be



On the road again: Duggan, Marshall, Quello

corrected." Marshall called S. 12 "legislative overkill," more regulatory than procompetitive. The broadcaster should get some payment for carriage, she said, but the other provisions go too far. Duggan echoed her procompetitive approach.

- On allowing networks into cable ownership: Quello said he was now tending against it, fearing an impact on affiliates that provide localism. Marshall thought it a positive move in providing new revenue streams for networks, albeit troubling to affiliates.

- On raising the limits on foreign ownership of broadcast stations: Quello recommended keeping the present cap, Marshall would not expect any changes, and Duggan was "generally not exercised" on the

be on a quid pro quo basis, he said, trading changes in the limit for reciprocal concessions from other nations.

- On repeal or revision of the prime time access rule: Duggan voiced "profound unenthusiasm" for taking up the rule, although he indicated a willingness to fix parts without undoing the whole. He said Disney had a "serious and plausible case" for readmitting off-network programing to the top 50 markets. Marshall and Quello agreed the FCC was likely to deal with PTAR incrementally.

Duggan had the last word. Declaring that "the chairman is in charge of the agenda, we are not," he nevertheless declared that "a certain law of gravity builds up—petitions can be delayed only so long." ■

S.12 COMPROMISE APPEARS UNLIKELY

'Bipartisan' substitute fails to sway bills sponsors; vote expected Wednesday

By Randy Sukow

Opponents of the Cable Television Consumer Protection Act (S. 12), the Senate's attempt to significantly reregulate cable television, approached S. 12's sponsors last week with a compromise plan, but by deadline Friday (Jan. 24), S. 12's sponsors were not ready to budge.

The Senate is on track to begin floor debate on S. 12 today (Jan. 27), in line with an agreement worked out by pro- and anti-S. 12 senators last fall. The vote had been expected late in the 1991 congressional session, but was postponed until this week after S. 12 opponents threatened procedural delaying tactics that would have interfered with other Senate business (BROADCASTING, Nov. 18, 1991).

When the agreement to delay was made, the first descriptions of an S. 12 substitute were of a sharply different bill. But by mid-January it was clear that the cable industry, the Bush administration (which has said it would veto S. 12 as written) and senators supporting the substitute were seeking a compromise (BROADCASTING, Jan. 20).

The "bipartisan alternative to S. 12" that emerged last week, and which is expected to be introduced this week by Senate Communications Subcommittee members Bob Packwood (R-Ore.) and John Kerry (D-Mass.), will contain several S. 12 provisions, including must carry/retransmission consent (see box, this page).

A summary of the substitute was released last week, reportedly after being approved by White House officials, although there was no public announcement of an administration endorsement. A memo from National Cable Television Association President Jim Mooney to his board of directors last Thursday advised that "the administration is on board" in support of the substitute, "but will not [publicly] support the bill even if the amendment is adopted. We are taking the same position."

S. 12's key sponsors, including Senate Commerce Committee Chairman Ernest Hollings (D-S.C.); John Danforth (R-Mo.), ranking minority

member of the committee, and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), did not indicate any willingness to compromise last week. They reportedly believe they have the votes to pass S. 12 unamended. In his memo, Mooney admits "there is no doubt but that the bill will pass—by a large margin—with or without the substitute."

If an 11th-hour compromise is attempted, cable may have to yield more. Hollings and the other S. 12 sponsors are said to have rejected the absence of a program-access provision and strong rate regulation in the substitute.

A unanimous-consent agreement was passed last Tuesday (Jan. 21) to begin consideration of S. 12 late this afternoon, subject to completion of last week's deliberations on the Neighborhood Schools Improvement Act (S. 2). Today's debate will consist of opening statements only, with mo-

tions and amendments allowed tomorrow (Jan. 28). Tuesday is likely to be a short legislative day as Congress prepares for President Bush's State of the Union Address. Most expect a final vote sometime Wednesday.

(The annual CBS winter affiliates meeting will bring about 200 broadcasters to Washington at the same time as the S. 12 debate. The affiliates will take time from their Wednesday meeting to lobby senators; they plan to visit House offices Thursday.)

Broadcast lobbyists said nothing in support of the substitute. To attract industry support, the substitute's authors have included broadcasting's highest legislative goal—must carry and retransmission consent—and added a provision to strike the FCC's 12-12-12 rule. But the National Association of Broadcasters repeated its intention to back S. 12 as long as it continues to include must carry/retransmission consent. ■

WHAT'S WHAT IN THE S.12 ALTERNATIVE

The major provisions of the "bipartisan alternative to S. 12" circulated in Washington last week include:

■ **Must carry/retransmission consent.** The same language in S. 12, providing broadcasters with the option of requiring cable systems in the market area to carry their signal or negotiate with cable systems for a license fee to carry their signals, is left intact. Some S. 12 supporters believe a separate amendment to strike the provision will be introduced during the debate, but at deadline last week no senator had announced such an amendment.

■ **Rate regulation.** A new definition of "effective competition" allows regulation of basic service only in areas not covered by a second multichannel service (a wireless cable or a second cable system) compared to S. 12's requirement of both multichannel service and at least six local broadcast signals. The substitute defines "basic service" as retransmitted local broadcast TV signals and "public, educational or governmental access facilities or C-SPAN I and II."

■ **Access to programming.** The substitute deletes S. 12's provision requiring programmers of national and regional cable networks to sell programming to alternative multichannel media, such as home satellite services or wireless cable systems.

■ **New items not addressed in S. 12 include:** Removal of the 12-12-12 limits on ownership of AM, FM and TV stations by group broadcasters and expansion of the rural exemption for telephone company ownership of cable systems from areas with fewer than 2,500 residents to areas with 10,000 residents. The new exemption will be applicable to about a third of the U.S. population, the alternative bill's authors claim.

The substitute also directs the FCC to set customer service standards and minimum technical standards for cable systems, similar to provisions written into S. 12.

-RMS

HLT MONKEY OFF FIFTH ESTATER'S BACKS

Industry hopes to benefit from Federal Reserve Board decision to phase out loan criteria; huge impact doubtful, banks say

By Joe Flint

Broadcast and cable companies got the relief they wanted from bank regulators last week when federal bank regulators decided to phase out the "highly leveraged transaction" criteria that broadcasters and cablecasters say was a stigma on their business.

While industry executives are pleased with the Federal Reserve Board's unanimous vote last week to discontinue use of the HLT definition after second-quarter 1992, no one is expecting a dramatic industry-wide easing of the credit crunch.

An HLT loan is one made to fund a "buyout, acquisition or recapitalization" that doubles the borrower's liabilities and raises such liabilities to at least half the size of the borrower's assets or raises the borrower's liabilities to at least three-quarters of assets, with at least a quarter of those liabilities coming from a buyout transaction.

Although there were no ramifications for banks if a loan fell into the HLT category, it became the test of risk applied to bank portfolios by ratings service and shareholders. According to Loan Pricing Corp., a New York-based bank lending monitoring service, HLT loans by the 46 banks nationwide with assets of at least \$10 million fell from \$57 billion at the end of first-quarter 1991 to \$46 billion at the end of third-quarter 1991. Media companies also found that the HLT guidelines were unfairly weighted toward asset and liability tests while ignoring the cash flow upon which the media industry has typically been valued.

"The real story," said Milton Maltz, chairman and chief executive officer, Malrite Communications, and head of the National Association of Broadcasters HLT Task Force, "is that banks will do what they have to do based on the credit that is in front of them." While Maltz agreed that money will not come flowing out of banks, he does believe "that there was a stigma attached to our industry because of the guidelines." Removing

that stigma, he said, "will permit banks to operate more freely without having to worry about writing this up as a special credit risk. Even though some of the banks claim the HLT tag never bothered them, they knew it was a special category and it put a shadow on the industry."

While bankers contacted by BROADCASTING were in agreement that the removal of the HLT stigma is a positive one for the industry, they are not anticipating any lending boom on their part. Greg Mulligan, vice president, Fleet National Bank, said that while the HLT phaseout is a "positive" sign, "I don't think it is going to substantially change the environment in the short term."

Many industry executives felt that banks sometimes used the HLT guidelines as an excuse to stay away from the media business. With that excuse gone, the question facing the

industry is whether banks will just be more blunt about how they feel about the current state of the business. Said one banker: "The nature of the business has changed; ad revenues are off considerably in most markets, as are multiples." Jerome Fowlkes, assistant vice president, American Security Bank, said "we are seeing a re-evaluation of a lot of industries, broadcasting being one of them."

Right now, it is cable that is expected to see the biggest benefits from the removal of the HLT guidelines. Bankers, for the most part, are more comfortable with cable's dual revenue stream and the relative financial stability that comes with it. Said Mark Hamenetz, vice president, Bank of New York: "This is definitely positive for the cable industry. Everyone is more bullish on cable. Broadcasting still has fundamental structural changes taking place." ■



BUTENSKY TAPPED TO HEAD TVB

The Television Bureau of Advertising elected a new president last week—Ave Butensky, executive vice president for domestic and international television distribution, Fries Entertainment. The exact date Butensky will step into his new role is unclear; it depends on the timetable he works out for leaving Fries.

Butensky has spent much of his career on the buying side of the advertising business. He was with Dancer Fitzgerald Sample's media department for 20 years. After a two-year stint at Viacom's Television Program Group, he joined media buyer Ed Libov Associates in 1980, where he rose to president and chief operating officer in 1983. In 1987 he joined Fries.

Butensky is coming to TVB at a time when it has shifted its focus to concentrate primarily on developing plans to boost the spot television market.

-SM

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Ad deadline: January 31

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Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

BUSHHOGGING

Recalling the gung-ho deregulation days of the Reagan era, FCC Chairman Alfred Sikes is reportedly preparing a new "regulatory underbrush" item aimed at eliminating a potpourri of minor regulations. There is no word yet on what broadcast or cable rules might be included. Former FCC Chairman Mark Fowler pushed through several such proceedings during his six-year reign (1981-87).

CALLED TO USTA

The United States Telephone Association has retained former Group W lobbyist Jerry Udwin to help convince broadcasters to join telcos in their on-again, off-again campaign to relax or repeal the statutory prohibition against telcos owning cable systems. Cable is adamantly opposed to any tampering with the ban. But

telcos hope broadcasters can be persuaded to enter an alliance with them, possibly in exchange for the telcos' commitment to carry local broadcast signals.

SPIN CONTROL

National Cable Television Association President James Mooney, in a memo to his board members on upcoming cable legislation in the Senate, said the spin they put on the industry-backed Packwood-Kerry substitute to S. 12 may be decisive. "If this is seen—wrongly—as a 'gutting' amendment, which is the way our opponents will describe it, the substitute will have no chance," Mooney said. "Now is the time to contact your Senate friends."

NEW ORLEANS

FRANK DISCUSSION

Disney's Rich Frank had dinner with FCC Commissioner Ervin Dug-

gan last week during the NATPE convention to solicit support for Disney's yellowing petition for elimination of PTAR's off-network programming prohibition. The petition is now over a year old. The tête-à-tête apparently had no immediate effect. Duggan's position with regard to PTAR reform expressed at a NATPE session after the Frank meeting (not eager to take it up, but not opposed to some incremental change) appeared the same as it had been before.

MORE TALK

The Nashville Network is ironing out a deal with WSMV-TV Nashville in which the station would produce a nightly call-in show comparable to CNN's *Larry King Live*. The hour-long show, hosted by former station anchor and Pat Sajak sidekick Dan Miller, could debut as early as April on the cable network.

REVIVED?

Worldvision Enterprises, which just cut back its planned *Almost Live* comedy strip to a weekly hour, is holding out hope the show will eventually relaunch as a daily half-hour.

TULSA

HIGH-FIBER DIET

It may be 15 years before fiber optics carries TV to the home, but TV broadcaster use of fiber is growing by leaps and bounds. A new deal inked last week will have Tulsa-based Vyvx Inc. carrying at least 3,000 hours of sports TV backhaul for IDB Communications in 1992 via Vyvx's 50-city fiber network—more than triple the hours required to carry 300 Major League Baseball games for IDB in 1991. The 3,000 hours is a minimum and does not count a similar Vyvx deal to provide point-to-point transmissions to Prime Network's cable sports services.

SNYDER TO RECEIVE LEN ZEIDENBERG AWARD

Retired Post-Newsweek Stations' news vice president, Jim Snyder, has been selected as the first recipient of the Radio-Television News Directors Foundation's Len Zeidenberg First Amendment Award, named for the late chief correspondent of BROADCASTING. The award will be presented annually to a radio or TV journalist who has made "outstanding contributions to the defense of First Amendment rights."

Snyder began his career at Group W's KDKA(AM) Pittsburgh as a reporter, editor and later news director from 1954 to 1959. In 1959, he joined Group W's Washington bureau, eventually serving as bureau chief, covering the White House and directing the group broadcaster's convention coverage. He joined CBS News in 1965 and in 1966 was named a producer for *The CBS Evening News with Walter Cronkite*. In 1969 he joined Post-Newsweek, installing an all-news format at its WTOP(AM) Washington and serving as news director at WTOP-TV (now WUSA-TV). Following a stint at P-N's WDIV-TV Detroit, he returned to Washington as VP, news, retiring in October 1991.

Snyder will be presented with the award at the annual RTNDF banquet April 8 at the Mayflower Hotel in Washington.



Jim Snyder

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BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

SPACE ACTION

Viewers who tune in next January for the launch of Paramount's *Star Trek: Deep Space Nine* will see a show with considerably more action than the current reincarnation of the 1960's series.

According to Paramount sources, the show will more closely resemble "Star Wars" than *Star Trek*. "It'll be more fun with more action. We'll have more freedom because they won't be confined to the ship."

BACK TO BASICS

Steven Bochco fans may be happy to know that the next project from the prolific producer will be an hour cop show, the format that helped to establish him as one of television's top producers.

The untitled hour will be the third hour series produced under the Bochco banner for ABC as part of their 10-series deal. The first, *Cop Rock*, was canceled last year, and the second, *Civil Wars*, recently received a five-episode order.

NEWS MAKES NEWS

Despite the fact that there was an apparent flurry of syndicated programing acquisitions by stations at NATPE Program Conference last week, one station executive from KIRO-TV Seattle said that his station was shying away from buying shows to go forward with a plan to offer more locally originated news coverage similar to what NBC

affiliate KCRA-TV is emphasizing in Sacramento, Calif.

Matt Markovich, an executive news producer at KIRO, says the CBS affiliate's intentions are set on "unloading" such syndicated programs as *Geraldo*, *Donahue* and *The Cosby Show* to free up morning and early fringe for expanded newscasts.

Fox affiliate WSVN-TV Miami has also proved successful as one of the nation's top-rated independents with expanded news coverage. The recent West Coast emphasis on expanded news coverage (with KCRA-TV and San Francisco's KRON-TV and KPIX-TV shifting their prime time lineups to 7-10 p.m.) has Gannett-owned NBC affiliate KPNX-TV Phoenix considering dropping syndicated fare for expanded news, said Markovich.

FULL-TIME FOX?

Fox executives told a gathering of its affiliates at the NATPE show last week that the company would make a decision in the spring on whether to expand to seven nights of prime time programing as early as August 1992.

Confirming the report last week, Fox Chairman **Barry Diller** said that "I really hope" the expansion to seven nights takes no longer than the end of 1992 to accomplish. That would keep the network pretty much on target for its seven-night rollout. The goal from the outset has been late 1992 or early 1993. Fox affiliates

said last week.

Diller said completing the prime time rollout was a "higher priority" than launching a basic cable service, which has been on the Fox agenda for completion in 1992 or 1993.

BEYOND THE STRIPES

Former Major League Baseball umpire **Steve Palermo**, who was left partially paralyzed from gunshot wounds suffered after breaking up a robbery attempt last summer, has signed with an independent Florida production company to host a new weekly talk show titled *Beyond the Stripes*.

George Narr, president of Palm Beach Gardens-based Vision Video Productions, says Palermo will serve as host of a sports-oriented half-hour talk show. Being marketed as a cash offering, Narr says that Vision Video will likely maintain distribution rights to the series, as well as producing the series.

RACING WITH RAKOLTA

Betting on horses is a popular pastime, and King World Productions' annual Night at the Races bash at the New Orleans Fairgrounds race track attracts a crowd during NATPE. Among those seen collecting winnings (after placing bets with play money on videotaped horse races) last week was **Terry Rakolta**, who heads the watchdog group Viewers for Quality Television.

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DILLER: BROADCASTERS WILL 'GO OUT OF BUSINESS' UNLESS COMPULSORY LICENSE IS ELIMINATED

Fox chairman tells NATPE that copyright is the most critical issue for broadcasters and that it has 'rigged the game' in favor of cable

By Steve McClellan

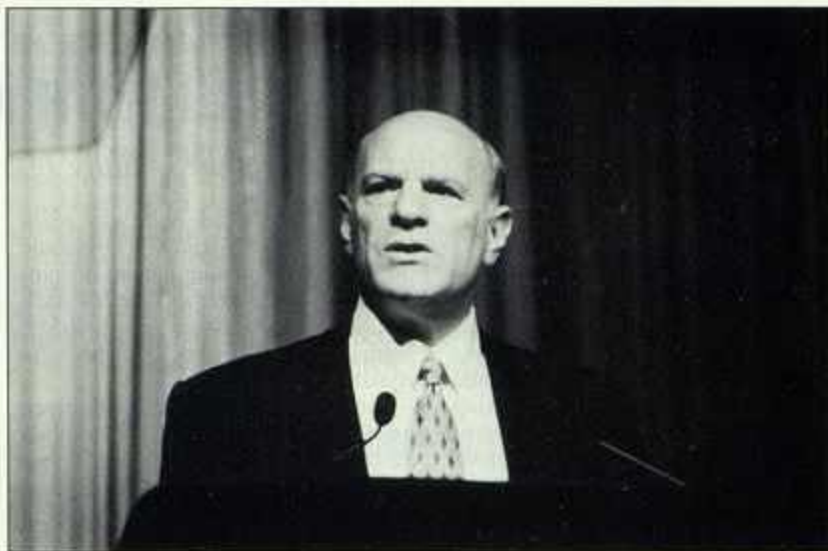
Barry Diller's keynote message to those attending the NATPE International convention last week was simple—eliminate the compulsory copyright license or the broadcasting medium will go the way of the Dumont Network.

Diller, chairman and chief executive of Fox Inc., was the second keynote speaker in two weeks to say the current compulsory license could render broadcasters an endangered species. The cable industry, he said, must start paying more for the over-the-air signals it retransmits, which account for most cable audience viewing.

At the INTV convention two weeks ago, entertainment analyst David Londoner, of Wertheim Schroder & Co., proposed an amendment to the current law that would impose carriage fees for cable pickup of local and distant signals. Under Londoner's scenario, cable systems would pay an additional \$750 million that broadcasters and better syndicators would divvy up (BROADCASTING, Jan. 13).

But Diller's proposal was to do away with the compulsory license altogether. "The reality is that broadcasting has become simply one element of pay television," said Diller. "That leads me to four simple and unarguable words—broadcasters gotta get paid. Because if they don't get a second revenue stream of income beyond advertising support, they will eventually go out of business."

Diller said the copyright issue is by far the most critical issue at stake for broadcasters, and suggested that other battles, over financial interest and syn-



Fox's Barry Diller: It's do or die time for TV broadcasters

dication rules, must carry and syndication exclusivity, pale in comparison.

"After all, the fight over financial interest and syndication rights in network shows won't be fun anymore if the networks are gone. And you can't scream over must carry or channel position for a local broadcaster who's out of business."

Diller said the compulsory license has "rigged the game" in favor of cable. "The issue is simple. What people watch is the value for which they pay. In any rational system, the payment must follow the viewing. You can't tell me that what people watch 60% or 70% of the time [over-the-air channels] has no value but that what they watch 30% of the time [pay and basic services] does. Only a complete fool would argue USA Network is worth more than NBC unless viewers begin to watch USA 10 times more

than they do now."

Diller suggested that the compulsory license provides a disincentive for cable networks to compete. "An executive of a non-broadcast network actually boasted in an interview that he didn't have to worry about ratings because his network revenue needs were covered by long-term subscription agreements with cable operators. He didn't have to worry about whether people actually watch his shows. A system in which consumer preferences matter this little is genuinely loony."

Diller said the copyright issue had to be addressed "right now" or "the best broadcast programming will begin forced migration to a pure pay environment, and we will totally disenfranchise the 100 million Americans who rely solely on broadcasting for their television."

The simple solution, he said, is to

repeal the compulsory license. "All we need is for the government to remove its heavy and clumsy hand from the program marketplace so that everyone can compete."

Repeal of the license, said Diller, would result in broadcasters becoming "rights-clearing intermediaries between program suppliers and cable operators. This is exactly what happens today in transactions between program suppliers and cable operators."

While the proposed system would be "messier" than the current one, he also acknowledged that the toughest challenge will be to persuade cable that its "best interests" would best be served by eliminating the compulsory

copyright license.

Diller said the "leading cable operators have indicated to us directly that they realize it is not in their long-term best interests" to retain the current system.

But the National Cable Television Association has indicated it sees no reason to change the status quo, and the only major cable operator so far to indicate a willingness to change is Tele-Communications Inc.

Assuming that exclusivity will be cable's primary selling point in the future, Diller said, "it's tough for cable to justify exclusivity for its own programs while it uses the programs of broadcasters through a forced license.

It won't help either broadcasting or cable to leave the compulsory license lying around to be picked up by the telephone companies. If they want to compete, let them bid."

Diller also said the reason the compulsory license was adopted 20 years ago is the same reason it ought to be repealed today—to foster diversity and "assure the survival of the great mass program engines of television."

But he also acknowledged that getting the license repealed will be a complex and arduous task, given the different agendas of different studios, broadcast groups, cable operators and networks, and the FCC and Capitol Hill.

NBC DOES MORE THAN TALK WITH MULTIMEDIA

It makes deal for O&O's to pick up 'Donahue,' 'Sally Jessy' and 'Springer'

By Mike Freeman

Perhaps one of the most aggressive and high-profile moves to come out of NATPE in recent years was the NBC Station Group's newly forged alliance with Multimedia Entertainment. By officially picking up Multimedia's established *Donahue* and *Sally Jessy Raphael* talk shows over the next two seasons, in addition to taking the fledgling *Jerry Springer* test vehicle, five of NBC's O&O's (KCNC-TV Denver is the only one not participating) are trying to create a cohesive programming strategy and a possible building block to challenge Cap Cities/ABC's station alliance with King World Productions' top-rated programming (*Oprah Winfrey*, *Wheel of Fortune* and *Jeopardy!*).

Suffering declining revenues on the network side of the business, NBC President Bob Wright has apparently given the green light to recently installed NBC Station Group President John Rohrbeck to initiate progressive co-venture alliances with syndicators. In another surprise from the convention, the NBC stations have teamed up with Viacom Enterprises to syndicate *Night Talk with Dr. David Viscott*, who currently hosts a weekly two-hour advice strip originating at KNBC-TV Los Angeles. The fall 1992 strip is slated for 90-minute telecasts as a targeted 1-3 a.m. adjunct to NBC's recently initiated affiliate overnight

news service, which will also allow Viacom to offer *Viscott* in a 60-minute format on a 7-minute national/7-minute local barter split and the last half-hour on a 1½-minute national/5½-minute local barter split for syndication.

At a hastily called press conference to discuss the four-year, \$75 million licensing deal for Multimedia's *Donahue*, *Sally Jessy Raphael* and *Jerry Springer* talk show strips, Rohrbeck confirmed that KNBC-TV Los Angeles will not renew Warner Bros. Domestic Television Distribution's *Jenny Jones* talk show after this season to fit *Springer* into the morning schedule. KNBC-TV already double-runs *Donahue* episodes, but his "best of" morning repeats will likely make way for *Sally Jessy Raphael* when the show is recaptured at the end of the 1992-93 season.

The addition of *Springer*, which several industry sources said was leveraged into the *Donahue* and *Raphael* pickups, also means that *Springer*'s incumbent test participant, KCAL-TV Los Angeles, will have to fill in its morning lineup next season. Those sources suggested that KCAL will pick up *Jenny Jones*, but Warner Bros.' senior vice president of sales, Scott Carlin, would only say that he is talking with "several" interested independents in the Los Angeles market. (Carlin also confirmed that NBC O&O WMAQ-TV Chicago has renewed *Jenny*

Jones for the 1992-93 season. That station is the production base for the rookie hour strip.)

WNBC-TV New York will leave its current talk lineup intact, with Rohrbeck killing speculation that Paramount Domestic Television's *The Maury Povich Show* might have to find a new home by confirming that the New York O&O and WRC-TV Washington have renewed *Povich* for another two seasons (through the 1994-95 season).

"I don't think this should be interpreted as aligning with one syndicator or as a station group-driven deal," Rohrbeck said. "This was a program-driven deal. We'll talk to any syndicator we think can enhance our programming mix, particularly in prime access in New York." Rohrbeck said with a laugh, referring to WNBC's nagging problems with the 7-8 time period.

Multimedia President Bob Turner also emphasized there was no "desperation attempt" to shoe-horn *Springer* into the NBC station deal, claiming that the three-month-old test project (now being tried out in over a half-dozen markets) has more than 40 stations signed to pick it up this season and next. Meanwhile, Turner said that Multimedia's other syndicated late-night talk show, *Rush Limbaugh*, has been cleared in approximately 45 markets.

The following is a breakdown of how the other major talk show strips

fared at the NATPE convention:

Warner Bros. officials further emphasized at a press conference that the studio is committed to *Jenny Jones*, claiming the hour talk show strip has climbed from a 1.8 rating average to a 2.5 in recent NSI reports. However, WBTD President Dick Robertson and Carlin conceded that a decision to proceed with a long-term commitment will be made in March, once the February sweeps books can be reviewed.

Carlin also noted that *Jones* has received time period upgrades on WWOR-TV New York (10 a.m. to 1 p.m.) and has made moves from WXYZ-TV Detroit to WDIV-TV and from WTVJ-TV Miami to WSVN-TV: "We're in great shape on the NBC stations."

A March 1992 test project, *Night Talk with Jane Whitney*, according to Carlin, has been cleared in 26 markets. He said that the original "time bank" marketing plan has been dropped in favor of a 6-minute national/6-minute local barter split. New stations signing for the late-night test project are WSB-TV Atlanta, KOMO-TV Seattle, KHOU-TV Houston and WITI-TV Milwaukee.

MCA TV's *Kitty Kelley*, which launched its sales effort at the convention, was sold to KCBS-TV Los Angeles, but had no other station sales to report. MCA TV President Shelly Schwab said the studio just started making pitches and will be "carefully studying" multiple offers for "quality" time period and station clearances. Schwab said that KCBS has given a preliminary time period commitment of noon-5 p.m., but declined to specify if it is the result of a multi-tier time period deal.

Group W Productions President Derk Zimmerman said that *The Vicki Lawrence Show* has been sold in over 55% of the U.S.

Genesis Entertainment officials were unavailable for comment, but the word around the convention was that *The Whoopi Goldberg Show*, the syndicator's half-hour late-night talk project, has tallied sales in over 50 markets despite the absence of a finished pilot for presentations.

Michael Gerber, Viacom Enterprises' president of first-run sales, said *Montel Williams*, which launched as a slow rollout test vehicle last July, was "approaching" 60 market clearances and 55% U.S. coverage. Going into the convention, he said *Montel* totaled 39 markets and 46% clearance. ■

SELTEL SOFT ON DAYTIME TALK

Rep firm lauds Paramount's hour-long action adventures

By Mike Freeman

Proclaiming that there are "no Oprah Winfreys" among the crop of new daytime talk show strips, Janeen Bjork, Seltel's vice president and director of programing, set a pessimistic tone for Seltel's presentation of 1992-93 syndicated program offerings. However, in the area of first-run, hour-long action adventures, with Paramount Domestic Television among the last-minute players unveiling new projects, Seltel gave shining endorsements for the expensive programing ventures.

Among those fledgling talk shows going the slow-rollout route, *Jerry Springer* (from Multimedia Entertainment), hosted by a former mayor of Cincinnati, was down 30% from year-ago programing on WLWT-TV in his hometown and "down by more" in the handful of other markets where the show has been testing since the beginning of this season, according to Seltel's Tom Bumberra. On the other

hand, another slow-rollout vehicle, Viacom Enterprises' *Montel Williams*, according to Bjork, has established some year-to-year improvements in its 18-market test, but Bjork cautioned stations to allow the show two to three ratings as a "reasonable gestation period."

Zeroing in on other daytime talk shows, Bjork said that "America's insatiable appetite for gossip" bodes well for MCA TV's *Kitty Kelley*, but she questioned the controversial biographer's ability to consistently lure high-profile celebrities to make "bare-all" confessions. When it comes to light-hearted celebrity pranks, Bumberra said that Group W's *Vicki Lawrence* fills the bill, but noted that the company's previous attempt at soft talk, *The Chuck Woolery Show*, was canceled earlier this season because of continually sagging ratings.

Turning to late-night talk shows, Bjork said Tribune Entertainment's *Dennis Miller*, which premiered last week, has to deal with the "love-

PETRY PROFFERS ITS PICKS

Stations represented by Petry Television heard the firm's rundown of programing last Monday at the start of the NATPE convention. Using a scale of 5 to 10, with shows falling below the level of five not even being mentioned, the firm outlined the shows it thinks have the best chance for success.

Drawing a surprising 7.5 rating from Jack Fentress, vice president, programing, and Dick Kurlander, vice president, programing, was Multimedia's *Rush Limbaugh* half-hour talk strip, which hasn't generated nearly the publicity of Genesis's *Whoopi*. Whoopi Goldberg's project scored a 5 from the group based on their belief that her feature film career will interfere with her talk show schedule and her inexperience in the genre.

Also receiving high marks in the talk show arena was the *Montel Williams Show*, which also rated a 7.5 from the Petry executives. Not only has the host improved, said Kurlander, but Viacom, which distributes the series, has handled it with patience and nurtured its growth.

Three other talk shows getting positive reviews from Petry were *The Kitty Kelley Show* from MCA, *Vicki* from Group W and *Jerry Springer* from Multimedia, which scored a 7, 6 and 5, respectively.

MCA TV's *Coach* scored an 8, leading the off-net sitcoms available this year. *Empty Nest* from Buena Vista was close behind with a 7.5, thanks to its ensemble cast, while Warner Bros.' *Family Matters* was hurt by the lack of attention paid the full cast. As a result, *Family Matters* rated a 6. Petry executives assigned two ratings to the much-publicized *You Bet Your Life* from Carsey-Werner. It was given a 7.5 if the majority of its clearances are in access time periods, because Fentress believes the show's success hinges on having a broader audience. If, however, the series is placed in a majority of early fringe slots, the rating drops to a 5.5.

-3C

hate" perception Miller evokes with his "cynical" humor. "We know he can do a monologue, but can he interview people and get the audience involved?" Bjork asked.

Bjork said *The Whoopi Goldberg Show* is her "first choice" for late fringe but said the comedian's distributor, Genesis Entertainment, has to further convince stations by presenting a finished pilot. Bumberra joked that talk-radio host Rush Limbaugh's resemblance to retired Army General Norman Schwarzkopf should win Multimedia's *Rush Limbaugh* talk show some key late-night male demos.

As for BYCA Distribution's plans to expand *The Byron Allen Show* from a weekly to a strip, Bumberra doubted that client stations getting a 1-2 rating on weekends for the show will commit to a weekday version.

"None of these talk shows are a slam dunk," Bjork said. "We understand the reasoning for [client stations] going for premium talk shows, and one or two of these may become that,

but don't let that be a reason for a syndicator to dictate premium [licensing] terms."

Addressing the game show genre, Bjork first noted that Twentieth Television's *Studs* has exhibited strong year-to-year ratings and demo growth but nonetheless said the racier sexual content has invited "advertiser hit listing," thus largely limiting programing options to late night. "It's an unusual show in that it has a great upside and a great downside," Bjork said.

Bjork fired a verbal volley at *How's Your Love Life?*, which is being distributed by Viacom through a consortium of Katz Television-repped stations, saying it was based on "another flop" developed a few years ago titled *Love Experts*. After viewing a clip from Group W's *That's Amore*, Bjork said the romance game—based on an Italian broadcast version—features a host, Luca Barbareschi, who is comfortable with the format and has "fun" with the belligerent husbands and wives. With Carsey-Werner's *You*

Bet Your Life cleared almost entirely on affiliate stations (with a total of over 70 stations and 70% of the U.S.), Bjork concluded that Seltel's independent station clientele would find the Bill Cosby-hosted strip unsuitable for their early-fringe and access-dominated off-network comedy blocks.

After receiving Paramount Domestic Television's presentation for its pair of action adventures, *Deep Space Nine* (a spinoff from *Star Trek: The Next Generation*) and *The Untouchables*, Seltel's Lainie Shankman stated that the \$1.4-million-per-episode production budget is nearly double what Warner Bros. Domestic Television Distribution is committing to its action hours *Kung Fu: The Legend Continues* and *Time Trax* (for the Television Consortium and syndication).

"The production values should be good for the Warner Bros. product, but Paramount is light-years ahead, excuse the pun, in terms of the presentation and quality of the product," Shankman said.

TV REPS PLEDGE EFFORT TO CREATE NEW DEMAND

Spot, network are only media 'bought—and not sold,' Blair chairman tells NATPE panel

By Steve McClellan

The chairmen of two of the biggest rep firms pled mea culpa in addressing the central question of one NATPE panel session: why aren't stations getting their "fair share" of ad dollars?

The rep executives, James Rosenfield, chairman of John Blair Communications, and James Greenwald, chairman of Katz Communications, suggested that television salespeople are essentially order-takers who have failed to come up with aggressive or creative new sales strategies.

"Of all the media, only spot and network television are bought—and not sold," said Rosenfield. "It's up to us to change this situation, particularly in the new competitive environment. We need to get away from commodity selling into a qualitative type of sale."

Greenwald agreed. Too often, he said, the question being asked within the industry is, "are the traditional advertisers returning to spot TV? Let's talk about selling new advertisers and creating a demand, and start selling."

Two advertiser agency executives

on the panel, Alec Gerster, media director at Grey Advertising, and Allen Banks, media director at Saatchi & Saatchi, urged local stations to do local research and develop tie-in marketing plans that enhance spot buys.

But one member of the audience, WCVB-TV Boston President James Coppersmith, took the two advertising executives to task for not being responsive to such efforts. "When these buys come down they come down fast," said Coppersmith.

The agencies, he continued, are so busy they often will not give a station

or rep executive the time of day when it comes to presenting anything but a list of availabilities.

"If we try to see your client, you get mad at us," Coppersmith said. "Be more open to being sold. Your doors aren't as open as you allude." Gerster agreed it was a "shared responsibility."

Banks said spot spending at Grey was up in the past 18 months. "We're working more with local third-party specialists," he said. "It goes beyond rating points."

John Suhler, partner in Veronis Suhler, a marketing research firm, said he was relatively optimistic about the outlook for over-the-air television. "Viewership seems to be stabilizing," he said, "and so does the loss of spending to promotion and other non-measured media." He also said that cable and home video growth were "moderating."

But Rosenfield suggested that dollars lost to promotion and other marketing forms may not be recouped. "Ultimately there will be less advertising per marketing dollar than in the past," he said.

MORNING 'FEUD

CBS will air a new hour-long version of the game show *Family Feud* at 10-11 a.m., starting July 6. There had been speculation that CBS might give up the time period, as have ABC and NBC. But Lucy Johnson, CBS daytime vice president, said the network was "committed" to the time slot. *Feud* will have four families competing for up to \$25,000 in prize money.

'SLIM PICKINGS,' SAYS HRP OF NEW SHOWS

Rep firm's review of shows offered at NATPE finds few picks;
advice to stations is to stay with what's working, don't experiment

By Rich Brown

If you've got a show that's working, renewal is the watchword," said HRP executive Jim Curtin at the rep firm's annual NATPE presentation.

This year's crop of NATPE offerings provides "slim pickings" for stations hoping to experiment, he said. By the looks of things, said Curtin, the 1992-93 season is likely to see the same 50% failure rate that beset last year's list of NATPE newcomers.

Curtin predicted only two of last year's debuts are likely to survive—*Maurice Povich* and *Now It Can Be Told*. Among shows "on the bubble" is Warner Bros.' *Jenny Jones*, he said.

Of new first-run shows, Curtin said *You Bet Your Life* has the best chance because host Bill Cosby will get the show sampling. But he qualified that endorsement by saying the show is a "short-term" frontrunner because it appears to be slow-paced and older-skewing.

That's Amore, the new half-hour strip from Group W Productions, is "worthy of consideration," said Curtin. Italian host Luca Barbareschi is appealing, he said, although stations should be wary because he is unknown in the U.S. and the show does not have a strong presell.

Among new talk shows, Curtin said the frontrunner appears to be Multimedia's *Rush Limbaugh*. Curtin said he based his endorsement on the "solid history" of other conservative talk show hosts, such as Morton Downey and Wally George, who both had strong short-term successes. He said Limbaugh should be able to get strong male demos for one to two years, possibly longer if Multimedia can keep the show advertiser-friendly.

Curtin was less enthusiastic about Group W Productions' *Vicki Lawrence* talk show, noting, "one wonders if there's any desire for another soft talk show." Among other talk shows, Curtin looked favorably upon a second run of *Oprah* in late fringe, given the success of *Sally Jesse Raphael* in the time period.

On first-run hours, Paramount's *Deep Space 9*, the companion to the

popular *Star Trek: The Next Generation*, was given high marks by Curtin for its strong presold audience. He also pointed to *Renegade* as having good potential, given the track record of an existing Cannell Distribution Co. show, *Street Justice*.

Looking at off-network shows, Curtin said HRP analysis has shown that stations might have better long-term success with sitcoms aimed at adults rather than kids. HRP found that those kids sitcoms studied showed audience

declines of 10%-20% within the past year.

"When you're buying a *Full House* or a *Family Matters*, don't expect to get more than two years out of it," said Curtin.

Nevertheless, in HRP's list of recommendations, *Family Matters* is described as a consistently strong performer that could do well in an early-fringe sitcom block, especially for an independent.

Among other recommendations:

ROMANCE AND GAMES ON THE NATPE FLOOR

It didn't take long to walk the floor at NATPE and find the new crop of game shows. Romance-based comedies dominated what little was out there, while the Bill Cosby vehicle, *You Bet Your Life*, was so well sold coming into NATPE that there wasn't much sign of the Carsey-Werner show on the floor.

There clearly is a limited amount of room for romance shows, said Henry Schleiff of Viacom, which was offering *How's Your Love Life?* Nevertheless, at least two other shows—*Infatuation* from Genesis and *That's Amore* from Group W—were attempting to capture some of the success already enjoyed by the long-running *Love Connection* and the upstart *Studs*.

How's Your Love Life? by the middle of last week had been sold in 50% of the country with a total of 40 markets anticipated by the close of NATPE. Clearances included WWOR-TV New York and KCOP-TV Los Angeles. The show was being pitched as a companion to other relationship or upscale shows in early fringe and late night. Schleiff was emphasizing to stations that the all-barter show (with a 3½ national/3½ local split) was developed with the Katz Consortium, which assured a less steamy gamedy than some of the existing fare.

The Genesis entry, *Infatuation*, by the middle of last week had lined up 27 stations, including WWOR-TV New York and KCAL-TV Los Angeles. The daytime strip was being offered on a cash-plus-barter split (4 minutes local, 3 minutes national). Gary Gannaway of Genesis said one of *Infatuation*'s strongest selling points was host Bob Eubanks, former host of the long-running *Newlywed Game*.

Group W's *That's Amore*, hosted by Italian personality Luca Barbareschi, was more than 50% sold by the middle of last week, according to the company. Group W had originally been seeking a cash-barter split on the show but shifted gears to all-barter by the time the show began.

That's Amore was sold in all of the top five markets, including WWOR-TV New York and KCAL-TV Los Angeles. Station group sales included Group W and LIN Broadcasting. Most clearances were early fringe, 5-6 p.m. or 11 a.m.-noon, according to Group W's Derk Zimmerman.

That's Amore had earlier been pitched as an NBC daytime series, but the deal fell through when the network demanded exclusivity, according to a well-placed source at the NATPE convention.

Paramount, which has had its eye on a romance show of its own, *Love at First Sight*, was keeping mum on any such plans. Paramount Domestic Television President Steve Goldman said the show remains in the developmental, "down-the-road" phase and would not elaborate.

—RB

Coach is an "excellent" upscale sitcom for early or late programming with strong uptrending growth and across-the-board young-adult appeal; *Dear John* has "very little" worthy of recommendation; *Designing Women* is a strong entry for early news lead-in or following late news, and *Doogie Howser, M.D.* is a strong candidate for early fringe, especially for independents.

Among other off-network fare, *In the Heat of the Night* is described by

HRP as difficult to fit into a program schedule and as having limited potential; *Jake and the Fatman* is "difficult to recommend" and *Life Goes On* is "low on the shopping list." According to HRP, *Murphy Brown* is a valuable early news lead-in; *The Simpsons* is a good possibility for an early news lead-in; *Roseanne* continues to be a powerhouse, and *The Wonder Years* should do well as an early fringe half-hour in a sitcom block.

In other observations, HRP's Steve

Raffel said the company's client stations over the past year have shifted to more Nielsen-only subscribers and fewer Arbitron-only subscribers. But the shift has not resulted in a reduction in overall money spent by the HRP stations on ratings contracts, he said.

Addressing other ratings concerns, Raffel said the largest percentage of sales continue to be based on household ratings (47%), while the most demo sales continue to be based on women 25-54 (19%).

NBC KEEPS DAYTIME LINEUP, COMPENSATION INTACT

Talk-magazine on health issues in 'first back-up position' on schedule for June

By Steve Coe

John Miller, NBC-TV's executive vice president for advertising and promotion and daytime and children's programs, announced a new weekday daytime show to affiliates at the NATPE convention last Wednesday. Miller also showed visiting station executives a short list of development projects, one of which will be used on the Saturday-morning schedule.

Acting on his promise of last month to act "more like a syndicator" when dealing with affiliates, Miller used the venue to introduce a new show—a half-hour talk-magazine focusing on health issues and hosted by Dr. Dean Edell. Miller said the project could be ready to air as soon as June and that it is "in the first back-up position" should one of the other daytime shows be pulled. NBC has given the show a 13-week, 65-episode commitment.

There had been some speculation that Miller would be introducing a lineup change during NATPE, but the only surgery done on the current schedule was a reformatting of *A Closer Look*, with Faith Daniels now hosting in front of an audience.

Miller said part of the reason the lineup is remaining untouched is that, for the first time in four years, NBC's daytime lineup has experienced growth for the past quarter, albeit slight. He also noted that this is, not coincidentally, the first quarter in four years that the daytime schedule has remained intact.

Miller emphasized the network is not expecting to change the compensation arrangement with affiliates for

daytime, and noted that stations have been given a sixth run of one of the three morning shows to use during the weekend and are able to keep all of the advertising time during the show.

Miller also introduced a slate of five projects in development, one of which will be used in 11:30-noon slot. In the outline to affiliates, station executives were told one of the projects "will be selected expressly for the 9-16-year-

old audience, which will satisfy your license requirements as outlined in the new Children's Television Act."

Among the projects is a reality-based show within a sitcom about teens working in a news station. *Cheers*'s John Ratzenberger hosts a comedy/educational program, and another show features Wil Shriner and centers around children living out their dreams or fantasies.

FIRST-RUN ADDITIONS FOR CPT

Columbia Pictures Television announced two separate initiatives last week at NATPE that will expand its presence in first-run programming. The company said it would distribute a new, weekly live-action children's show for next fall, called *Beakman's World*, based on the comic strip distributed by Universal Press Syndicate, *You Can with Beakman*, by Jok Church. CPT also said it would distribute a series of first-run telefilms in syndication, produced by the recently revived Tri-Star Television division headed by Jon Feltheimer. Feltheimer said a number of the films have the potential to be back-door pilots for first-run, network or cable series. Feltheimer also said he would be bringing a major international broadcaster into the project; that will be announced at the Monte Carlo television market next month.

The *Beakman* project stems from a joint venture between Belo Broadcasting and Universal Press Syndicate to adapt certain UPS print properties. Ted Field (former director of children's programming for CBS) will serve as executive producer of the project. Ward Heuy, president, Belo Broadcasting, described *Beakman* as "a blend of the old *Mr. Wizard* show and *Monty Python*." The target audience is children and teenagers.

The TriStar movies will be sold for cash by the CPT syndication division under the banner TriStar Premiere Network. The initial cycle will include four films, one a quarter, with plans to expand to a film a month, Feltheimer said.

The films will have a younger, male skew, said Feltheimer. The first project, *Rapture*, is based on the book by Thomas Tessier. Stations picking up the package include the Chris Craft and Renaissance station groups, WWCR-TV New York, WPWR-TV Chicago, WPHL-TV Philadelphia and stations from the Clear Channel and River City groups.

LOCAL PRODUCTION: ADVERTISING AND PROGRAMING CAN WORK WELL TOGETHER

Inter-departmental cooperation urged at stations to produce successful shows

By Rich Brown

Some of the most successful locally produced shows tend to be those developed jointly at stations by the sales and programming departments, according to a panel session at the NATPE convention.

"I urge you to put advertising people and creative programming people together," said Henry Maldonado of WDIV-TV Detroit. "It's ugly at first, but very nice things happen in the end."

Maldonado said his station recently created a popular series of 30-second vignettes featuring viewers who performed "stupid tricks." The vignettes were created to accommodate advertiser Taco Bell, which was looking for a promotion that would fly selected viewers to New York to attend a taping of *Late Night with David Letterman*.

Maldonado said the station has had similar success in telecasting local events, which started eight years ago when the station sales department, looking for a way to work with auto advertisers, came up with coverage of the Detroit Auto Show.

"It starts with the salespeople having a need and then handing it over to the creative types," he said.

Agreeing with the need to have salespeople work closely with programmers was panelist Jane Cohen of Allbritton TV Productions. She pointed to one of her shows, *Working Woman*, a weekly show on WJLA-TV Washington that was created last February to meet an advertiser need to reach working women. She said the show, which last year made \$800,000 and now has major sponsors such as Toyota, was being pitched last week for national syndication.

Among other local success stories discussed on the panel was KCRA-TV Sacramento's *The West*, a half-hour regional newsmagazine show that is now seen nationally on various stations.

Another local success story, WSMV-TV Nashville's long-running morning show, *The Channel 4 Morning Show*, costs the station about \$630,000 annu-

ally to produce and nets about \$1.7 million in revenue, according to station executive Dan Akens. Last February, the station added a Saturday version of the show.

"Take advantage of something that works, and try to replicate it," Akens advised fellow NATPE attendees interested in developing their local production. ■

The changing world of media buying

By Rich Brown

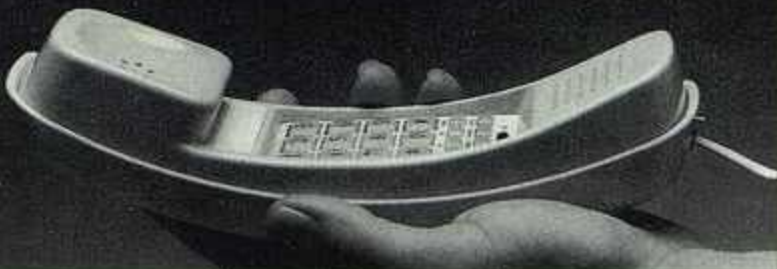
Television executives need to dramatically change the way they sell air time if they want to keep TV advertising from becoming obsolete, according to ad expert Don Schultz, one of the speakers at the NATPE convention.

Schultz, professor of advertising and direct marketing at Northwestern

University, said that one key to success will be "reaggregating" TV viewers. TV needs to develop the same types of detailed audience databases that advertisers have created to identify the users of their products, he said.

"The advertisers and the marketers know what they want to buy, and you don't know what you've got," said Schultz. Current TV audience mea-

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surement focuses too much on broad numbers that do not tell enough about those viewers, he said.

"Mass marketing essentially is dead, but we have refused to bury it," said Schultz. "If the mass market is dead, continuing to count bodies doesn't make any sense. Start to count customers and prospects instead."

He said if the TV industry does not "reaggregate" and better define its audiences, advertisers will instead

switch to such alternatives as direct mail or lifestyle publications.

Schultz recommended that TV operations create strategic alliances with direct marketing and sales promotion organizations to maintain a piece of those businesses. Stand-alone media buys, he said, are destined to become "a thing of the past."

"The whole system either has crashed or is crashing or, at best, we're not doing a very good job of

handling damage control," said Schultz.

He dismissed claims by the advertising community that media buying will return to the way it had traditionally been as soon as the economy rebounds. There have been too many changes in the relationships between consumers, retailers and advertisers, he said.

"Our media systems will never be the way they were before." ■

THE NEW AND UNUSUAL, PROGRAMING DEAL-WISE

Paramount, in an effort to differentiate its new *The Untouchables* and *Star Trek: Deep Space Nine* from other hour weekly offerings, last week was stressing the lavish production values of the upcoming shows. A group of Paramount executives involved in the production and distribution of the two projects announced the marketing plans for the shows and discussed the launch strategy in New Orleans at the NATPE convention last Monday.

Another way Paramount is setting *The Untouchables* apart from other weeklies is the barter split, which has the studio keeping 7½ minutes and stations getting 4½ minutes. The split for *Deep Space Nine* follows the 7/5 formula of *Star Trek: The Next Generation*.

Kerry McCluggage, president, Paramount Television Group, said the money spent for production of each show will exceed that spent on *The Next Generation* in its first season. In fact, the reported \$1.5 million budgets for each series would prevent producing the shows for network television, McCluggage added.

Stations buying the first-run programs also commit to the back-end stripping of the shows. The back-end schedule for stations will allow them six runs over three years.

Both shows will debut in January 1993. Paramount will produce 20 episodes of the *Star Trek* series and 16 installments of *The Untouchables* for the first season. In fall 1993 the studio will begin producing 26 episodes of each. Steve Goldman, president, Paramount Domestic Television, said the decision to premiere the shows in January was based on the higher HUT levels during the winter, the absence of the chaos associated with the fall launches and the fact that stations have more advertising inventory in January.

Dick Robertson, president, Warner Bros. Domestic Television Distribution, discussed the details of the sale of Warner's new movie package, Volume 30, in an unusual deal in which broadcast stations and the cable channel Lifetime will run the movies during exclusive windows.

The titles in the 28-movie package include "Driving Miss Daisy," "Presumed Innocent," "Goodfellas," "Reversal of Fortune" and "Tango & Cash."

Under the agreement, the broadcast stations and

Lifetime will alternate airing the movies, with the stations getting the first window.

The movies will be available to air beginning in August 1993. The package will have a barter element during the first broadcast run, with all further runs being on a cash basis. After the stations run the package the first time, the titles will be rested for at least three months before Lifetime can begin its cycle. Robertson said that the titles will be rested a minimum of three months after every cycle.

While the stations will air the entire 28-title package, Lifetime will not run five—movies that do not fit its audience profile of primarily female viewers. Lifetime will, however, get 15 runs of the movies, while the broadcast stations will get six.

According to Robertson, the creative marketing of the package came in part as a result of the growth of the Fox network. "Times are different now because with the growth of Fox's schedule, the Fox affiliates have less need for programing. So we had to come up with another solution in order to get revenue similar to that from past packages," he said.

In other areas, Robertson said clearances for the Television Consortium were at 66% of the country in 43 markets. He said he expected to have the clearance level up to about 80% "when we come out of NATPE." He put the production budgets for the two Consortium hour adventure shows at between \$700,000 and \$750,000 per hour. "It would be stupid for us to try to cut corners," he said.

Robertson said that stations involved in the Consortium have committed to the first year's worth of episodes for *Kung Fu: The Legend Continues* and *Time Trax*, but that after the first season the Consortium's executive committee will decide whether to commit to further seasons. If the programs are produced for two or more seasons, the stations in the Consortium are committed to the back-end syndication of the shows.

As for the all-barter sales for the off-net *Family Matters*, Robertson said 48 stations representing 54% of the country have purchased the show. Set to debut in syndication in fall 1993, the barter split is 3 minutes for Warner and 4 minutes for the stations. Warner is licensing the show for two years at six runs per week plus a double run of six runs per week.

—SM

Broadcasting's Ratings Week Jan 13-19

	ABC	CBS	NBC	FOX	
MONDAY	12.5/19	16.9/27	14.0/22	5.0/8	
8:00	61. FBI: Untold Stories 11.4/18	21. Evening Shade 15.5/24	16. Fresh Prince 16.1/25	92. Fox Night at the Movies—The January Man 5.0/8	
8:30	54. American Det. 12.2/18	12. Major Dad 17.0/26	34. Blossom 13.7/21		
9:00		4. Murphy Brown 19.1/29			
9:30	42. ABC Monday Night Movie—Robocop 12.9/20	12. Designing Wmn 17.0/26	36. NBC Monday Night Movie—Maid For Each Other 13.6/21		
10:00		15. Northern Exposure 16.4/27			
10:30					
TUESDAY	16.2/25	13.5/21	12.2/19	NO PROGRAMING	
8:00	7. Full House 18.3/27	24. Rescue: 911 14.8/22	28. In the Heat of the Night 14.1/21		
8:30	6. Home Improvmt 18.7/27				
9:00	2. Roseanne 20.1/30	43. CBS Tuesday Night Movie—Breaking the Silence 12.8/20	55. Law and Order 12.0/18		
9:30	8. Coach 18.0/27				
10:00	63. Homefront 10.9/19		66. Today at 40 10.5/18		
10:30					
WEDNESDAY	10.9/17	12.6/20	14.6/24	NO PROGRAMING	
8:00	58. Dinosaurs 11.8/18	65. Davis Rules 10.7/17	3. Unsolved Mysteries 19.3/30		
8:30	37. Wonder Years 13.2/20	76. Brooklyn Bridge 9.2/14			
9:00	50. Doogie Howser 12.3/19	34. Jake and the Fatman 13.7/21	41. Seinfeld 13.0/20		
9:30	71. Anything B/Love 9.9/15		50. Night Court 12.3/19		
10:00	77. Civil Wars 9.1/16	30. 48 Hours 14.0/24	57. Quantum Leap 11.9/21		
10:30					
THURSDAY	13.5/21	12.2/19	15.8/24	9.9/15	
8:00		45. Top Cops 12.7/19	21. Cosby 15.5/24	50. Simpsons 12.3/19	
8:30	39. Columbo 13.1/20		20. A Diffnt World 15.7/24	81. Drexell's Class 8.6/13	
9:00		60. Street Stories 11.5/17	10. Cheers 17.2/25	75. Beverly Hills 90210 9.3/14	
9:30			19. Wings 15.8/23		
10:00	27. Primetime Live 14.3/23	50. Knots Landing 12.3/20	23. L.A. Law 15.4/25		
10:30					
FRIDAY	13.4/22	10.8/18	14.2/24	5.0/8	
8:00	37. Family Matters 13.2/22	69. Michael Jackson Special 10.3/17	24. Matlock 14.8/25	88. America's Most Wanted 6.6/11	
8:30	47. Step By Step 12.5/20				
9:00	62. Baby Talk 11.2/18	39. Tequila and Bonetti* 13.1/21	9. This is Garth Brooks 17.3/28	96. Hidden Video 3.6/6	
9:30	70. Perfect Strngs 10.2/17			97. Best of the Worst 3.0/5	
10:00	14. 20/20 16.5/29	77. Hearts Are Wild 9.1/16	68. Reasonable Doubts 10.4/18		
10:30					
SATURDAY	8.3/15	8.4/15	12.8/23	7.0/12	
8:00	84. Who's the Boss? 7.7/14	79. CBS Saturday Movie—Fatal Attraction 8.8/16	46. Golden Girls 12.6/22	79. Cops 8.8/16	
8:30	85. Growing Pains 7.1/13			48. Empty Nest 12.4/22	74. Cops 2 9.6/17
9:00	86. Young Riders 7.0/12			16. Empty Nest 16.1/28	95. Two Fisted Tales 4.7/8
9:30			31. Nurses 13.9/25		
10:00	66. The Commish 10.5/19				
10:30		88. All in the Family 6.6/12	64. Sisters 10.8/20		
SUNDAY	12.6/20	18.7/29	9.9/16	8.6/13	
7:00	82. Life Goes On 8.2/13	1. 60 Minutes 23.8/39	87. B Hope Golf Classic 6.7/12	87. True Colors 6.7/11	
7:30			94. The Torkelsons 4.8/8	88. Parker Lewis 6.6/11	
8:00	26. Am Fun Hme Vid 14.5/22	4. Murder, She Wrote 19.1/29	83. Hot Country Nights 8.1/12	59. In Living Color 11.7/18	
8:30	33. Am Fun People 13.8/21			71. Roc 9.9/15	
9:00				48. Married w/Childn 12.4/19	
9:30	28. ABC Sunday Night Movie—She Woke Up 14.1/22	18. CBS Sunday Movie—Against Her Will 16.0/25	43. NBC Sunday Night Movie—Drug Wars: The Cocaine Cartel Pt. 1 12.8/20	73. Herman's Head 9.8/15	
10:00				91. Get a Life 6.5/10	
10:30				93. Charlie Hoover 4.9/8	
WEEK'S AVGS	12.5/20	13.5/22	13.2/21	7.3/12	
SSN. TO DATE	12.1/20	13.4/22	12.5/21	7.7/13	

RANKING/SHOW [PROGRAM RATING/SHARE]

* PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

Cable

TCI'S BARTON SEEKING PARTNERS FOR INTERACTIVE

Service would provide technology for networks like Prime, Video Jukebox

By Sharon D. Moshavi

A new interactive video service is being launched by two Japanese companies and Peter Barton, president and chief executive officer of Tele-Communications Inc. spin-off Liberty Media. Sources say former MTV President John Reardon will manage the new venture, to be called Watch and Win.

Barton, a principal investor, is said to be looking for other partners in addition to the Japanese players, which one source called "major, well-known" companies.

Barton is also looking to bring into the mix cable programming properties in which Liberty holds a stake.

Watch and Win is the unnamed interactive company Prime Network President Ed Frazier referred to at the International Sports Summit in New

York two weeks ago, sources say. Frazier said Prime's interactive offering will begin testing in March 1993, followed by greater availability later in the year, but he declined to say who would provide the technology.

Sources also say that Barton has approached Video Jukebox Network. VJN, an interactive music video channel, does not use true two-way interactive technology, but requires viewers to call a 900 number to order videos that are then played on the network. VJN has ideas for other interactive networks, including an employment service called the Job Channel, that could benefit from the technology as well. Liberty is managing partner of Prime Network and a significant shareholder in VJN.

Although other interactive services such as California-based Interactive Network Inc. are involved in both the

technology and the programming, one source close to the situation said Watch and Win is a technology, not a programming service. "Watch and Win is looking to license programming," the source said. Involvement with programming services such as VJN or Prime will provide the service vehicles through which to develop programming.

As Frazier describes the service Prime will offer, it is a hand-held remote that allows viewers to guess what plays will be called during sporting events. Viewers guessing correctly will win prizes. Communication between Watch and Win and its viewers is done through the hand-held device.

But David Lockton, president and chief executive officer, Interactive Network, said the Prime concept sounds a lot like his company's, which is patented. "We have a lot of patent protection in the area of two-way game playing," he said. Interactive Network sends data over satellite to an FM subcarrier, and viewers communicate back to the network via modem; it is up and running in San Diego. Lockton said his company, with four years of infield testing and 10 years of software development (including contracts with Major League Baseball and the National Football League), is already "way ahead of [Barton's] service."

Frazier said he is not concerned with infringing on any patents. Since Prime is involved only in developing the software, questions of the technology "fall to the equipment guys," Frazier said.

Although the Watch and Win investment is being handled by Barton, and not directly through Liberty, analyst Chris Dixon of Paine Webber said the potential is there for Barton to take the risk on the initial investment and then sell his interest to Liberty. "It may be too speculative now, but when

TCI TO CARRY CHICAGOLAND

A week after it canceled plans to launch its own 24-hour news channel in Chicago (BROADCASTING, Jan. 20), Tele-Communications Inc. has signed an agreement to carry one-time competitor ChicagoLand, a 24-hour news service being launched by Tribune Broadcasting.

TCI's sign-up has brought ChicagoLand to the 500,000 subscribers it said it needed before it would launch. TCI has 300,000 subscribers; Continental Cablevision, which ChicagoLand signed in September, has 200,000 subscribers. Bob Gremillion, ChicagoLand vice president and general manager, said the channel will launch in first-quarter 1993, with a target date of Jan. 1.

The deal ChicagoLand had originally offered cable operators—minority equity in the channel—has been eliminated. TCI has no equity stake, and the deal with Continental, which had involved equity, has been restructured to eliminate any equity holding, said Gremillion, who said he had thought equity was what cable operators had originally wanted.

Instead, TCI, Continental, and the other seven area cable operators that signed up for the service will be given one minute per hour of local airtime to sell and three-minute local news inserts 18 times a day. Gremillion would not comment on per-subscriber costs, said to be 20 cents when the service announced its launch a year and a half ago.

—SDM

Liberty sees that it's gotten past the early stages, they could turn around and buy it," he said. Barton did not return phone calls placed to his office.

The matter is further complicated because TCI already has a small stake in Interactive Network, which it took on through its acquisitions of United Cable and United Artists. During the four-year length of the United investment in Interactive Network, even following TCI's takeover, Lockton said "our contacts have remained with UA." That is likely to change now that TCI and UA have merged operations.

There is some speculation that Barton and company may try to bring the NBC/Cablevision Systems-owned SportsChannel America and its regional networks into the fold. NBC and Cablevision both hold stakes in Interactive Network, 14% and 4.5%, respectively. ■

ALL NEWS CHANNEL SIGNS CABLE AFFILIATE

All News Channel, which has signed 70 broadcast affiliates to carry portions of its 24-hour news service, has its first cable affiliate. New England Cable News (NECN), Hearst Corp. and Continental Cablevision's 24-hour regional news service scheduled to launch March 2, signed an agreement with the Conus-Viacom service.

The agreement does not specify a minimum or maximum amount of All News Channel programming that NECN has to carry. Larry Meli, NECN general manager, said most of the All News Channel programming it will use will be overnight and on weekends, plus breaking events. NECN will continue its commitment to remain primarily local news, said Meli. The channel is producing nine-and-a-half original hours of news and programming, and is time shifting four-and-a-half hours of news from Hearst's WCVB-TV Boston.

Matt Ricklin, executive vice president, All News Channel, said the service is continuing to pursue cable carriage, both with other regional news services and individual cable systems. It has also revamped its broadcast offering in light of the networks' moves to create overnight news services. It is now offering stations a barter package in exchange for one hour of carriage. ■

MTV SAID TO CONSIDER INFOMERCIAL CHANNEL

By Sharon D. Moshavi

MTV Networks, renowned for its ability to package and program videos, is contemplating doing the same with infomercials.

MTV Network officials would not comment on the possibility of an MTV infomercial channel. Nor would they comment on talks being held with FYI-The Consumer Channel, a fledgling infomercial service trying to launch ("In Brief," Nov. 18, 1991). Bruce Goodman, FYI president, would only say that talks with MTV Networks continue. One source said the talks are in "the very beginning stages." Winston "Tony" Cox, Showtime Networks chairman, is said to have taken a role in the talks since he knows some of the FYI principals. (The other two are former NCTA Chairman Doug Dittrick and communications attorney Jay Ricks.)

FYI brings to the table extensive research on the infomercial business that would require time and effort by MTV if it went ahead without FYI. But sources say that even if talks with FYI fall through, that would not necessarily stop MTV from pursuing its plan. Observers agree that MTV has the acumen to do the job on its own.

Word is that the MTV Networks channel would not target younger demographics, as do its two most suc-

cessful channels, Nickelodeon and MTV, but would target all demographics and various groups during different dayparts.

MTV's idea is to create an entertainment and celebrity-driven channel, which infomercials themselves are already becoming. Cher, whose videos play on MTV, recently started hawk- ing her personal hairdresser's hair products on an infomercial. MTV Networks' reputation could not only at-



tract celebrity spokespersons such as Cher, but perhaps also advertisers that are not already in the infomercial business.

Some of those advertisers are already starting to get into the infomercial business. Saatchi & Saatchi earlier this month formed an infomercial

unit with Synchronal, the largest infomercial producer in the country. Saatchi's Michael Seymour, who heads the unit, said he thinks an infomercial channel is "a natural extension for MTV." And in the advertising community, "there's a great deal of interest in expanding the half-hour-length commercial to a whole range of advertisers," said Seymour, who foresees the sorts of goods sold on infomercials going beyond the direct-marketed product.

Launching an infomercial channel is not easy, as Home Shopping Network Entertainment (formerly Infonet) is finding out. According to infomercial producer Greg Renker, president of Guthy-Renker, HSNE is having difficulty getting carriage and is cutting back dramatically on its initial plans to produce 24 infomercials. Also, responses to infomercials running on the channel have been "very, very low," said Renker. HSNE executives were not available for comment.

Renker sees problems for HSNE, MTV or anyone else trying to create anything besides a direct response infomercial. "There are certain fundamental categories to which people respond over and over: self-improvement, cosmetics, money matters, food preparation. The rest, people will watch—but they won't respond," he said. ■

Radio

OES GETS RESULTS THROUGH EFFECTIVE REACH

Fans of optimum effective scheduling claim phenomenal sales results from system that bombards station's core audience with concentrated, frequent spots

By Reed E. Bunzel

In the 1990's era of accountability, more and more advertisers increasingly are demanding results-oriented marketing. In an economic climate where even the best revenue projections for 1992 are flat, every dollar counts. Hard-fought ad dollars are won by those broadcasters and agencies that take responsibility for results—and can demonstrate success.

Many of those dollars are won and lost on the cost-per-point playing field, which for years has provided a satisfactory arena for buying television but has never been appropriate for radio.

Understandable, then, is the growing industry-wide enthusiasm for, and interest in, Optimum Effective Scheduling (OES)—a spot scheduling system by which (according to its staunchest proponents) advertisers can be

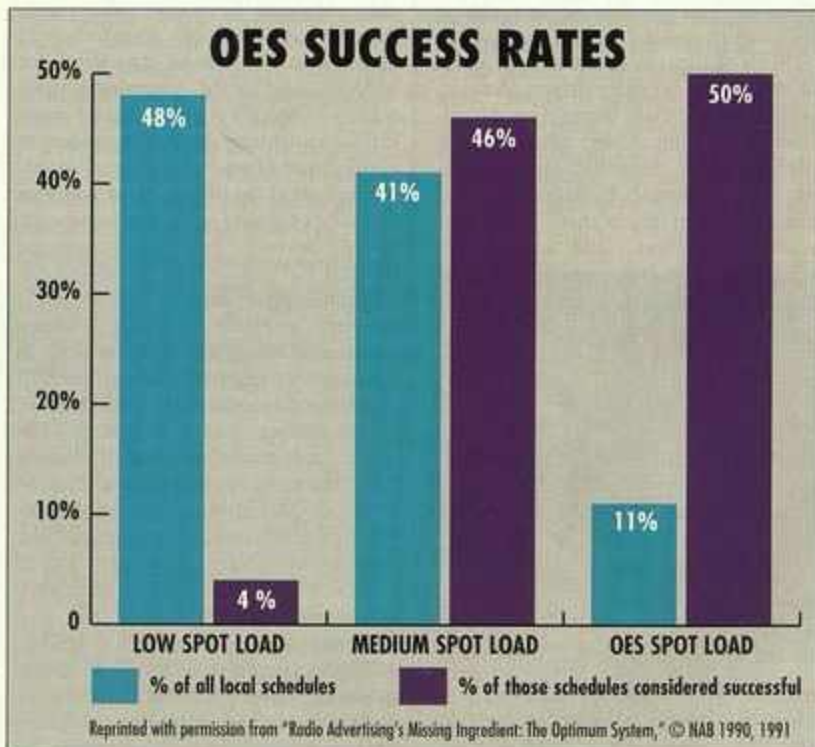
virtually guaranteed an effective reach.

The basic principle of OES is to "generate results by ensuring that the effective reach—those hit three or more times—is at least 50% of the total reach," according to Pierre Bouvard, vice president of Coleman Research, and Steve Marx, president of New City Associates, in their best-selling book, "Radio Advertising's Missing Ingredient: The Optimum Effective Scheduling System," which they wrote for the National Association of Broadcasters.

To determine a station's OES, the salesperson or media buyer follows three steps: calculate a station's weekly turnover ratio, multiply the turnover ratio by 3.29 and multiply the station's cume by 0.46 to determine how many people are effectively reached by a spot schedule. While the 3.29 figure is a fixed number that applies across the board, the 0.46 figure denotes a minimum number "that depends on whose computer you're looking at," says Marx.

Why the numbers 3.29 and 0.46? Don't ask, but read the book, Marx suggests. "The 0.46 figure is not all that important to getting results, but the 3.29 number is what OES is all about," he says. "The 3.29 is concerned with getting results, while 0.46 really is for research geeks."

Gerry Boehme, Katz Radio Group senior vice president, director of research, explains that, formulas and numbers aside, OES concentrates on effective frequency. "The OES concept focuses on using the audience of a station effectively, not just getting empty reach or selling a bunch of spots." Effective frequency is the number of times an individual has to hear a message in order to be effective.



A study of spot schedules at WYAY-FM Atlanta conducted by Pierre Bouvard and Steve Marx showed that while 48% of all schedules placed on the station within a specified time period were "low" load, only 4% were considered successful by the advertiser. By contrast, of the 41% of all schedules placed that were "medium" load, 46% were considered successful, and 50% of the 11% that were placed according to the OES formula were successful.

ive, while effective reach is the number of people who hear it that many times. "Any time people focus on effective frequency they're going to find that radio is tremendously effective," Boehme says.

While broadcasters initially are interested in the results generated by OES, many are reluctant to use the system at their stations because they at first are stunned by the spot loads required by OES schedules.

"They are shocked to learn that the standard 12-18 weekly spot loads they've been selling just don't work," Bouvard says. "When they learn that, to obtain an effective reach, they have to sell 50-75 spots a week, they walk away from it."

The fact is, while an OES schedule requires a heavy spot buy, it also concentrates those spots within a short period of a few days. Thus, advertisers who buy 18 spots a week for four weeks would be better off placing all 72 spots within a four-day span prior to a major sales event, Bouvard explains.

Bouvard says that many stations that initially balked at OES have experimented with on-air station promos and, when they see the results, are quick to apply the principles to sales as well. "One station in Baltimore

that didn't believe OES would work for sales tried it with a promotion, and they were blown away," he recalls. "They were running 12 promos a week and were getting no calls. Then they tried the 'wacky OES idea' and the phones went crazy. To paraphrase George Bernard Shaw: 'All great truths begin as blasphemy.'"

Not all broadcasters are OES converts, however, and OES blasphemy still reigns in some quarters of the industry. Some broadcasters, and even more agency media buyers, view OES simply as a way to entice advertisers to spend more money in radio—a strict fallacy, according to Marx. "OES is not about getting advertisers to spend more, it's a way to get advertisers to be more successful on radio so they will sing our praises," he states.

Critics of OES charge that the system works only for small stations or stations in small markets, where advertisers can afford the heavy spot loads. "Not true," counters Bouvard. "Large stations just don't have the guts to ask for the order. In many cases it is easier for a little station to ask for the order, but the rewards are proportionately greater on a large station. Major-market stations moan that OES sucks up valuable inventory. So

what? Stations that have limited inventory should raise their rates."

Another complaint charges that advertisers using OES will purchase fewer stations in a market. While the broad-stroke application of OES limits the number of stations bought, the second or third station in a given format indeed might not be an enthusiastic OES supporter. Bouvard concedes that this is true, but contends that OES advertisers won't necessarily always buy the top stations in the market or the top in format or demographic target and, in fact, might target their audience more effectively using the 18th-ranked station than the market leader. "True, fewer stations may be bought, but because OES works, that advertiser will come back to radio—and that's what is important in the long run," he says.

To dissuade skeptics that OES is only for small advertisers, small markets or small stations, Katz's Boehme recounts how General Motors's Saturn division had decided not to use radio until they were convinced of the cost-effectiveness of an OES schedule. Saturn bought two OES schedules and last week initiated a third plan that, while not specifically OES, is based on effective frequency analysis culled from their prior OES experiences.

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From small market to large, OES has picked up a wide band of loyal followers. Jerry Lee, president of WEAZ-AM-FM Philadelphia, says OES constitutes "the first time in the industry we have come up with a formula that very clearly tells the advertiser how to make the best use of radio." Lee acknowledges that small-market broadcasters have known about OES for years, "but in bigger markets the process gets too complex, too numbers-oriented. We forget that the only thing that counts is moving merchandise off the shelf. OES very clearly shows how to maximize the use of radio, and opens up a tremendous, bright future for radio."

Harry Wright Chapman, president of Wright Edge Advertising in Albuquerque, says he has been using OES since 1974, "when there wasn't a name for it." The key to using OES is to identify the client's sales goal and then determine the advertising budget, he says. "If we can afford to spend a lot for that market, we'll use OES on some of the top stations, but if the advertiser is a small potato in a big field and can't afford the big station, OES still applies."

Chapman says he has been able to obtain good results on stations that aren't even ranked in the ratings because "if I reach just 10,000 and they hear the message enough, I have a better chance of achieving my short-term goal than if I just threw it out there cold turkey."

At WJOC(AM)-WKRH(FM) Bath, Me., President Frank Burke claims that OES virtually saved his stations. Having purchased a bankrupt combo that had gone dark, Burke tried various methods to sell his unranked, unproven AOR outlet before he found OES. "When you're a new station, the worst thing that can happen is that you don't make it work," Burke says. "From our perspective, OES takes a lot of knee-knocking out of going back on Monday and asking 'did it work?' OES guarantees us, on a cost-effective basis, that we can obtain real results for the advertiser."

Chapman says the average OES schedule costs \$450, "and we're starting to build a base of advertisers who have had success with it. It's affordable, and it eliminates the scariest thing of all: going in after the sale and asking if anything happened. With OES we're not hosing the client; we're creating a win-win situation." ■

REVENUE WORLD: FLAT IN '92

Local and national spot should remain sluggish, while network expects moderate single-digit growth

By Reed E. Bunzel and Peter Viles

Pick a number, any number. That's basically the formula being used by radio revenue forecasters trying to make sense of 1991 and hoping to guess where 1992's wheel of fortune might stop. Meanwhile, industry analysts continue to shake their heads at the stubborn recession and, except for the network

"Advertisers are really beginning to shop around for the best value."

**Bud Heck, president
Radio Network Association**

segment, are declaring that the radio world is flat.

Gary Fries, president of the Radio Advertising Bureau, said he expected to see overall radio revenue "down 3.3% for the year, which, with the exception of cable, is better than any other advertising media." Despite flat projections from most quarters, Fries feels a "slight spark of optimism out there, a feeling that things are starting to turn around just a little bit in a positive way." He cautioned against expecting significant increases in 1992 but suggested radio might return to revenues of 1990—"which will take us back up to 3%-4% growth."

Fries said 1991 was a blip year, and true revenue projections for '92 should be based against a more normal year like 1990. "Different parts of the country started turning into the recession at different times, which made '91 difficult to analyze."

Radio executives in all-size markets are hoping for slight growth. David Benjamin, president of Community Pacific Broadcasting, said, "Right now, all we have to base our projections on is the first quarter, which looks reasonably flat—which we thankfully projected."

Mike Faherty, executive vice president, radio, Cox Broadcasting, said broadcasters who projected flat revenues for 1992 should be relatively safe

for the year, and any growth—probably in the area of 1%-2%—would be a bonus. "Anybody who didn't budget flat or plus-1% has made an error," Faherty told BROADCASTING. "It's much too hard to be specific right now about 1992, but I'd like to believe that lower interest rates won't make some sort of an impact on the economy."

On the national level, industry observers are banking on a modest recovery, predicting network ad revenues will grow 5%-7% in 1992, while national spot revenues will remain flat after a year of shrinkage. In both ad categories, executives expect the stagnation of 1991 to last at least into the first quarter of '92.

"We do expect some sluggishness in the first quarter and then improvement as the year goes on," said Pat Healy, executive vice president and chief financial officer at the Interep Radio Store.

In national spot, improvement does not necessarily mean growth. Both Healy and Stu Olds, executive vice president, the Katz Radio Group, predict a flat 1992, with revenues essentially unchanged from 1991 levels. "We have budgeted '92 flat," Olds told BROADCASTING, but added, "it feels better than flat at the moment."

Healy believes the national spot market has hit the bottom of a cycle and should continue to rebound into 1993: "We hit the bottom in November, '92 should be better than '91, and '93 should be better than '92. For the short term, at least, we expect national spot radio to improve."

For network radio—the industry's bright light in '91—most executives predict growth through 1992. Bud Heck, president of the Radio Network Association, estimates network revenue increased by about 3% in 1991, and expects growth of at least double that through the year. Heck believes network is benefiting as advertisers become increasingly value-conscious. "Advertisers are really beginning to shop around for the best value, and we're seeing a receptivity on their part in terms of what network radio has to offer. It appears we're going back to an era of real value." ■

Business

BUYERGRAPHICS STILL UNPROVEN IN LOCAL MARKETS

ScanAmerica being used more for traditional ratings than for product purchase data

By Peter Viles

Arbitron's announcement this month that it will expand ScanAmerica to Kansas City signaled its commitment to developing a single-source research service that combines a television peplemeter with product purchasing data.

But as ScanAmerica approaches its fifth birthday and prepares to offer local service in its fifth city, and take the service national, it appears that stations are using it more for its traditional ratings than for its much-touted BuyerGraphics information about product usage (see box).

In Denver, where ScanAmerica was launched with local service in 1987, television and advertising executives say BuyerGraphics has not won wide acceptance, nor has it produced significant changes in the buying and selling of advertising.

Still, many research and marketing experts believe that local markets are a misleading test site for BuyerGraphics and that the information will prove more useful when it is gathered nationally and used at the network level.

"Denver isn't relevant," says David Poltrack, senior vice president, planning and research, CBS Broadcast Group, which subscribes to ScanAmerica. "No national package-goods maker or advertiser is going to develop a whole new buying strategy for one market."

Executives at Denver and Phoenix stations that receive local ScanAmerica service—it has also been introduced more recently in Pittsburgh and St. Louis—say they are generally pleased with the entire ScanAmerica package, which includes metered ratings and demographics as well as BuyerGraphics. But while they report some success using BuyerGraphics as a selling tool, no one yet claims it has

revolutionized buying and selling.

"There have been changes here and there, places where it's helped," says Dave Dornseif, general sales manager at Denver's KWGN-TV. "But significantly? No."

"I haven't heard anybody saying they're using it successfully," says David Smith, director of franchise development at Miles Advertising in Denver.

"We're not using [BuyerGraphics] at all," says Susan McEldoon, general sales manager at KCNC-TV Denver, which receives ScanAmerica. "From a conceptual standpoint, it's great. But in reality, the sample's just too small, and the buyers don't view it as credible information. It's very difficult for us to defend it."

Ken Wollenberg, Arbitron's executive vice president for sales and marketing, concedes that BuyerGraphics is not widely used to value inventory. But he claims such use exists and is steadily increasing.

"What some of the stations are seeing is an ability to value the inventory

a little more directly, and then turn to an agency or an advertiser and say, 'I can deliver people who actually purchase your product.'" Wollenberg says. "So programing that might have an 8 rating among women 18 to 34 actually has a 12 or a 15 rating in terms of a particular product. We've seen evidence of that in both Denver and Phoenix."

"We're absolutely confident that it's helped us in some ways," says Don Locke, general sales manager at KTSP-TV, a CBS affiliate in Phoenix. He said demographics produced by ScanAmerica have helped "tremendously in programing and promotion."

But of the BuyerGraphics information produced from in-home scanning, he says, "The UPC wand product data has not been very helpful to us."

Still, Locke is convinced that other information yielded by ScanAmerica has helped KTSP in sales.

"We've found a number of our salespeople quite adept at building better TV schedules for clients be-

HOW BUYERGRAPHICS WORKS

ScanAmerica is Arbitron's single-source television ratings service, in which participating households record both their television viewing and their product purchases.

BuyerGraphics is the term applied to the combined data, which lets clients know how many viewers of a given show purchase a given product.

The advantages of BuyerGraphics over demographics appear to be obvious: If you're selling yogurt, why target a demographic group such as women aged 18 to 34 when you can simply target yogurt buyers themselves?

TV viewing is recorded via an electronic peplemeter. An on-screen prompt encourages viewers to enter the names of household members viewing a given program.

The product purchase data is recorded when participants use a pen-sized wand to scan the bar codes of groceries and other goods at home after purchase. Products and services that cannot be scanned are tracked through periodic questionnaires.

-PV

cause of the data. Clients have varying degrees of sophistication and acceptance of the information. But we can say to Arby's, "You ought to be advertising to your customers, and here's where they are."

According to station executives and advertisers, several factors explain the limited use of BuyerGraphics in Denver and other markets. Since its debut in 1987, Arbitron has not been able to erase doubts about the accuracy of the BuyerGraphics information itself.

Many advertisers believe that asking participants to scan their packaged goods is asking too much, and thus producing skewed data.

Debbie Jordan, vice president for media at Karsh & Hagan, Denver's largest ad agency, says she puts more faith in local market information from Scarborough and Media Audit than from BuyerGraphics.

"We're referred to BuyerGraphics just a handful of times since it came out," she said.

"We just don't have faith in it."

Yet another explanation is the recession. "The way the economy is, people have kind of thrown all of that stuff out the window, and all they want to do is buy cheap," says Mark Cornetta, local sales manager at KUSA-TV Denver, which does not receive ScanAmerica. "They're opting for more frequency. People are just trying to survive and to get the lowest cost per thousand and just protect themselves."

Changing Hands

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

KZRC(AM)-KXYQ(FM) Milwaukie-Salem (Portland), Ore. □ Sold by Daytona Group of Oregon Inc. to KXYQ Broadcasting Co. for \$1.3 million. **Seller** is headed by Norman S. Drubner, who also owns KGRX(FM) Phoenix, and recently sold KZRQ(AM)-KIVA-FM Albuquerque, N.M. ("Changing Hands," Dec. 23, 1991). **Buyer's** principals include Edward S. Leffler and members of rock band Van Halen. KZRC has Z-Rock format on 1010 khz with 4.5 kw day and 500 w night. KXYQ has top 40 format on 105.1 mhz with 100 kw and antenna 1,839 feet above average terrain. **Broker: Media Venture Partners.**

KSSS(AM)-KVUU(FM) Colorado Springs □ Sold by Radio Ventures Inc. to Dick Broadcasting Co. for \$1.275 million. **Seller** is headed by Larry Lakoduk and is licensee of KICT-FM Wichita, Kan. **Buyer** is headed by James A. Dick Jr. and is licensee of WIVK-AM-FM Knoxville, Tenn.; WKDA(AM)-WKDF(FM) Nashville; WKRR(FM) Greensboro-Winston-Salem, N.C., and WVOK(AM)-WZRR(FM) Birmingham, Ala. KSSS has C&W format on 740 khz with 3.6 kw day and 1.6 kw night. KVUU has AC format on 99.9 mhz with 68 kw and antenna 2,200 feet above average terrain. **Broker: Media Venture Partners.**

KKUS(FM) San Luis Obispo, Calif. □ Sold by Cabrillo Communications Inc. to Westcoast Broadcasting Inc. for \$800,000 on terms. **Seller** is headed by Richard Mason and has no other

broadcast interests. **Buyer** is headed by Larry Woods, who also owns KJUG-AM-FM Tulare, Calif. KKUS has AC format on 98.1 mhz with 3.6 kw and antenna 1,624 feet above average terrain. **Broker: William A. Exline Inc.**

KASM-AM-FM Albany, Minn. □ AM station and FM CP sold by Stearns County Broadcasting Inc. to KASM of Minnesota Inc. for \$750,000. **Seller** is headed by Barbara Gretsch and has no other broadcast interests. **Buyer** is headed by Robert E. Ingstad and is 100% shareholder of licensee of KGFX-AM-FM Pierre, S.D.; general partner of licensee of KBUF(AM)-KKJQ(FM) Holcomb-Garden City, Kan.; 80% share-

holder of licensee of KKOA(AM)-KKPR(FM) Kearney, Neb.; 100% shareholder of licensee of KDHL(AM)-KQCL(FM) Faribault, Minn., and applicant for new class C2 FM at Faribault. KASM(AM) has farm, C&W format on 1150 khz with 2.5 kw day and 23 w night. KASM-FM is allocated to 105.5 mhz with 3 kw and antenna 100 feet above average terrain. **Broker: Johnson Communication Properties Inc.**

WQBN(AM) Temple Terrace, Fla. (Tampa-St. Petersburg) □ Sold by WTYM Radio Inc. to Hispanic Broadcasting Systems Inc. for assumption of \$685,305 debt. **Seller** is owned by Frank S. DeTillio, Jacob M. Buchman and estate of George W. Harvey Jr. and has no other broadcast interests. **Buyer** is headed by Ignacio A. Baez and has no other broadcast interests. WQBN has Spanish format on 1300 khz with 5 kw day and 1 kw night.

WCMP-AM-FM Pine City, Minn. □ Sold by WCMP Broadcasting Co. Inc. to Pine City Broadcasting Co. for \$650,000. **Seller** is headed by Gerald H. Robbins and has no other broadcast interests. **Buyer** is headed by Patricia McNulty; along with Vice President Kenneth Buchler, each is 50% stockholder of WDSM(AM)-KZIO(FM) Superior, Wis. WCMP has news, oldies format on 1350 khz with 1 kw day. WCMP-FM has contemporary country format on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$685,305 □ 1

FM's □ \$1,390,000 □ 3

AM-FM's □ \$4,610,000 □ 6

TV's □ \$0 □ 0

Total □ \$6,685,305 □ 10

1991 to Date:

AM's □ \$85,345,191 □ 275

FM's □ \$248,976,223 □ 296

AM-FM's □ \$366,625,641 □ 228

TV's □ \$1,067,579,400 □ 83

Total □ \$1,768,526,455 □ 882

For 1990 total see Jan. 7, 1991 BROADCASTING.

NEW EXPENSE ACCOUNTING PROPOSED FOR ADVERTISERS

A proposal to standardize the way advertisers book advertising expenditures for financial reporting purposes has been made by the American Institute of Certified Public Accountants (AICPA). Of some importance to those who read financial statements, the proposal has no impact on out-of-pocket costs for advertising and little, if any, impact on most advertisers' tax accounting and, thus, the amount they pay in taxes.

The chief element of the proposal would be to establish criteria which an advertiser would have to meet before being allowed to "capitalize" advertising costs—that is, defer them by recording them as an asset whose expense would only be reported as the asset was gradually depreciated. Advertisers not meeting the criteria for capitalization would be required to "expense" the entire advertising cost "...either as incurred or the first time the advertising has taken place...."

Those advertisers that currently defer advertising expenditures might be required to expense them under the proposed rules, thereby perhaps increasing their costs and lowering their reported earnings. Michael Crooch, with the accounting firm of Arthur Anderson & Co. and a member of the AICPA committee proposing the rules, said that at least one advertiser has already objected to the proposal that expenditures for an entire campaign be expensed "...the first time the advertising has taken place."

The AICPA proposal still has to undergo review and comment and, according to an association spokesman, may not become final "for another year."

-6F

WTIF(AM)-WJYF(FM) Tifton-Nashville, Ga. □ Sold by Tift Area Radio Inc. to Tifton Radio Partnership for \$600,000 on terms. **Seller** is headed by David G. Handy and has no other broadcast interests. **Buyer** is owned equally by general partners Ronald D. Griffin, Ronald A. Yontz and Robert L. Yontz, who also have interests in WGIG(AM) Brunswick, Ga. Ronald Yontz owns WBLY(AM) Springfield, Ohio. WTIF is fulltimer with country format on 1340 khz with 1 kw. WJYF has easy listening format on 95.3 mhz with 1.2 kw and antenna 500 feet above average terrain.

WTAW(AM)-KTSR(FM) College Station, Tex. □ AM station and FM CP sold by Hicks Broadcasting Corp. to Bryan Broadcasting LC for \$500,000 cash. **Seller** is headed by William R. Hicks and is owned equally by brothers William, R. Steven and Thomas O. Hicks. **Buyer** will be owned 95% by Thomas Hicks and 5% by William Hicks. William Hicks is 10% voting stockholder in May Broadcasting Inc., licensee of KULF(FM) Brenham, Tex. Steven Hicks is 100% voting owner of Capstar Inc., 98% parent of licensees of WJDS(AM)-WMSH(FM) Jackson,

Miss.; WSSL-AM-FM Greenville-Gray Court, S.C., and WSIX-FM Nashville. WTAW has country format on 1150 khz with 1 kw day and 500 w night. KTSR has AC format on 92.1 mhz with 3 kw and antenna 275 feet above average terrain.

WSOC(AM) Charlotte, N.C. □ Sold by WSOC Radio Inc. to Bible Broadcasting Network Inc. for \$475,000. **Seller** is headed by John James Rouse and is subsidiary of Cox Enterprises, licensee of six AM's, eight FM's and seven TV's. **Buyer** is headed by Lowell L. Davey and is nonprofit, non-stock corporation that recently acquired KPAC(FM) San Antonio. It is also licensee of two AM's and 20 FM's. WSOC has country format on 930 khz with 5 kw day and 1 kw night.

KNRY(AM) Monterey, Calif. □ Sold by Southern California Broadcasting Co. to KNRY Radio for \$425,000. **Seller** is headed by Fred S. Beaton and is licensee of KIEV(AM) Glendale, Calif. **Buyer** is headed by David Wagenvoort, president of Wagenvoort Advertising Group Inc., licensee of KLAV(AM) Las Vegas. KNRY is fulltimer with oldies format on 1240 khz with 1 kw.

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Inc. to Americom II for
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FCC HAS MIXED FEELINGS ON SECURITY INTEREST

Debate continues over whether FCC station licenses could be used as collateral; MPAA fears programmers' financial interest would be superseded by secured lenders

By Joe Flint

Giving lenders a security interest in radio and TV stations is an idea whose time may not yet have come.

The commission—conscious of conflicting court decisions on the matter—has been trying to reach a consensus on the issue, but thus far has been unable to do so. "There are a lot of mixed feelings about it," said one FCC official.

The debate over whether FCC licenses can be used as collateral in the event of default has picked up steam recently both at the commission and in

bankruptcy courts across the country. It has been almost a year since the wave of petitions and comments on security interest poured into the commission, and petitioners are beginning to get restless.

Until recently, bankruptcy courts hearing cases on security interest in FCC licenses had all ruled against the banks. That trend changed last November when the United States Bankruptcy Court for the District of Maryland sided with the Ameritrust bank over Ridgely Communications, making the need for a definitive rule from the commission even more apparent. John Scott, attorney, Crowell & Mor-

ing—which filed its petition on the issue of security interest for the seller providing loans to the buyer three years ago—said that with the bankruptcy courts sending out conflicting signals, the issue "needs to get resolved."

In the Ridgely ruling, the court said "Ameritrust has a perfected first priority security interest in all of the debtor's assets, including the debtor's right and interest in such broadcast licenses." Despite the favorable ruling for the banks, participants on both sides of the battle do not regard the Ridgely ruling as having any long-term impact, with the possible exception of speeding up any commission action. Ridgely Communications, which had been in Chapter 11 since May 1989, had already sold its stations prior to the court's decision. Stephen Meredith, of Boston-based Edwards & Angell, said the Ridgely decision "amounted to little more than a fight over how a pile of sale proceeds was to be split up among competing creditors." The courts, Meredith added, "are trying to figure out where the FCC stands on the issue."

Also making this a priority issue is the Motion Picture Association of America (MPAA), since programmers are usually among a commercial television station's largest unsecured creditors. In its filing, MPAA said any change allowing a security interest would be contrary to the public interest. "The law has encouraged creditors to work with broadcasters in financial distress and thereby promoted continuity of service to the public. Should the commission propose to change the law, it could have a dramatic effect on the willingness of program suppliers and other unsecured creditors to provide additional goods and services to broadcast stations...." ■

HOUSE CABLE BILL IS HIGH PRIORITY

Cable legislation will be the first priority for the House Telecommunications Subcommittee in the early months of the 1992 congressional session, Gerard Waldron, the subcommittee's senior policy analyst, said at a Federal Communications Bar Association luncheon. The House returned to session on Jan. 15 following its winter recess. But the subcommittee is not expected to begin marking up cable legislation, including a must-carry/retransmission consent bill (H.R. 3380), until the Senate has voted on its cable package (S. 12), possibly by this week.

Bills dealing with changes in the modified final judgment (MFJ), the court decree governing the 1984 breakup of AT&T, will be second on the priority list. H.R. 3515, a bill renewing some of the restrictions on the regional Bell operating companies' entry into information services lifted by a decision last summer by U.S. District Court Judge Harold Greene, could be marked up by late February or early March, Waldron said. So far, the bill has about 50 co-sponsors.

Spectrum auctions are expected to be addressed later in the session. Senate Communications Subcommittee Chairman Daniel Inouye's (D-Hawaii) willingness to experiment with spectrum auctions on a limited basis and universal dissatisfaction with the current lottery and competitive hearing allocation methods boost the chances for a competitive bidding bill. But both House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) and John Dingell (D-Mich.), chairman of the parent Energy and Commerce Committee, still have reservations about auctions, Waldron said. A key issue for the House will be the question of how to spend funds raised by the auctions if they are approved.

—RMS

NAB SEEKING FREEZE ON FM STATIONS

Association says airwaves are too crowded, causing financial hardships

By Harry A. Jessell

When the National Association of Broadcasters begins pushing for a freeze on new FM stations, it expects to find plenty of sympathetic ears.

Several FCC commissioners and staffers have publicly stated over the past year or so that too many stations are crowding the airwaves, making it difficult for many to turn a profit, said NAB General Counsel Jeff Baumann.

Given those comments, Baumann said: "We are optimistic the commissioners... will at least give our request a really hard look and, hopefully, act favorably on it or parts of it."

The NAB will file its requests for a temporary freeze on new FM stations and for a rulemaking to impose a permanent freeze within three weeks, Baumann said. Prior to the filing, he said, he will be briefing FCC officials.

Having yet to hear from the NAB, FCC officials were reserving comment last week. "I'm going to wait for the issue to come to us," said FCC Chairman Alfred Sikes.

The NAB joint board approved the

freeze initiative two weeks ago at its meeting in La Quinta, Calif. (BROADCASTING, Jan. 20).

According to Baumann, the NAB plans to ask for an across-the-board freeze on new FM allocations and grants of construction permits for new stations, even in cases where channels have been applied for. "The idea is to ask for the maximum," he said.

Just in case the FCC is not inclined to go for the "maximum," Baumann said, the NAB will also propose in the rulemaking petition some alternatives aimed at curtailing the number of new FM allocations, which inevitably lead to new FM stations.

Among other things, Baumann said, the NAB will ask the FCC to consider whether a community really needs an FM allocation by looking at the number of stations received in, rather than the number of stations in the market.

That a suburban community has no allocation should not automatically justify the grant of one, Baumann said. People in the community may be able to tune in 50 stations.

By NAB's way of thinking, the FCC should also consider the econom-

ic impact another station will have in the market, he said. Petition for new allocations should have to make a showing that the proposed community of license can support another station, he said.

The NAB will also ask the FCC to put in place incentives for weaker stations to go off the air, Baumann said. The incentives could include a tax break or tax certificate, which enables broadcasters to defer capital gains.

Another cause for NAB's optimism is that it is asking the FCC to do little more for FM than it did for AM last year. "We'll tell the commissioners, 'You did a great job in AM. Try to do the same for FM: reduce interference, try to look for ways of reducing stations and, for God's sake, don't allocate any new ones.'"

During the Reagan administration, Baumann conceded, the NAB proposals probably would have been stillborn at the commission. "The philosophy then was the marketplace should decide and the government shouldn't be involved," Baumann said. "This commission has indicated a really different approach to it." ■

Quello lauds 'marketplace' curbs on indecency

Says broadcasters, advertisers should listen to citizen groups or face government action

By Harry A. Jessell

FCC Commissioner James Quello, speaking before an anti-pornography group last week, encouraged those concerned about "excessive sex and violence" on TV and radio to pressure broadcast and cable companies and advertisers to clean up the media and not to rely solely on government action.

Concerted campaigns against the media and advertisers "frequently get positive results without congressional or FCC intervention that could raise First Amendment concerns," Quello said at the annual rally of Morality in Media in Naples, Fla.

Broadcasters and cable programmers and operators "would do well to lis-

ten" to broad-based citizen groups fed up with what they are seeing and hearing, Quello said. "This is nothing more than the public marketplace at work, and media executives who complain won't get much sympathy from government officials. In fact, leading government officials from both parties are becoming more and more concerned and supportive."

Quello cited Terry Rakolta's Americans for Responsible Television as one group that has taken "matters into their own hands" with some success.

"Some are calling this a First Amendment threat," Quello said. "That's nonsense. To the extent such organizations are not calling for regulation, they are merely exercising their own First Amendment rights."

Quello, who said he shares the concerns about sexual content of programming and its effects on children, warned that the government will not sit idly by.

Condemning the indecency he has found on television, said Quello, Senator Robert Byrd (D-W.Va.) said he hoped the media would "heed my outrage before the medium of television itself is beyond self-reform and self-correction."

Quello said he agrees with Byrd. "The sex trash, vileness and excessive violence flooding TV and radio today could, in egregious cases, be considered a violation of the public trust," Quello said. "There was an implied threat in Senator Byrd's remarks that is shared by a great majority of con-

SEXUAL SCORECARD

The incidents of sexual behavior or language in prime time network programming increased from one every five minutes in 1979 to one every four minutes in 1989, according to an analysis of a week of prime time programming from each of the years by two Florida State University academics.

Writing in the Fall 1991 issue of the *Journal of Broadcasting & Electronic Media*, Barry Sapolsky and Joseph Tabarlet conclude that the networks "offer a steady barrage of sexual images and innuendo with little attention to the consequences of sexual behavior."

Sapolsky is an associate professor of communications; Tabarlet, a doctoral candidate in communications.

"Sixteen times an hour, entertainment programming adds to its particular vision of the sexual world," they write. "This world is noted for its overemphasis on sexual activity between unmarried characters and a disregard for the issue of safe sex. Adolescents and teenagers who regularly watch primetime television are offered a steady mix of marital infidelity, casual sex, the objectification of women and exploitative relationships."

-RAJ

gressmen, senators and FCC commissioners."

"The FCC has broad discretionary power to regulate broadcasting in the public interest," Quello said. "I believe we have an obligation to encourage constructive social values and to maintain reasonable decency on the airwaves. We also have an obligation to enforce the statutes against obscenity and indecency."

Quello said he is disturbed not only by the content of entertainment pro-

gramming, but by that of news and other public affairs programming. "I can't even envision news of my era reporting the lurid sexual details of the William Kennedy Smith rape trial or the shocking genitalia measurements and nicknames by Anita Hill in her 10-year-old charge of sexual harassment against Justice [Clarence] Thomas," he said. "The use of even 'damn' or 'hell' was generally prohibited in radio and TV news of the '50s and '60s." ■

SIKES TO MEET WITH WHITE HOUSE OVER REGULATION MORATORIUM

Administration to discuss how federal agencies may help President put 90-day hold on new business rules

By Harry A. Jessell

FCC Chairman Alfred Sikes said last week he expects to meet with White House officials again this week to discuss the FCC's possible role in the administration's plan to impose a 90-day moratorium on new federal regulations on businesses.

Following a speech before Women in Government Regulations in Washington, Sikes said the White House has yet to "define" what it would like the FCC to do.

When the details do come down, Sikes said, he will discuss participation with the other commissioners. As



FCC's Sikes to meet with White House

an independent agency, the FCC is not obliged to participate, he said.

According to a Jan. 20 *Wall Street*

Journal story, the moratorium is part of an economic recovery package that President Bush plans to announce tomorrow (Jan. 28) in his State of the Union address.

Although participation of the FCC and other independent agencies would be voluntary, cabinet departments and other arms of the executive branch would be bound by a Presidential dictum.

Sikes confirmed the *Journal* report that he had already met once with White House officials about the moratorium. The meeting occurred Jan. 15, he said.

Although some federal agencies may have reregulated business during the Bush years, Sikes said, the FCC is not one of them.

Indeed, most initiatives in the broadcasting and cable area since Sikes assumed the chairmanship in the summer of 1989 have been deregulatory.

Last spring, for instance, the FCC relaxed the financial interest and syndication rules, which limit network ownership and syndication of off-network programming. And if Sikes had had his druthers, he would have eliminated the rules altogether.

Under Sikes's leadership, the FCC last year began proceedings aimed at relaxing the rules limiting broadcast and cable ownership. It is expected that those proceedings will bear some fruit this year.

Sikes acknowledged that the FCC has taken some reregulatory actions. Among them: a move to improve telephone reliability in the wake of last year's telephone outages and a rule-making to ban broadcast hoaxes.

Sikes has earned a reputation as a strict enforcer of FCC rules. But Sikes said enforcement is not a focus of the White House effort. "There was no discussion of that at all," he said. "They are not interested in relaxing vigilance, but in eliminating burdensome rules or at least not imposing new ones."

During his speech, Sikes said the pessimism that pervades other industries has yet to infect the communications business. It is thriving and growing, he said. And not only is the U.S. keeping up with the rest of the world, it is on the "leading edge."

So, Sikes concluded, "if you are tired of reading about automobiles, read about communications. You'll feel better." ■

Technology

IMAGING: THE MERGER OF COMPUTER AND TV

At SMPTE, Feb. 6-8, experts from the two industries will try to lay the groundwork for a scaleable, interoperable, digital video-audio-data world to come

By Peter Lambert

Will computers and televisions ever be on good speaking terms?

According to a number of experts, the two industries are destined to meet on the field of zeros and ones. TV is going digital, and computers are going video. "It's not a question of whether they will converge," said Ken Davies, incoming vice president of technology for the Society of Motion Picture and Television Engineers and director of standards and technology development for the Canadian Broadcasting Corp., "but of what would make for optimal interoperability between them."

Faced with the probable adoption of a digital U.S. advanced television standard in late 1993, many believe the time is now or never to lay the groundwork for a world in which the airwaves, cable TV and telephone wires and satellites carry all-digital, flexibly apportioned packages of video, audio and/or data services.

Twenty-two TV and computer experts will present technical papers toward laying that groundwork Feb. 6-8 at San Francisco's Westin Saint Francis Hotel, where about 400 attendees are expected for SMPTE's all-digital Advanced Television and Electronic Imaging Conference. "The world is working very hard at going digital," said Davies, who believes the conference "will prove something of a landmark. We're poised on the brink of making very real progress" toward a meeting of computer and television needs and minds.

On Feb. 6, SMPTE is expected to begin considering recommended inter-industry standards for "headers-descriptors"—messages that describe the shape and content of a digital file

(telling the user, "I am 525 lines, RGB coding, 10 bits, etcetera," said Davies).

The recommendation will come from a task force of the Digital Systems Information Exchange (DSIE), formed a little over a year ago and including members of the Advanced Television Systems Committee (ATSC), the Institute of Electrical and Electronics Engineers (IEEE) and SMPTE.

Another DSIE task force continues to develop recommendations on establishing digital hierarchy for inter-format exchange. "Where you can find common language, you would want that," said SMPTE engineering director Sy Becker, adding, "where you can translate languages or understand one another without sharing

languages, you'd want that."

The papers presented next week (some authored by experts representing such computer companies as Sun Microsystems and Digital Equipment Corp.) will address subjects ranging from interformat high-resolution image exchange and digital compression techniques to digital network automation protocols and mixed media computing—all under the heading "Collision or Conversion: Digital Video, Audio, Computers and Telecommunications."

In some respects, said Davies, "it's becoming hard to tell the difference" between computers and TV's. Broadcasters and post-production houses are already using high-cost, high bit-rate computers to carry out high-end video animation and graphics, but those



IDB Broadcast used a C-130 transport plane to deploy what might be described as the world's largest flyaway satellite earth station—35,000 pounds of truck and 4.5-meter C-band antenna—to King George Island off the coast of Antarctica for Nippon Television's New Year's Eve special, featuring Japanese mountain climber Junko Tabei. IDB technicians Steve Johnston (pictured) and Scott Grose manned a facility that required Inmarsat phones and external generators.

computers have narrow uses. On the opposite end, low-cost multimedia personal computers are handling NTSC quality video but lack the storage capacity to handle bit-hungry video in real time.

Although the ground between those markets is closing, fundamental differences in colorimetry, filtering and other

er parameters make a thoroughly common TV-computer language unlikely. However, creating data structures adaptable to a variety of computer and TV standards would allow TV networks to assign a certain number of bits to services such as closed captioning, as well as "a whole new platform of services that haven't even been in-

vented yet," said Stan Baron, outgoing SMPTE vice president and managing director of technical development for NBC.

Now in the lead in developing advanced TV, Davies warned, U.S. manufacturers and policymakers "need to think in global terms, or face the danger of limiting the scope of their markets." ■

SATELLITE FOOTPRINTS

GARDEN ORBIT VENUE

Madison Square Garden Productions agreed to a long-term satellite lease aboard GE Americom's Satcom C-4 satellite, scheduled to launch next fall. MSG Network cable sports service, with regional rights to NFL, NHL, NBA and Major League Baseball in New York, claims 4.6 million subs.

PACIFIC RIM SHOTS

TRW became the first tenant aboard Columbia Communications Corp.'s international satellite system, leasing for six years (and agreeing to jointly market) 12 C-band transponders aboard two in-orbit NASA birds. TRW will initiate video, voice and data services to Pacific Rim nations immediately and has applied to launch its own birds in 1995.

Also, Keystone Communications reached an agreement with Japanese telephone monopoly KDD to

jointly operate a satellite transponder aboard Intelsat 180, beginning April 1. Keystone's long-term deal to supply transmission services to a consortium of Japanese broadcasters expired after Tokyo Broadcasting, NHK and Fuji TV each leased a transponder over the Pacific Ocean last year. Keystone President Peter Marshall expects occasional-use traffic in the region to continue expanding at its present clip of 40%-50% a year.

SUPER BOWL

Super Bowl XXVI, Jan. 26, is expected to draw 750 million viewers in 60 nations. And for the ninth consecutive year, BrightStar Communications will deliver Super Bowl coverage to European broadcasters, this time including Trans World International in London; TV-3, ETB and TVG in Spain; Premiere in Germany and TV-3 in Sweden and Denmark.

Sailors and vacationers aboard cruise and U.S. Navy ships will also be able to see the game, thanks to Comsat's new compressed satellite transmission service. Described as providing "less than full-motion quality," the system can, however, enable use of standard one-meter Inmarsat-A antennas.

WARC DEMO

British, French, German, Italian and Spanish members of the European Broadcasting Union are prepared to simulate satellite delivery of wideband, fully digital high-definition television at the World Administrative Radio Conference at Torremolinos, Spain, next month. The EBU has requested allocation of a need for 600 mhz spectrum (21.4-22 ghz) to allow European broadcasters to implement digital HDTV after the turn of the century. An onboard failure of the new Olympus satellite foreclosed a real satellite transmission at WARC.

IN SYNC

HDTV DEBUT

Broadcasters could see the first real-time, over-the-air transmission of digital high-definition television ever, anywhere, during NAB's 1992 convention, April 12-16 in Las Vegas, if NAB and proponents iron out just who will provide what.

NAB wants to enable members to judge digital TV first-hand and is willing to handle transmission authority, space requirements and promotion. But since NAB also wants no part of delicate equipment decisions, proponents would have to supply exciters, antennas and other transmission equipment additional to encoders and decoders, probably for a low-power, half-mile feed between two convention venues.

All four advanced TV proponents have expressed interest in some form of demonstration, but General Instrument may be in the best position to provide a low-power digital demo. Come mid-April, Zenith could be near the end of, or Philips just beginning, the Advanced Television Test Center lab tests that will determine a U.S. advanced TV standard.

BURSTS

Explore Technology, Scottsdale, Ariz., said it has been awarded an expanded patent on a recorder/transceiver it claims can transmit a two-hour video in 24 seconds over fiber-optic cable.

Explore said its Instant Video system can deliver full-motion

video/audio programs in a fraction of real time via satellite, cable, fiber and microwave. The company said it is pursuing further U.S. patents and has patents pending in Europe, Japan, Korea, Australia and elsewhere.

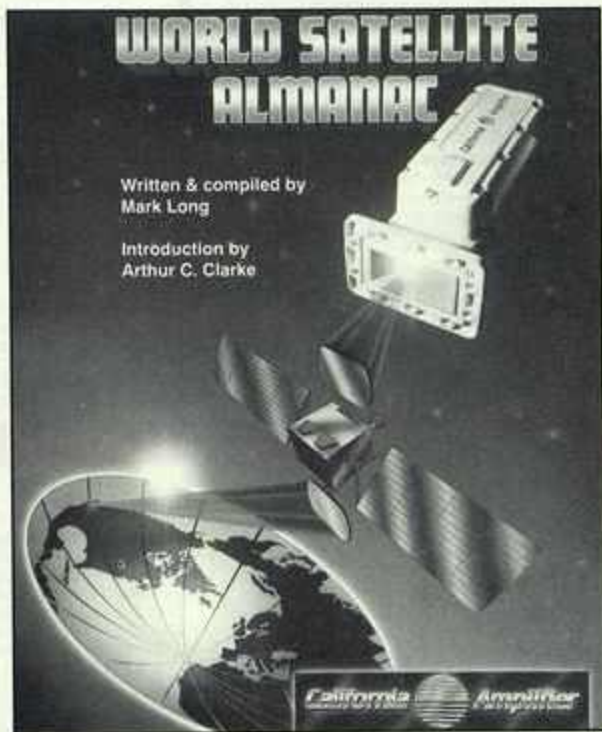
FIBER GROWTH

Fiber-optic cable became 15% of the U.S. electronic wire and cable market in 1991, and cable television demand for fiber is expected to increase 33% annually through 1996, according to a study conducted by World Information Technologies Inc., Northport, N.Y. The telecommunications market, accounting for 28% of cable consumption, is expected to grow 7% annually for the next five years.

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■ Indicates new listing or changed item

THIS WEEK

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. 27—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner. An evening of comedy with Jamie deRoy, Jack Eagle, Mickey Freeman and Bill Scheft. Copacabana, New York. Information: (212) 768-7050.

Jan. 29—"In the Trenches with Television News," a conversation with Liz Trotta, former NBC News and CBS News correspondent. Sponsored by *The Freedom Forum Media Studies Center*. The Freedom Forum, Arlington, Va. Information: Paul Eisenberg, (212) 280-8392.

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

ERRATA

KMGH-AM-FM Murray, Utah (Salt Lake City), was sold by RVI Ltd. to **Three Chiefs Inc.**, for \$1 million, not from Three Chiefs to RVI as reported in Jan. 20 "Changing Hands."

Cluster Television is not owned by Hasbro as stated on page 36 of Jan. 21 NATPE edition.

Jan. 30—Alfred I. duPont Forum sponsored by *Alfred I. duPont Center for Journalism* and the *Graduate School of Journalism, Columbia University*. Among speakers: Morley Safer, CBS News; Garrick Utley, NBC News; Robert Wright, president and CEO, NBC, and Brit Hume, ABC News. Kellogg Conference Center, School of International and Public Affairs, New York. Information: (212) 854-5047.

Jan. 30—Alfred I. duPont-Columbia University Awards reception and ceremony sponsored by *Alfred I. duPont Center for Journalism* and the *Graduate School of Journalism, Columbia University*. Low Memorial Library, Columbia University, New York. Information: (212) 854-5047.

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

Jan. 31—The *Winners Circle* sponsored by *Alfred I. duPont Center for Broadcast Journalism* and the *Graduate School of Journalism, Columbia University*. 1992 duPont-Columbia Award winners will show excerpts and discuss their broadcasts. Columbia University, New York. Information: (212) 854-5047.

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.

MAJOR MEETINGS

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 Crown 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. 13-14—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

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

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

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

Dec. 2-4—Western Cable show sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim. Information: (415) 428-2225.

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

ABS Communications is looking for seasoned general management candidates for two of its properties. Applicants should have a minimum of 18 months GM experience in medium or large markets. ABS is a financially stable, people-oriented company that prides itself on being its organization with top-notch, well-respected leaders who can hold their own in a great diversity of challenging situations, and can therefore make valuable contributions to the growth of our company as a whole. Our Toledo station is Oldies 93.5 WRON; our Greenville-Spartanburg station is Rock 101 WROG. Format experience and geographic proximity a plus. Strong marketing skills a must. Send your resume in confidence (by mail only, please) to Kenneth A. Brown, Chairman, ABS Communications, 4401 Waterfront Drive, Suite 110, Glen Allen, VA 23060. EOE.

General sales manager: 100,000 watt Adult Contemporary radio station in Central Wisconsin is looking for a GSM. Motivational & leadership skills a must. Proven sales management skills required. Send resumes & references to WYCO/WXCO, PO Box 778, Wausau, WI 54402-0778. EOE.

Sales manager to manager to owner in one to two years. Tremendous place to raise family and to build equity. Older owner about to retire. Station K1BR, 411 Laurel Street, Brainerd, MN 56401. EOE.

North Florida's #1 FM presents a unique opportunity in one of the country's fastest growing areas. A successful medium/small market general manager & sales manager with a history of overachievement, proven people skills, an understanding of client-focused selling, a love of the streets, and a desire to grow with a major broadcast group. Will prosper in this newly created local sales manager's position for Ocala, Florida. Resumes and cover letters to Gary Granger, WKTK FM, 1440 NE Waldo Road, Gainesville, FL 32601. If you are attending the RAB seminar in Nashville, call me to set up an appointment. 904-377-0985. WKTK is an equal opportunity employer.

WEFX, "The Fox"/WNLK, Fairfield County, CT seeks dynamic sales manager who can motivate, inspire, train and lead ambitious, goal-oriented sales team. A great opportunity for a great manager. Send resume and salary history in confidence to Don Lacerenza, VP/General Manager, PO Box 3350, Norwalk, CT 06851. EOE.

Entrepreneurial GM with start-up experience for major market. New Rocky Mountain Class C. DOE-M-F. Reply to Box A-40.

HELP WANTED SALES

Sand, sun, surf Virgin Islands. Account Executive/GSM, 3-FMs 100 KW each. No beach burn! Please. Solid provable sales background. Minorities and women are encouraged. Send updated resume, basic salary needs, override desires and bonus to Chairman, PO Box 333, Miami, FL 33280. EOE.

HELP WANTED ANNOUNCERS

Resort Eastern Shore top rated A.C. looking for morning personality to work with team. T & R to Sand. C.O. WOHQ, PO Box U, Salisbury MD 21802. Females encouraged to apply. EOE.

HELP WANTED TECHNICAL

Engineer for Virgin Islands. Worked with Harris 10K FM transmitters, combiners, satellites, RF. Send resume & salary needs to Chairman, PO Box 333, Miami, FL 33280. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Radio services manager: Experienced news director/announcer needed to write, produce, voice and manage national radio actuality program and spot market advertising production. Benefits EOE. Send resume and cassette to Marilyn Fancher, Republican National Committee, 310 First St. SE, Washington, DC 20003. No calls, please.

Program director wanted for Washington's only Contemporary Jazz station, WJZE-FM. Must have CJ and/or NAC background within top 50 market. Need real heavyweight to take us to next level. Send resumes to John Columbus, c/o WJZE-FM, 5321 First Place, NE, Washington, DC 20011. No phone calls. EOE.

SITUATIONS WANTED MANAGEMENT

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.

General manager/general sales manager: Experienced leader who has small market and medium market success. I know the meaning of the phrase "team concept." Looking for a real challenge that has realistic goals. I also have a complete team to bring in if needed from sales to on-air talent. Reply to Box A-28.

I'm available now... Take-charge, highly professional broadcaster with NY radio market background seeks position as GM or GSM. Experience in retail/co-op sales, programming, promotion, community service. Stand alone, start-up, turn-around stations. Northeast markets only. Call Rich 201-429-7323.

General manager/sales manager: Looking for profit opportunity. "Hands-on" sales pro, motivator, creative innovator. Outstanding sales training/recruiting skills. Will consider any area, any situation but prefer Midwest, East, Southeast with an opportunity to trade skills/results for equity. Experienced, professional, level-headed businessman available 2nd quarter. Reply to Box A-41.

General manager with over 20 years turn-around, revitalization now available after 11 years with same group. Success ranges from top five to medium markets. Strengths include sales, programming and administration. Reply to Box A-36.

Bob Bolton: Seeking new management challenge. Recently GM/GSM with WCBH-Casey II, and WQSF-Richmond, VA (escaped from Midwest). Previous management sales programming career spans 25 years. Great track record. Available now! Call 804-744-3624.

20 years experience in radio sales and management. Seeking high potential position as general manager or sales manager. Prefer Illinois, Missouri or Indiana. Reply in confidence to Box A-35.

SITUATIONS WANTED ANNOUNCERS

Six years experience, dependable. Northeast preferred but would consider Mid-Atlantic states. Available immediately. Call Mike at 716-359-9952.

Young PBP man looking for a team. Baseball anyone? Whichever league, wherever you are, I want to be the voice of a ballclub. Steve 602-425-4471-5523.

Major market talk-host, about to semi-retire. seeks part-time host position in warmer climate. Don't need much \$. Can increase your bottom line revenue considerably. Call Mr. Kent at 1-800-875-8687.

SITUATIONS WANTED TECHNICAL

Engineer with a hard line emphasis on preventative maintenance. Looking for medium market station. Military trained in all aspects of AM & FM, including automations. All areas considered. Call for resume and references. 704-474-4373.

TELEVISION

HELP WANTED MANAGEMENT

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.

Operations manager: Candidates should possess minimum of three years management experience in programming and/or operations areas. Responsibilities include programming, operations, production and graphics. Great opportunity with one of the nation's leading Fox groups. Send resume to Dave Miller, Vice President/General Manager, WRGT-45TV, 45 Broadcast Plaza, Dayton, OH 45408. No calls. EOE.

LSM, WBMG/CBS in Birmingham, AL. Opportunity for assertive and creative person to work with 6-person staff. Candidate should have previous LSM experience in television industry. Must be able to train and direct young members of staff. Must be able to pitch and close special revenue opportunities. Please send resume, references and compensation needs to Gary Andrich, General Sales Manager, WBMG-TV, PO Box 59496, Birmingham, AL 35259. No phone calls, please. EOE.

General manager: WYBE-TV 35, Philadelphia is a grassroots, multi-cultural, public television station targeting underserved audiences. Candidate must have extensive broadcast or cable as well as management experience, and excellent communication, fundraising and interpersonal skills. Women and minorities are strongly encouraged to apply. Anticipated start date: June 1, 1992. Applications must be received by March 2, 1992. Please send to: Personnel Committee, Box PC/200, WYBE-TV 35, 6117 Ridge Avenue, Philadelphia, PA 19128. EOE.

Program director/operations manager: WPTV-TV, Fox-24 is seeking candidates to program station and control on-air look. BA in Communications or related field or equivalent independent/FOX programming experience. Adept at interpreting ratings. Familiar with master control, production, promotion and sports production. Good negotiating and analytical skills. Send resume to: Kent Lillie, General Manager, PO Box 42424, Memphis, TN 38174. 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.

Experienced television account executive needed for VHF independent station in the Midwest. Prefer 3-4 years of television sales experience. Send resume to KMSP-TV, Attn: General Sales Manager, 6975 York Ave., So., Minneapolis, MN 55435. No phone calls please. EEO.

Experienced account executive: KPHO-TV, Phoenix's Classic independent, seeks enthusiastic, creative, hard-working AE not afraid of the challenges of the 1990's. Prefer minimum three years broadcast sales experience; history of new business development; solid grasp of market research; college degree. Send resume to: KPHO-TV5, Department CS, PO Box 20100, Phoenix, AZ 85036. Please, no phone calls. EOE.

HELP WANTED LEGISLATION

Legislation: Award-winning public TV association seeks congressional representative. Requires min. 5 years experience in affecting national policy, especially in appropriations or education. Experience in telecommunications, especially public broadcasting and/or ITV, highly desirable. Mid-\$50's to mid-\$60's + benefits. Please forward a letter listing your qualifications and a resume to: Ms. Vanessa Armstrong, America's Public Television Stations, 1350 Connecticut Ave., NW, Suite 200, Washington, DC 20036. EOE. Deadline: January 31, 1992. No phone calls, please. EOE.

HELP WANTED TECHNICAL

Chief engineer: Juneau, Alaska. Manages planning, operations and maintenance for studios and transmitters. Administers department budget and staff. Requires advanced training in broadcast engineering knowledge of audio, video, satellite, microwave and transmission systems, supervisory management experience. Teamwork, high productivity and professional attitude essential. Salary competitive, D.O.E., excellent benefits. Unlimited potential for professional growth at highly visible public broadcasting operation with commitment to local production and community service. Send letter, resume, salary history, references to Frankie Crowley, KTOO FM & TV, 224 4th, Juneau, AK 99801. EOE.

Engineer-in-charge: Mobile unit for Mid-Atlantic-based, 40-foot broadcast facility with Ikegami cameras, Sony 1" and Beta SP, GYG 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.

Maintenance supervisor responsible for all maintenance and repairs of television broadcast equipment and facilities. 2-year degree in electronics, 5 years recent experience in television maintenance, organizational abilities and can work flexible hours when needed. Send resume to: WAFF-TV, Dept. AA, Box 2116, Huntsville, AL 35804. Last day to apply is March 15, 1992. EOE.

Television engineer: State-of-the-art television and radio broadcast facility with satellite uplink is seeking an individual with one-three years of experience in the operation and maintenance of television and radio production/broadcast equipment. FCC license and/or SBE certification with two- or four-year related degree preferred. Send letter of application and resume to: Human Resources Office, 158C, AuSable Hall, Grand Valley State University, Allendale, MI 49401. Deadline date: February 10, 1992. Grand Valley State is an equal opportunity/affirmative action employer.

HELP WANTED NEWS

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.

Opportunities: Aggressive top fifty affiliate looking to strengthen already strong staff. Openings anticipated for morning, weekend, 11pm producers; morning anchor; assignment manager; reporter. We want the best. No beginners, please. Resumes only. Reply to Box A-37. EOE.

Wanted: 11pm producer/WNEM-TV. Top-ranked station looking for strong nightside leadership. Contact: Ron Petrowich, News Director, No phone calls. 107 N. Franklin, Saginaw, MI 48607. EOE.

Photojournalist: Immediate vacancy on Florida gulf coast. Min. 18 months headline news photography and editing, live experience a plus; clean driving record; motivated and initiative-taker. Non-smoker. EEO. Minorities and women encouraged. Rush non-returnable tapes, resume with references to: Keith Crook, Chief Photographer, WEAR-TV (ABC) 4990 Mobile Highway, Pensacola, FL 32506. Sorry, no phone calls.

Entry level reporter: Send non-returnable tape and resume to WOWL-TV, 840 Cypress Mill Road, Florence, AL 35630. EOE.

Anchor/reporter: Motivated morning maven to communicate to masses. If you're the best, what separates you from the rest? Show me. **Producer:** Show stackers need not apply. Creative? Look forward to each new news day? If you're either of the above, send non-returnable everything to: Dean and Bob's News Haven, KCRG-TV, 501 Second Avenue, SE, Cedar Rapids, IA 52401. EOE.

Assistant news director: Looking for take-charge person to handle day-to-day operations and special projects. Outstanding production and writing skills required. Must have superb people skills. Tape and resume to: Steve Hammel, News Director, WHEC-TV, 191 East Ave., Rochester, NY 14604. WHEC-TV is an EOE.

Weekend anchor/reporter: Highly energetic professional for #1 station in progressive, high tech market. Experience: Three years anchor—five years reporter. Send resume, confidential salary history and taped examples to Mark McGee, News Director, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801 or call 205-533-3131 ext. 296 for more information. EOE.

Producer: Emmy-winning station needs creative individual to produce lively, fast-paced newscasts. Don't need a show stacker. One year commercial TV experience producing a newscast, college degree, editing knowledge. 3-4 non-returnable tape of your best show, resume and references to Mac Thompson, News Director, WCBD-TV, PO Box 679, Charleston, SC 29402. EOE. Drug test mandatory. No phone calls.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Fox 5, New York seeks experienced production manager to coordinate all television production activity for WNYW-TV and other Fox units in New York. Prepare and administrate show-specific and departmental budgets. Supervise and schedule all directors, ADs and technical production personnel. Establish and maintain on-air operating standards and procedures. Five years experience as a television director, preferably in a large market. Minimum two years of management experience. Must be familiar with all elements of television production including remotes. Send resume to: WNYW, Personnel Department, 205 East 67th Street, New York, NY 10021. Equal opportunity employer.

Senior writer/producer with department manager aspirations wanted for creative services department in top ten market. Must be skilled writer and hands-on producer; ability to manage and direct creative people; should have strategic vision of television advertising. EOE/M/F. Send resume to Box A-38.

We are building America's best small-market affiliate and need some help! We're located in one of the most beautiful spots in the U.S., university town, ski resort on outskirts, with a quality of life that can't be beat! We need a production manager, writer/producers, skilled engineers, program producers, videographers and directors. If you would like to join our aggressive and professional team, please send a resume to Box A-42. EOE.

SITUATIONS WANTED MANAGEMENT

General or station manager. Experience: Sales from street to GSM plus rep; management from hands-on to budget; station both affiliate and independent. Southeast US only. Reply to Box A-39.

SITUATIONS WANTED TECHNICAL

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 newperson) 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.

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.

Meteorologist: AMS, NWA Seals, BS, MS degrees. Four great years in Milwaukee. Available March 1st. Upward bound. Alan Seals 414-444-5323.

MISCELLANEOUS

Free promo voices: Network quality, great rates, overnight turnaround. Top NY male and female v.o.'s available for your weekly promos, etc. Our clients include Nickelodeon, Lifetime, Travel Channel, plus Indies. Try us free for one week. Call for demo. Ron Knight/Susan Berkley 800-333-8108.

Be on TV: Many needed for commercials. Now hiring all ages. For casting info call 615-779-7111 ext. 1-681.

Independent Television Service (ITVS) is seeking proposals for film and video projects intended for broadcast on public television. ITVS funds independent producers to create programs of all genres. Open call deadline: March 16, 1992. For guidelines, ITVS, PO Box 75455, St. Paul, MN 55175, 612-225-9035.

Job hunting? Broadcasting's best employment-leads consultant just got better—it's the biggest expansion in our 8-year history! Ask about our all new "portfolio of services." Media Marketing, PO Box 1476—PSB, Palm Harbor, FL 34682-1476, 813-786-3603 or fax/fax 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

Communication: Indiana State University seeks a chairperson for its Department of Communication, which includes degree programs in radio-television-film, journalism, and communication studies. The department has 17 tenure-track faculty, 500 undergraduate majors, and 50 graduate students in master's degree programs. Candidates must hold a Ph.D. (or equivalent) and must have demonstrated excellence in teaching and scholarship. Rank and salary are competitive. Send application and vita to: Chairperson Search Committee, Department of Communication, Indiana State University, Terre Haute, IN 47809. Applications received after February 17, 1992 cannot be assured consideration. ISU is an AA/EOE.

Broadcasting: Indiana State University invites applications for an anticipated tenure-track assistant professor position, to teach courses in Broadcast Journalism, Television Production and Broadcast Writing. Individuals with additional expertise in areas such as developing communication technologies or radio/television in education will be given preferential consideration. Ph.D. or M.A. and professional experience required. Commitment to research and scholarship expected. Evidence of teaching effectiveness and professional/scholarly performance also required. Send letter of application, current vita and three letters of recommendation to: Dr. Joseph P. Tenerelli, Chairperson, Radio/Television/Film Search Committee, Department of Communication, Indiana State University, Terre Haute, IN 47809. Materials received after March 1, 1992 cannot be guaranteed consideration. AA/EOE.

Broadcast journalism educator. Rank: Open. The EW 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 \$35,000-40,000. Application deadline: January 31, 1992. Send resume to: Robert K. Stewart, Search Chair, EW Scripps School of Journalism, Ohio University, Athens, OH 45701-2979. An Equal Opportunity Employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

West Michigan broadcasting seeks creative production professional to coordinate and produce on-air promotion for TV radio; write for broadcast and print. Requires one-three years related experience, degree, computer literacy, superior writing skills, and TV radio production skills. Send letter, resume and three non-returnable writing samples by February 10, 1992 to: Kevin Frazier, WGTV/WGVK-TV, WGVL-FM, 301E West Fulton, Grand Rapids, MI 49501. EOE AA.

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 Group Workshop March 23, 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.

FOR SALE EQUIPMENT

AM transmitters: Continental/Harris MW1A 1KW, CCA/MCM 2.5KW, CCA/Harris/RCA 5KW, 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.

BE-FM30, 1981. Completely rebuilt, tuned to your frequency, warranty, w/FX-30. Transcom 800-441-8454.

Broadcast equipment (used): AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118, 314-664-4497, FAX 314-664-9427.

Blank tape, half price! Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Eicon evaluated 3/4" videocassettes; guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video Inc., toll free, 800-238-4300.

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 WBXX 617-236-6841 for details.

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.

C-Band transportable available for long or short term lease. 5.5 Comtec offset T.R. antenna, 3 port, combining network, redundant generator with or without tractor. Call 1-800-634-6530 for information.

Surplus equipment: 300+ equip racks for sale, in stock, immed. deliv. Never used. Similar to OPTIMA RA-701924. Vertical cabinet w/doors, shelves, 16 outlet elec. power strip (76"Hx24"Wx19"D). Call Verda Mullings, 301-428-7363. Brent Bohne x7345 or Norma Gourley x7344.

Harris MW50B transmitter stereo exciter, modulation monitor, phaser unit, 3 155-ft towers, 3" line, more. Cost \$350,000. Asking \$75,000 for all. Will sell individual items. Call M.D. Smith 205-533-3131 M-F, 9am-4pm.

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

Quality 3/4" broadcast tape: 60 minutes \$5.00 702-597-1829. Great for infomercial distributors.

RADIO

HELP WANTED RESUMES



RADIO NEWSCASTER

Full-time drive-time newscaster wanted for major market, FM Washington, DC radio station. 2 to 3 years minimum on-air experience required. College optional, excellent writing skills mandatory. Looking for friendly, intelligent delivery and ability to work well under pressure. SEND TAPES AND RESUMES TO
CHUCK MORGAN, WLTT-FM
5912 HUBBARD DRIVE
ROCKVILLE, MD 20852
WLTT-FM is a CBS owned station
and an equal opportunity employer

KLBJ-AM, the news leader of Texas is looking for a Reporter/Anchor with at least two years news experience in a medium market. This position requires a person who is aggressive, a self-starter and displays great interviewing skills and is a team player.

Send resumes and air-checks to:

Janet Evans, News Director

KLBJ-AM

8309 North IH 35

Austin, Texas 78753

No phone calls please!

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

SITUATIONS WANTED ANNOUNCERS

MARK WAINWRIGHT

- * 19 years experience as morning and afternoon drive personality
- * Phones, humor, interviews and community involvement
- * Versatile performer, excellent production skills
- * Various airchecks available, including WJR, Detroit; WISN, Milwaukee; WTIC-FM, Hartford
- * Great fit for news/talk, full-service, or personality adult formats

(914) 949-8596

SITUATIONS WANTED PROGRAMING PROMOTION & OTHERS

PROGRAM - OPERATIONS DIRECTOR

PROVEN Bottom Line Guy. Degreed Accountant + 25 yrs. in Programming, Promotion, Budgets, & as Corp. Controller. Gordon McLendon protégé pioneering in target demo's with McLendon, Cap Cities, Rust, & Lincoln. Seeks Rock or Talk startup or turnaround in Top 100.

David "Bob" Harper
801-466-1596

BUSINESS OPPORTUNITY

INVESTORS WANTED

Silent or Active Partner
Needed For Radio Station
Purchase in **FLORIDA**
Confidential Reply
to Box A-43

BUSINESS OPPORTUNITIES CONTINUED

SHARES AVAILABLE FULL CLASS C FM

SEDONA, AZ.
COVERING FLAGSTAFF
& PRESCOTT.
213/652-6192

TELEVISION 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.



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

HELP WANTED PROGRAMING PROMOTION & OTHERS

MIAMI CBS O&O NEEDS PROMO WHIZ

(PROMOTION WRITER/PRODUCER)

If you're an idea person
with great writing skills,
join our team.

Must have at least 2 years experience writing and producing breakthrough on-air promos for broadcast or cable with a heavy emphasis on news promotion, including series, image and daily topicals.

College degree preferred.

Take your best shot. Send resumé
and demo reel to:

PROMOTION DEPARTMENT
WCIX-TV-6
8900 NW 18 Terrace
Miami, FL 33172

CBS is an Equal Opportunity Employer and encourages women and minorities to apply.

PUBLIC NOTICE

THE PUBLIC BROADCASTING SERVICE

(PBS) released RFP for a VSAT network to serve approximately 200 locations. The VSAT network will provide Ku-band interactive two-way data and broadcast video services. Qualified Bidders must provide turn key systems and have experience in installing, maintaining and operating large interactive data and video VSAT networks of 200+ sites. Copies available from:

Ms. Gwen C. Wood, Director
Satellite Replacement Office
PBS

1320 Braddock Place
Alexandria, VA 22314
(703) 739-5024

Deadline for response is February 10, 1992.



MISCELLANEOUS

TRAVEL FREE

Our company will give you travel anytime, anyplace, in return for your unsold television air time. Best travel prices available.

Limited Offer—Call Now!
Hyacinth International, Inc.
Gerald Adcox, Jr.
(904) 469-9787

We'll give you all the credit



FAX: (202) 293-FAST OR MAIL TO:

Classified Dept., 1705 DeSales Street, NW,
Washington, DC 20036.

We also accept American Express



SECURED PARTY'S SALE AT PUBLIC AUCTION!!
CAPITAL STOCK OF WGUL FM, INC., GULF ATLANTIC MEDIA CORPORATION and GULF ATLANTIC MEDIA OF GEORGIA, INC.
OFFERING THE STOCK OF EACH CORPORATION AS A SINGLE BLOCK
SALE TO BE HELD AT
THE OFFICES OF DAVE NEWMAN AUCTIONEERS, INC.
427 MAIN STREET, SAN ANTONIO, FLORIDA 33576
THURSDAY, FEBRUARY 13TH AT 3:00 P.M., E.S.T.

All of the issued and outstanding shares of the capital stock (the "Stock") of: (i) WGUL FM, Inc., a Florida corporation ("WGUL"), (ii) Gulf Atlantic Media Corporation, a Florida corporation ("GAMC"), and (iii) Gulf Atlantic Media of Georgia, Inc., a Georgia corporation which has commenced chapter 11 proceedings in the United States Bankruptcy Court for the Middle District of Florida ("GAMG" together with WGUL and GAMC hereinafter referred to collectively as the "Debtor"), will be offered for sale to the highest bidder at public auction by Rhode Island Hospital Trust National Bank, a national banking association (the "Secured Party"), subject to the terms and conditions set forth below.

The Stock will be offered and sold pursuant to the Florida Uniform Commercial Code and the sale shall be subject to the following terms and conditions:

1. The successful bidder shall, at the time of acceptance of the bid, execute a contract to purchase the stock (the "Contract") and pay twenty-five percent (25%) of the amount of such bid. Such bidder shall pay the balance upon approval of the transfer of control by the Federal Communications Commission (the "FCC") in conformity with the terms of the Contract. The Contract will be available for prior inspection upon request. All payments shall be made in cash or by cashier's or certified check payable to the order of the Secured Party.
2. The Secured Party may adjourn the sale hereby advertised or cause the sale to be adjourned from time to time, without notice or publication, by announcement at the time and place appointed for such sale, or any adjournments, and, without further notice or publication, such sale may be made at the time and place to which the sale may be so adjourned.
3. Right is reserved to the Secured Party to bid at the sale or any adjournments thereof and to credit the purchase price against the expenses of the sale and the principal, interest, and any other amounts owed to the Secured Party. The outstanding amount of the indebtedness of the Debtor owed to the Secured Party shall not be otherwise diminished until satisfaction in full thereof or release by the Secured Party.
4. The Stock of each corporation is being offered for sale as a single block and must be purchased as a block by a single purchaser.
5. The purchaser must:
 - a. Purchase the Stock for investment purposes and not with the view to resale or other distribution thereof;
 - b. Acknowledge that he has such knowledge and experience in financial and business matters that he is capable of evaluating the merits and risks of investment in the Stock;
 - c. Be able to bear the economic risk of investment in the Stock;
 - d. Be a resident of a jurisdiction where such sale may be consummated pursuant to an exemption from registration under the securities laws of such jurisdiction; and
 - e. Represent in writing that he had access to and availed himself of such financial and other information as deemed necessary to make an informed investment decision before offering to purchase the Stock, and deliver an investment letter, in form and substance acceptable to the Secured Party, with respect to the Stock prior to the opening of bidding.

Only persons who satisfy the foregoing requirements will be permitted to bid at the sale. THE SECURITIES HAVE NOT BEEN REGISTERED UNDER THE SECURITIES ACT OF 1933 OR ANY STATE SECURITIES LAWS AND MAY NOT BE RESOLD, TRANSFERRED, PLEDGED, HYPOTHECATED OR OTHERWISE ASSIGNED IN THE ABSENCE OF AN EFFECTIVE REGISTRATION STATEMENT PURSUANT TO SUCH ACT AND COMPLIANCE WITH APPLICABLE STATE SECURITIES LAWS OR UNLESS THE ISSUER RECEIVES AN OPINION OF COUNSEL, SATISFACTORY TO THE ISSUER, THAT SUCH RESALE, TRANSFER, PLEDGE, HYPOTHECATION OR ASSIGNMENT MAY BE EFFECTED IN RELIANCE UPON AN EXEMPTION FROM SUCH ACT AND APPLICABLE STATE SECURITIES LAWS. The issuer shall have the right to insert the foregoing statement on all certificates evidencing shares sold pursuant to this notice.

6. Any sale shall be contingent upon and subject to compliance with all of the applicable provisions of Federal or state law, including, without limitation, the requirement of FCC approval of an application for transfer of control.
7. The above terms and conditions of the sale may be subject to additional or amended terms and conditions to be announced at the time of the sale.

Further information as to the sale and such other information concerning WGUL FM, Inc., Gulf Atlantic Media Corporation and Gulf Atlantic Media of Georgia, Inc. may be examined by qualified sophisticated investors through Dave Newman Auctioneers, Inc., P.O. Box 1148, San Antonio, Florida, 33576 (No. (904) 588-3003). All information concerning WGUL FM, Inc., Gulf Atlantic Media Corporation and Gulf Atlantic Media of Georgia, Inc., shall be treated as confidential and each party requesting such information will be required to sign an agreement of confidentiality prior to receipt thereof.

DISTRESS SALE. Full Power, Fully Equipped UHF TV with License. Equipment + 700' Tower Can Be Moved. Top 55 Market. Any Reasonable Offer Takes. Contact Lou Kern (415) 697-5471.

NEW ENGLAND MEDIA, INC.

BUYERS MARKET

If 1992 is your year to become an owner, ask about our great current listings or get on our mailing list.

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

**SOUTH CAROLINA COMBO
COLUMBIA ADI**

- * positive cash flow
- * new facilities
- * established format
- * owner operated
- * underdeveloped
- * creative financing

DAN HAIGHT
FAX 404-636-1361

Southern C-2

C-1 pending...\$100K down

So. Carolina Class A

C-3 In Hand...\$50K down

FL Coastal Combo

Recently upgraded to C-2
Top 10 Growth Market

Central Florida

New FM...Positive cash flow

North Carolina

Coastal C-3...\$49K down

(407) 295-2572

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

BURT **SHERWOOD INC.**

4171 Dundee Rd., Suite 209, Northbrook, IL 60062

708-272-4970



TV STATION

(Full Power) UHF
(Lake Dallas)

DALLAS/FORT WORTH

No Program Obligation
Price and Terms Negotiable
(817) 267-9725

Kepper,
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**MIDWEST COLLEGE TOWNS
AM/FM
Upgradeable**

300 Knightsbridge Parkway, Suite 350
Lincolnshire, Illinois 60069
Phone: 708 / 634-9258

WILL NEGOTIATE

FM/AM Quality stations & area	IN
FM/AM Beautiful college town	VA
FM/AM Sales & CF up in '91	SC
FM/AM Came out big in book	TN
FM CF & sales way up	CA
FM/AM Two combos small-terms	TN
Network & Ind TV's make offers MI & OH	

RTC Registered Contractor

THE CONNELLY COMPANY
(813) 287-0906 • FAX (813) 289-0906
5401 W. Kennedy, Suite 480
Tampa, FL 33609

**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 202-293-3276. 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.

We need you.

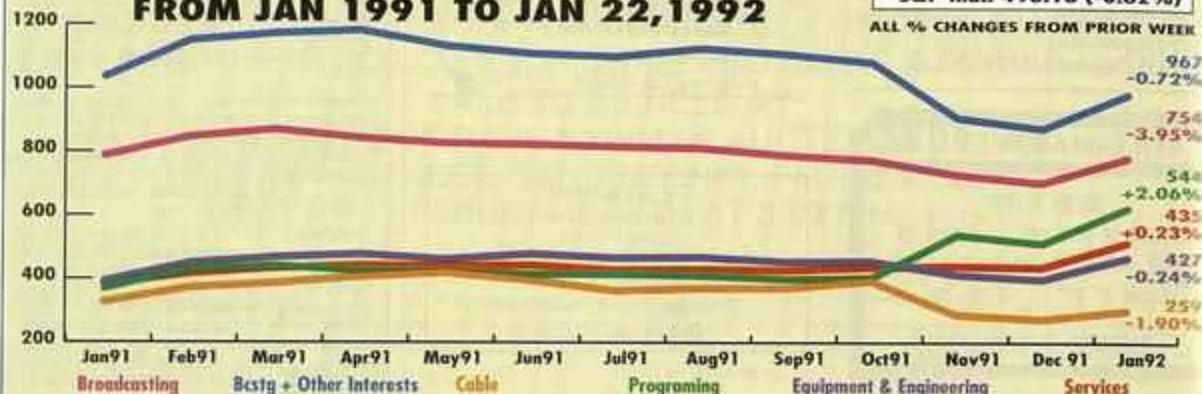
WE'RE FIGHTING FOR
YOUR LIFE

**American Heart
Association**

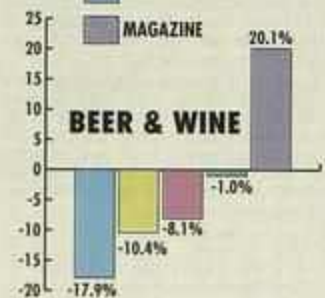
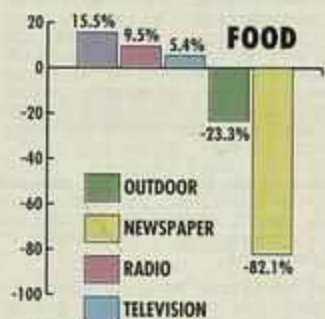
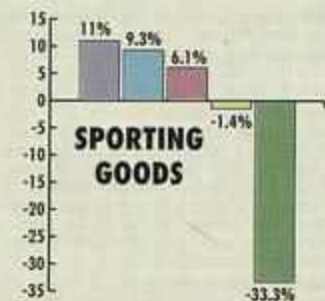


Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM JAN 1991 TO JAN 22, 1992



PERCENT CHANGES IN AD EXPENDITURES 1989 VS. 1988



Source: Interop Radio Stars

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 Jan. 13 through Jan. 17 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KDEZ(FM) Jonesboro, AR** (BALH920102GU; 100.1 mhz; 3 kw; ant. 230 ft.)—Seeks assignment of license from KZ Radio Ltd. to TM Jonesboro Inc. for \$10 and assumption of debt. **Seller** is headed by Louis Schaaf. **Buyer** is owned equally by Billy H. Thomas and Jerry E. Morris, who are each 25% stockholders of KZ Broadcasting Inc., general partner of assignor, and licensee of KDEZ(FM) Jonesboro, KLAZ(AM)-KXOW(FM) Hot Springs and K2KZ(AM) Greenwood, all Arkansas; WXLS-AM-FM Biloxi-Gulfport and WJKX(FM) Ellisville, both Mississippi, and KLAAM(FM) Tioga, LA. Filed Jan. 2.

■ **KVOY(AM)-KTPI(FM) Mojave-Tehachapi, CA** (AM: BAL911224EC; 1340 khz; 1 kw-U; FM: BALH911224EDC; 103.1 mhz; 3 kw; ant. 580 ft.)—Seeks assignment of license from HPW Communications Inc. to The Park Lane Group Inc. for \$1.82 million ("Changing Hands," Dec. 23, 1991). **Seller** is headed by Melvin Winters, and has no other broadcast interests. **Buyer** is headed by James H. Levy, who, along with other directors of assignee, is limited partner in licensee of KPPL(AM)-KTMX(FM) Colusa, CA. Filed Dec. 24.

■ **WQBN(AM) Temple Terrace (Tampa-St. Petersburg), FL** (BTC911231E; 1300 khz; 5 kw-D, 1 kw-N)—Seeks transfer of control from WTYM Radio Inc. to Hispanic Broadcasting Systems Inc. for \$695,305, assumption of debt. **Sellers** are Frank S. DeTrio, Jacob M. Buchman and estate of George W. Harvey Jr., and has no other broadcast interests. **Buyer** is headed by Ignacio A. Baez, and has no other broadcast interests. Filed Dec. 31.

■ **WKQQ(AM)-WSKS(FM) Milledgeville-Sparta, GA** (AM: BAL920102GV; 1060 khz; 1 kw-D; FM: BALH920102GW; 97.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Alexander Mitchell Communications Corp. to Good Medicine Radio GA Inc. for \$185,000. **Seller** is headed by James A. Korth, and has no other broadcast interests. **Buyer** is headed by Frank Copsidas Jr., and has no other broadcast interests. Filed Jan. 2.

■ **WTIF(AM)-WJYF(FM) Titton-Nashville, GA** (AM: BAL920107HF; 1340 khz; 1 kw-U; FM: BALH920107HG; 95.3 mhz; 1.2 kw; ant. 500 ft.)—Seeks assignment of license from Tilt Area Radio Inc. to Tilt Radio Partnership for \$600,000. **Seller** is headed by David G. Handy, and has no other broadcast interests. **Buyer** is owned equally by general partners Ronald D. Griffin, Ronald A. Yontz and Robert L. Yontz, who also have interests in WJIG(AM) Brunswick, GA. Ronald Yontz owns WBLY(AM) Springfield, OH. Filed Jan. 7.

■ **KASM-AM-FM Albany, MN** (AM: BAL911223EL; 1150 khz; 2.5 kw-D, 23 w-N; FM: BAPH911223EM; 105.5 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of CP from Stearns County Broadcasting Inc. to KASM of Minnesota. Inc. for \$790,000. **Seller** is headed by Barbara Gretsch, and has no other broadcast interests. **Buyer** is headed by Robert E. Ingstad, and is 100% shareholder of licensee of KGFX-AM-FM Pierre, SD; is general partner of licensee of KBUF(AM)-KXJQ(FM) Holcomb-Garden City, KS; 80% shareholder of licensee of KKOJ(AM)-KKPR(FM) Kearney, NE; 100% shareholder of licensee of

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aural.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; w—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

KDHL(AM)-KQCL(FM) Faribault, MN; and applicant for new class C2 FM at Faribault, MN. Filed Dec. 23.

■ **KLUK(FM) Laughlin, NV** (BTCH920103HW; 107.9 mhz; 7.95 kw; ant. 1,889 ft.)—Seeks transfer of control among stockholders of licensee H & R Broadcasting Inc.; transferor Jackie R. Reeves will reduce her ownership interest from 60% to 30%. Stockholder Glen A. Hine is also stockholder of licensee of KTLG(FM) Tye, TX. Filed Jan. 3.

■ **WJMR(FM) Fredericktown, OH** (BALH920106HH; 98.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Ohio Broadcasting Stations Inc. to Bohmar Communications Inc. for \$325,000. **Seller** is headed by John McKinley, and has no other broadcast interests. **Buyer** is headed by Arlene D. Bohach, and has no other broadcast interests. Filed Jan. 6.

■ **KWVA(FM) Eugene, OR** (BAPED911219GQ; 88.1 mhz; .5 kw; ant. 221.8 ft.)—Seeks assignment of CP from University of Oregon Foundation to Associated Students of University of Oregon for no compensation. Trustee in seller, Carolyn S. Chambers, is president of licensee of KEZL(TV) Eugene, OR. **Buyer** is headed by Joseph A. Grube and Jennifer Y. Bills, and has no other broadcast interests. Filed Dec. 19.

■ **WYHA(FM) Beaver Springs, PA** (BAPH920103HW; 106.10 mhz; .175 kw; ant. 400 ft.)—Seeks assignment of CP from Mary Anne Fleisher to Marnu Inc. for \$50,000 ("Changing Hands," Jan. 13). **Seller** has no other broadcast interests. **Buyer** is headed by Pryor E. Neuber Jr., and is also purchasing WWBE(FM) Millersburg from Fleisher's husband (see below). Filed Jan. 3.

■ **WWBE(FM) Millersburg, PA** (BALH920103HX; 98.3 mhz; 3 kw; ant. 150 ft.)—Seeks assignment of license from Hale Communications Inc. to Marnu Inc. for \$725,000 ("Changing Hands," Jan. 13). **Seller** is headed by Mark Fleisher, and has no other broadcast interests. **Buyer** is headed by Pryor E. Neuber, who is also purchasing WYHA(FM) Beaver Springs, PA, from Fleisher's wife (see above). Filed Jan. 3.

■ **WTAW(AM)-KTSR(FM) College Station, TX** (AM: BAL920106HU; 1150 khz; 1 kw-D, 500 w-N; FM: BAPLH920106HV; 92.1 mhz; 3 kw; ant. 275 ft.)—Seeks assignment of license (WTAW) and CP (KTSR) from Hicks Broadcasting Corp. to Bryan Broadcasting L.C. for \$500,000. **Seller** is headed by William R. Hicks, and is owned equally by brothers William R. Steven and Thomas O. Hicks. **Buyer** will be owned 95% by Thomas O. Hicks and 5% by William Hicks. William Hicks is 10% voting stock-

holder in May Broadcasting Inc., licensee of KULF(FM) Brenham, TX. Steven Hicks is 100% voting owner of Capstar Inc., 98% parent of licensee of WJDS(AM)-WMSI(FM) Jackson, MS; WSSL-AM-FM Greenville-Gray Court, SC, and WSIX-FM Nashville. Filed Jan. 6.

■ **KTSM-AM-FM-TV El Paso, TX** (AM: BTC920106KF; 1380 khz; 5 kw-D, 500 w-N; FM: BTCH920106KG; 99.9 mhz; 87 kw; ant. 1,820 ft.; TV: BTCT920106KE; ch. 9; 316 kw-V; 42.7 kw-A; ant. 1,910 ft.)—Seeks transfer of control of licensee Tri-State Broadcasting Co., from Ameritrust Texas N.A., Independent Executor of Estate of Karl O. Wyler Sr., to El Paso Community Foundation for no monetary consideration; assignment is part of will. Licensee is headed by Janice Windie, and has no other broadcast interests. Filed Jan. 6.

■ **KWZD(FM) Hamlin, TX** (BALH920106HX; 103.7 mhz; 100 kw; ant. 985 ft.)—Seeks assignment of license from William R. Rice Inc., receiver, to B & D Communications Inc. for \$265,000. **Seller** was receiver for assignments of WYTL(AM)-WPPFR(FM) Terre Haute, IN, which were recently approved. Rice has also been appointed receiver for WKKI(FM) Celina, OH, to be filed shortly. **Buyer** is headed by Robert H. Holladay, and is licensee of KICR-AM-FM Oakdale, LA. Filed Oct. 6.

Actions

■ **KTNL(TV) Sitka, AK** (BALCT911113KI; ch. 13; 199 w-V, 30 w-A; ant. -782 ft.)—Granted assignment of license from Dan and Kathie Etulain, husband and wife, to Sitka News Bureau Inc. for \$250,000. **Sellers** have no other broadcast interests. **Buyer** is headed by Marty W. Baggen, and has no other broadcast interests. Action Jan. 7.

■ **WXKM-AM-FM Winfield, AL** (AM: BTC911115GR; 1300 khz; 5 kw-D, 30 w-N; FM: BTCH911115GS; 105.9 mhz; 3 kw; ant. 328 ft.)—Granted transfer of control of Ad Media Management Corp. to Harper-Mainord Broadcasting for \$365,000. WXKM-FM is CP; application for license is pending. **Seller** is headed by James B. Pale, and has no other broadcast interests. **Buyer** is owned by general partners Maxine Harper (67%) and Jack Mainord (33%), and has no other broadcast interests. Action Dec. 30.

■ **KUKI-AM-FM Ukiah, CA** (AM: BAL911122EF; 1400 khz; 1 kw-U; FM: BALH911122EG; 103.3 mhz; 1.9 kw; ant. 1,840 ft.)—Granted assignment of license from James D. Johnson to Ukiah Broadcasting Corp. for \$465,000 ("Changing Hands," Dec. 2, 1991). **Seller** is trustee for estate of Fenton Broadcasting Inc., and has no other broadcast interests. **Buyer** is headed by Keith Bussman and John LaRue, and backed by Strategic Products Corp. (60%) and Allied Communications Equipment (40%). LaRue is permittee of KSPY(FM) Quincy, CA. Action Jan. 6.

■ **KWLI(FM) Eagle, CO** (BALH911029HO; 101.5 mhz; 36 kw; ant. 2,210 ft.)—Granted assignment of license from Joyce Communications Inc. to High Country Communications Inc. for \$500,000. **Seller** is headed by Robert J. Joyce, and has no other broadcast interests. **Buyer** is headed by Burke Kaplan, and has no other broadcast interests. Action Dec. 24.

■ **WAYP(FM) Holmes Beach (Sarasota-Bradenton), FL** (BAPH911106JH; 96.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from 98.7 Partnership to Alpaim Broadcasting Corp. for \$2.3 million ("Changing Hands," Nov. 18, 1991). **Seller** is headed by C.E. Pierce, managing partner, and has no other broadcast interests. **Buyer** is headed by Norman R. Ripert (80%), who is also 91% owner of Alpine Broadcasting Corp., licensee of WAVV(FM) Marco (Fort Myers), FL. Action Jan. 2.

■ **WUVU(FM) St. Augustine, FL** (BAPLH-911120HZ; 97.7 mhz; 3 kw; ant. 200 ft.)—Granted assignment of CP from Shull Broadcasting Co. Inc. to Todd Communications Inc. for \$1.2 million. **Seller** is headed by Doug Shull, and is also licensee of WFOY(AM) St. Augustine, FL. **Buyer** is headed by Todd Paxson, son of Bud Paxson, former owner of Home Shopping Network; he has no other broadcast interests. Action Jan. 8.

■ **WHOI(TV) Peoria, IL** (BTCCT911107KN; ch. 19; 2240 kw-V; 224 kw-A; ant. 636 ft.)—Granted transfer of control from Adams Communications Corp. to Paul A. Brissette; stock purchase agreement will be submitted when finalized. Purchase includes licensee stations of Forward Communications II and its subsidiaries, WWLP(TV) Springfield, MA; WILX-TV Onondaga, MI; KOSA-TV Odessa and KAUZ-TV Wichita Falls, both Texas; WTRF-TV Wheeling, WV, and WMTV(TV) Madison and WSAW-TV Wausau, both Wisconsin (see below). **Seller** is headed by Stephen Adams, and is also licensee of WWAY(TV) Wilmington and WGKL-AM-FM Charlotte, both North Carolina; WLAU-AM-FM Grand Rapids, WGTU(TV) Traverse City and WGTQ(TV) Sault Ste. Marie, all Michigan; KISS-AM-FM Terrell Hills-San Antonio, TX; KOOL-AM-FM Phoenix; KZOK-AM-FM Seattle; KHIH(FM) Boulder, CO; KEZK-AM-FM St. Louis; KCBQ-AM-FM San Diego, and WHBO-TV Memphis. Adams also has application pending for assignment of KDKO(AM) Littleton (Denver), CO. Brissette, who is president of television division of Adams Communications Corp., holds 4% interest in assignment stations and also in WWAY(TV) Wilmington, NC, and WHBO-TV Memphis. He also has 16.59% interest in WRDC(TV) Durham, NC. Action Dec. 24.

■ **KULY(AM) Ulysses, KS** (BTC911127EA; 1420 khz; 1 kw-D, 500 w-N)—Granted transfer of control of licensee Grant County Broadcasting Co. Inc. in bank repossession. Licensee is headed by Sam Elliott, and has no other broadcast interests. Assignees are Citizens State Bank and Southeast Kansas Bank. Action Jan. 8.

■ **WFOV(FM) Pittsfield, ME** (BAPH910930HE; 99.5 mhz; 3 kw; ant. 243 ft.)—Granted assignment of CP from Tanist Broadcasting Corp. to Action Communications Partnership for \$6,000. **Seller** is headed by T. Barton Carter, and has interests in WTBUI(FM) Bar Harbor and WHAA(FM) Madison, both Maine. **Buyer** is headed by general partners Beverly E. Dodge (75%) and Howard L. Soule (25%), and has no other broadcast interests. Action Jan. 3.

■ **WWLP(TV) Springfield, MA** (BTCCT911107KH; ch. 22; 4170 kw-V; ant. 877 ft.)—Granted transfer of control from Adams Communications Corp. to Paul A. Brissette; stock purchase agreement will be submitted when finalized (see WHOI-TV Peoria, IL, above). Action Dec. 24.

■ **WILX-TV Onondaga, MI** (BTCCT911107KM; ch. 10; 309 kw-V; ant. 970 ft.)—Granted transfer of control from Adams Communications Corp. to Paul A. Brissette; stock purchase agreement will be submitted when finalized (see WHOI-TV Peoria, IL, above). Action Dec. 24.

■ **KDAL-AM-FM Duluth, MN** (AM: BTC911107HD; 610 khz; 5 kw-U; FM: BTCH911107HE; 95.7 mhz; 100 kw; ant. 830 ft.)—Granted transfer of control within licensee Shockley Communications Corp. for \$1.85 million. Transfer includes WOLX(FM) Baraboo and WZTR(FM) Milwaukee, both Wisconsin (see below). **Sellers** are Terry K. Shockley and Sandra K. Shockley, husband and wife, and are reducing their combined 53.58% interest in Shockley Communications to combined 29.8%, to be sold to shareholders. Action Jan. 6.

■ **KYIS(FM) Oklahoma City** (BALH91112GQ; 98.9 mhz; 100 kw; ant. 1,108 ft.)—Granted assignment of license from Zumma Broadcasting Co. to Desert Communications III Inc. for cancellation of debts owed to Greyhound Financial Corp. as consideration. **Seller** is headed by Thomas W. Parrish, receiver. **Buyer** is headed by Gregory C. Smalls and Greyhound Financial Corp. (100%). Smalls is also purchasing WLRS(FM) Louisville, KY. Action Jan. 3.

■ **KMOW(AM)-KEYI-FM Austin-San Marcos, TX** (AM: BTC910910EA; 1490 khz; 1 kw-U; FM: BTCH910910EB; 103.5 mhz; 100 kw; ant. 1,260 ft.)—Granted transfer of control from Degree Communications Associates III to Pegasus Broadcasting Inc. for \$421,936. **Seller** is headed by Charles Burkhardt, who has 16% interest in WANS-AM-FM Anderson, SC. **Buyer** is headed by Thomas A. Crowley and Paul A. Street, and is owned by General Electric Capital Corp. (100% voting stock), which is licensee of WAPA-TV San Juan, PR; WJBF(TV) Augusta, GA, and KSCH-TV Stockton, CA. GE Capital's parent, General Electric Corp., owns National Broadcasting Co., which owns and operates six TV's. Action Jan. 8.

■ **KMOW(AM)-KEYI-FM Austin-San Marcos, TX** (AM: BAL911113ED; 1490 khz; 1 kw-U; FM: BALH911113EE; 103.5 mhz; 100 kw; ant. 1,260 ft.)—Granted assignment of license from KEYI-FM Partners Ltd. to Mercury Broadcasting Co. Inc. for \$3 million. **Seller** is subsidiary of Pegasus Broadcasting Inc., which is wholly owned subsidiary of General Electric Capital Corp. Sale is contingent upon Pegasus Broadcasting Inc. replacing Degree Communications Associates III as general partner of licensee ("Changing Hands," Sept. 30, 1991). Pegasus Broadcasting is headed by Thomas A. Crowley and Paul A. Street, and is licensee of WAPA-TV San Juan, PR; WJBF(TV) Augusta, GA, and KSCH-TV Stockton, CA. G.E. Capital's parent, General Electric Corp., owns National Broadcasting Corp., which owns and operates six TV's. **Buyer** is headed by Van H. Archer III, and has no other broadcast interests. Action Jan. 8.

■ **KOSA-TV Odessa, TX** (BTCCT911107KF; ch. 7; 316 kw-V; ant. 752 ft.)—Granted transfer of control from Adams Communications Corp. to Paul A. Brissette; stock purchase agreement will be submitted when finalized (see WHOI-TV Peoria, IL, above). Action Dec. 24.

■ **KAUZ-TV Wichita Falls, TX** (BTCCT911107KO; ch. 6; 100 kw-V; ant. 1,021 ft.)—Granted transfer of control from Adams Communications Corp. to Paul A. Brissette; stock purchase agreement will be submitted when finalized (see WHOI-TV Peoria, IL, above). Action Dec. 24.

■ **WYPA(FM) South Boston, VA** (BTCH-911031GR; 95.3 mhz; 2.69 kw; ant. 151 ft.)—Granted transfer of control within licensee Virginia Broadcasting Inc. for no cash consideration; purpose is to consolidate with WHLF(AM) South Boston to form one corporation. Amy Moran is transferring 51% of stock to husband Timothy Moran, who owns 75% of WHLF, and also owns Moran Communications Inc., licensee of WSMY(AM)-WPTM-FM Weldon-Roanoke Rapids, NC. Action Jan. 3.

■ **KVXO(FM) Spokane, WA** (BALH910805GO; 103.9 mhz; 3 kw; ant. 299 ft.)—Granted assignment of license from Pacific Metromark Northwest Inc. to Lance International Inc.; assignment is partial settlement by original licensee, Michael Siegal, to Lance International in bankruptcy. **Seller** is headed by Frank Wolff, trustee for station, and has no other broadcast interests. **Buyer** is headed by A. M. Hochstadt, and has no other broadcast interests. Action Jan. 3.

■ **WTRF-TV Wheeling, WV** (BTCCT911107KJ; ch. 7; 316 kw-V; ant. 960 ft.)—Granted transfer of control from Adams Communications Corp. to Paul A. Brissette; stock purchase agreement will be submitted when finalized (see WHOI-TV Peoria, IL, above). Action Dec. 24.

■ **WOLX(FM) Baraboo and WZTR(FM) Milwaukee, both Wisconsin** (WOLX: BTCH911107HF; 94.9 mhz; 37 kw; ant. 1,299 ft.); WZTR: BTCH911107HG; 95.7 mhz; 34 kw; ant. 610 ft.)—Granted transfer of control within licensee Shockley Communications Corp. for \$1.85 million. Transfer includes KDAL-AM-FM Duluth, MN (see above). Action Jan. 6.

■ **WMTV(TV) Madison, WI** (BTCCT911107KI; ch. 15; 794 kw-V; ant. 1,160 ft.)—Granted transfer of control from Adams Communications Corp. to Paul A. Brissette; stock purchase agreement will be submitted when finalized (see WHOI-TV Peoria, IL,

above). Action Dec. 24.

■ **WSAW-TV Wausau, WI** (BTCCT911107KK; ch. 7; 316 kw-V; ant. 1,210 ft.)—Granted transfer of control from Adams Communications Corp. to Paul A. Brissette; stock purchase agreement will be submitted when finalized (see WHOI-TV Peoria, IL, above). Action Dec. 24.

NEW STATIONS

Applications

■ **Wickenburg, AZ** (BPH911218MA)—Circle 5 Broadcasting Co. Inc. seeks 93.7 mhz; 1.5 kw; ant. 201 m. Address: 1201 North Tegner, Wickenburg, AZ 85385. Applicant is headed by Harold R. Shurtway, and is licensee of KTIM(AM) Wickenburg, AZ. Filed Dec. 18.

■ **Baker, CA** (BPH911224MB)—Desert Broadcasting G.P. seeks 94.9 mhz; 15.5 kw; ant. 127 m. Address: 13260 Winona Rd., Apple Valley, CA 92308. Applicant is headed by Jonathan D. Stephenson and Althea Bauers, who are officers and/or employees of licensees of KKIS-AM-FM Pittsburg-Walnut Creek and KZXY-AM-FM Apple Valley, both California; KTRR(FM) Loveland, CO; WHMA-AM-FM Anniston, AL; KRWR(FM) Carson City, NV, and WBEX(AM)-WKKJ(FM) Chillicothe, OH. Filed Dec. 24.

■ **Lenwood, CA** (BPH911220ME)—Desert Broadcasting G.P. seeks 96.9 mhz; 1 kw; ant. 247 ft. Address: 13260 Winona Rd., Apple Valley, CA 92308. Applicant is headed by general partners Jonathan D. Stephenson (95%) and Althea Bauers (5%), and is also applying for new FM at Baker, CA (see above). Filed Dec. 20.

■ **Santa Ynez, CA** (BPH911224MG)—Karin H. Wood seeks 105.9 mhz; 5 kw; ant. 141 m. Address: 2300 Forrest Rd., Winter Park, FL 32769. Applicant has no other broadcast interests. Filed Dec. 24.

■ **Miami** (BPCT911227KE)—Glendale Broadcasting Co. seeks ch. 45; 3,012 kw; ant. 310 m. Address: P.O. Box 38, Carlisle, PA 17013. Applicant is headed by George F. Gardner, who is controlling stockholder of licensee of LPTV's W40AF at Dillsburg, W56CJ Red Lion and 4 LPTV's at Lebanon, all Pennsylvania. Filed Dec. 27.

■ **Miramar Beach, FL** (BPH911224MD)—Mark and Reene Carter seek 106.3 mhz; 3 kw, ant. 100 m. Address: Rte. 2, Box 2810; Santa Rosa Beach, FL 32459. Applicants have no other broadcast interests. Filed Dec. 24.

■ **Miramar Beach, FL** (BPH911223ME)—Howard B. Dolgoff seeks 106.3 mhz; 6 kw; ant. 95 m. Address: 3186 Ferns Glen Dr., Tallahassee, FL 32308. Applicant is sole stockholder of licensee and general manager of WUMX(FM) Tallahassee, FL. Filed Dec. 23.

■ **Bostwick, GA** (BPH911227MB)—Bostwick Broadcasting Group Partners seeks 92.3 mhz; 3 kw; ant. 100 m. Address: 1081 N. Cherokee Rd. Social Circle, GA 30275. Applicant is headed by general partners B.R. Anderson (85%) and Ronald A. Reeves (15%), and has no other broadcast interests. Filed Dec. 27.

■ **Bostwick, GA** (BPH911226MB)—Bostwick Broadcasting Partners GP seeks 92.3 mhz; 3 kw; ant. 100 m. Address: 1650 Tysons Blvd., Suite 790, McLean, VA 22102. Applicant is headed equally by general partners Charles E. Giddens and Paul C. Stone. Stone has interests in licensee of WTSH(AM) Rome, WZOT(AM)-WTSH-FM Rockmart, WSTT(AM)-WSNI-FM Thomasville and WGMG(FM) Crawford, all Georgia, and WPAP-FM Panama City, FL. Giddens has interests in Broadcast Investment Associates Inc., Southern Broadcasting Companies Inc. and New Broadcast Investment Properties Inc. Filed Dec. 26.

■ **Statenville, GA** (BPH911226MC)—LaTaurus Productions Inc. seeks 98.7 mhz; 6 kw; ant. 100 m. Address: 1103 West Magnolia St., Valdosta, GA 31601. Applicant is headed by Warren Lee, and has

no other broadcast interests. Filed Dec. 26.

■ **Brainerd, MN** (BPH920106MC)—June A. Persons seeks 103.5 mhz; 6 kw; ant. 100 m. Address: 2437 Sylvan Birch Lane W., Brainerd, MN 56401. Applicant is assistant manager of licensee of KVIIR(AM) Brainerd, MN. Filed Jan. 6.

■ **Beech Mountain, NC** (BPH911227MN)—Joe A. Conley seeks 102.3 mhz; 3.15 kw; ant. 135 m. Address: WVRV Brownstown Rd., P.O. Box 415, Waverly, TN 37185. Applicant is 100% voting stockholder in licensee of WPHC(AM)-WVRV(FM) Waverly, TN. Filed Dec. 27.

■ **Beech Mountain, NC** (BPH911224MA)—Debra Lynn Nokovich seeks 102.3 mhz; 2 kw; ant. 479 ft. Address: 5 Grouse Ridge Rd., Beech Mountain, NC 28604. Applicant has no other broadcast interests. Filed Dec. 24.

■ **Beech Mountain, NC** (BPH911224MC)—Frances G. Atkinson seeks 102.3 mhz; 73 kw; ant. 279 m. Address: 1211 North Church St., Mountain City, TN 37683. Applicant is 76% shareholder of licensee and station manager of WMCT(AM) Mountain City, TN. Filed Dec. 24.

■ **Westerville, OH** (BPH911230MA)—David A. Ringer seeks 103.9 mhz; 4.3 kw; ant. 118 m. Address: 1000 Urtin Ave., #1017, Columbus, OH 43212. Applicant is 25% shareholder licensee of WYBZ(FM) Crooksville, OH. Filed Dec. 30.

■ **Westerville, OH** (BPH911231MC)—Ohio Radio Associates seeks 103.9 mhz; 4.1 kw; ant. 118 m. Address: 1800 Society Building, Cleveland, OH 44114. Applicant is headed by Joseph D. Carney, et al., and has no other broadcast interests. Filed Dec. 31.

■ **Westerville, OH** (BPH911231MA)—Shelley F. Davis seeks 103.9 mhz; 6 kw; ant. 100 m. Address: 5518 Moccasin Dr., Westerville, OH 43081. Applicant has no other broadcast interests. Filed Dec. 31.

■ **Westerville, OH** (BPH911231MB)—Westerville Broadcasting Co. Ltd. seeks 103.9 mhz; 6 kw; ant. 100 m. Address: 5412 Flintrock Court, Westerville, OH 43081. Applicant is headed by general partner Freeman Edwards II, and has no other broadcast interests. Filed Dec. 31.

■ **Westerville, OH** (BPH911230MD)—Juanita M. and James L. Dean seek 103.9 mhz; 4.3 kw; ant. 118 m. Address: 1133 Forest Rise Dr., Westerville, OH 43081. Applicant has no other broadcast interests. Filed Dec. 30.

■ **Westerville, OH** (BPH911230MC)—Wilburn Industries Inc. seeks 103.9 mhz; 2 kw; ant. 123.8 m. Address: 210 South Court St., P.O. Box 418, Circleville, OH 43113. Applicant is headed by Charles W. Wilburn, and has no other broadcast interests. Filed Dec. 30.

■ **Westerville, OH** (BPH911230ME)—John C. Landy seeks 103.9 mhz; 2.57 kw; ant. 108.5 m. Address: 11611 Harborview Dr., Cleveland, OH 44102. Applicant has no other broadcast interests. Filed Dec. 30.

■ **Westerville, OH** (BPH911230MF)—Westerville Radio Partners seeks 103.9 mhz; 2.57 kw; ant. 99 m. Address: P.O. Box 16899, Rocky River, OH 44116. Applicant is headed by general partners Kyong Ja Matchak (60%) and Elaine Gerber (40%). Matchak owns 34% of common stock of licensee of KORO-FM Cuero, TX. Filed Dec. 30.

■ **Westerville, OH** (BPH911230MB)—ASF Broadcasting Corp. seeks 103.9 mhz; 2.5 kw; ant. 109 m. Address: 164 South Grener Rd., Columbus, OH 43228. Applicant is headed by Ardeth S. Frizzell, who is general manager of WBBY-FM Westerville, OH. Principal Thomas J. Beauvais is also principal of licensee of WMJT(FM) Pinconning, MI. Filed Dec. 30.

■ **Ada, OK** (BPED920113MA)—East Central University seeks 91.3 mhz; 2 kw; ant. 75 m. Address:

East 14 St., Ada, OK 74820. Applicant is headed by director Valree Wynn, et al., and has no other broadcast interests. Filed Jan. 13.

■ **Jasper, TX** (BPH911226MD)—Jon Dee Communications L.C. seeks 107.3 mhz; 6 kw; ant. 100 m. Address: 904 Carlee, Brenham, TX 77833. Applicant is headed by Jon D. May and Michelyn M. May, each 50%. Principals Roy May Jr. and Janice May have interests in licensee of KULF(FM) Brenham, TX. Filed Dec. 26.

■ **Jasper, TX** (BPH911226MF)—Rayburn Broadcasting Co. seeks 107.3 mhz; 3 kw; ant. 91 m. Address: 765 Hemphill St., Jasper, TX 75951. Applicant is headed by James M. Lout, and has no other broadcast interests. Filed Dec. 26.

Actions

■ **Butte, MT** (BPCT910225KE)—Granted app. of CTN Butte Inc. for ch. 18; 2,684 kw; ant. 596 m. Address: 118 6th St. S., Great Falls, MT 59405. Applicant is headed by James M. Colla, and has no other broadcast interests. Action Jan. 9.

FACILITIES CHANGES

Applications

FM's

■ **Milford, DE** WAFL(FM) 97.7 mhz—Dec. 27 application of Prettyman Broadcasting Co. for CP to change ERP: 6 kw (H); 5.8 kw (V).

■ **Fort Walton Beach, FL** WPSM(FM) 91.1 mhz—Dec. 23 application of Fort Walton Beach Educational Broadcasting Foundation for CP to change ERP: 5 kw (H&V); ant.: 54 m.

■ **Richmond, IN** WECI(FM) 91.5 mhz—Dec. 12 application of Earlham College for CP to change ant.: 38 m.; TL: SW 2nd St., north of Test Rd., .5 km W of

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■ **Tallulah, LA** KBYO-FM 104.5 mhz—Dec. 31 application of Sharing Inc. for CP to change ERP: 25 kw (H&V); TL: Barnes, Madison County, LA; 3.22 km; 217 deg.; freq: 104.5 mhz; class: 283C3 (per MM docket #91-211).

■ **Skowhegan, ME** WHOO(FM) 107.9 mhz—Dec. 31 application of Robert R. Harvey for CP to change ERP: 5.98 kw (H&V); ant.: 203 m.; change: class to 300C3 (per MM docket #90-512).

■ **Newberry, MI** WBNY-FM 93.7 mhz—Dec. 19 application of Jack St. Andre for CP to change ERP: 6 kw (H&V); ant.: 85 m.

■ **Las Vegas** KCEP(FM) 88.1 mhz—Dec. 11 application of Operation Opportunities-Clark County, NV, for CP to change ant.: 364 m.

■ **Fairmont, NC** WSTS(FM) 100.9 mhz—Dec. 24 application of Pro Media Inc. for CP to change ERP: 50 kw (H&V); ant.: 150 m. TL: 4 miles south of intersection of State Rd. 1415 and State Rd. 1352, Columbus County, NC; 3.55 miles south of Cerro Gordo, NC; change to class C2 (per MM docket #90-32).

■ **Woodward, OK** KWFX(FM) 100.1 mhz—Dec. 20 application of Fuchs Communications Inc. for mod. of CP (BPH-911015IE) to change ERP: 100 kw (H&V); ant.: 299 m.; TL: 5.6 km southeast of Woodward, OK; freq: 100.1; class: C1 (per MM docket #90-285).

■ **Bend, OR** KQAK(FM) 105.7 mhz—Dec. 24 application of JJP Broadcasting Inc. for CP to change ERP: 40 kw (H&V), change to channel 289C1 (per docket #89-591).

■ **Randolph, VT** WCVR-FM 102.1 mhz—Dec. 31 application of Stokes Communications Corp. for CP to change ERP: 10 kw (H&V); ant.: 142 m.; freq: 102.1; class: 271C3 (per MM docket #89-487).

■ **Clintonville, WI** WJMQ(FM) 92.1 mhz—Dec. 20

application of Sail Communications Corp. CP to change ERP: 6 kw (H&V); change freq. from 92.1 to 92.3 (per MM docket #89-548).

Actions

AM

■ **Orange, CA** KPXS(AM) 830 khz—Jan. 6 application of Orange County Broadcasting Corp. dismissed for mod. of CP (BP610209AK) to make changes in antenna system.

FM's

■ **Mobile, AL** WBHY-FM 88.5 mhz—Jan. 7 application of Goforth Media Inc. granted for mod. of CP (BPED-860815MB) to change ant.: 190.2 m.; change class to C1, TL: 30 40 55.5 - 87 49 40.8.

■ **Yuma, AZ** KTTI(FM) 95.1 mhz—Jan. 8 application of Uno Broadcasting Corp. granted for CP to change ERP: 100 kw (H&V), ant.: 363 m., TL: at BLM Electronics site, Telegraph Pass, 1.8 km due north of interstate, Route 8 and 28 km east of Yuma, AZ; change to class C (per docket #90-19).

■ **Pacific Grove, CA** KOCN(FM) 104.9 mhz—Jan. 9 application of C.R. Pasquier Properties Inc. granted for CP to change freq.: 105.1 mhz; ERP 4.2 kw H&V; ant.: 240.7 m.; TL: approx 3.2 km north of Carmel Valley Airport (052, small, low-traffic airstrip); class B1 (per MM docket #90-17).

■ **Hilo, HI** KAGE(FM) 92.7 mhz—Jan. 7 application of Visionary Related Entertainment Inc. granted for mod. of CP (BPH-841228MH) to change ERP: 35 kw H&V, ant.: -50 m., TL: 2.9 km due south of General Lyman Field (Hilo Airport) at site of KA-HU(AM) Hilo, HI; class: from C1 to class C2.

■ **Menomonie, WI** WMEG-FM 92.1 mhz—Jan. 8 application of Phillips Broadcasting Co. Inc. granted for CP to change ERP: 9 kw H&V, ant.: 133 m., class: C3 (per docket #89-137).

■ **Pocatello, ID** KZBQ-FM 93.7 mhz—Jan. 6 appli-

cation of Idaho Wireless Corp. granted for mod. of CP (BPH-821004AK as mod.) to change antenna supporting structure height.

■ **Angola, IN** WLKI(FM) 100.3 mhz—Jan. 6 application of Lake Cities Broadcasting Corp. granted for CP to change ERP: 4 kw (H&V), change to channel 262A (per docket #88-284).

■ **Roswell, NM** KVNB(FM) 104.7 mhz—Jan. 8 application of Mary Moran granted for mod. of CP (BPH-880616MC) to change ant.: 124.7 m.; TL: 1.1 km west on US 285.

■ **Westerville, OH** WBBY-FM 103.9 mhz—Dec. 3 application of Mid Ohio Communications Inc. dismissed for CP to change ERP: 6 kw H&V; ant.: 100 m.; TL: 9900 Downing Road, Johnstown, Licking County, OH.

■ **Scranton, PA** WEZX(FM) 107.1 mhz—Jan. 8 application of The Scranton Times granted for CP to change ERP: .38 kw H&V; install directional antenna. Informal obj. filed 11-28-89; R&O, docket #89-328; allocates ch. 295A to Scranton effective 4-15-91.

■ **Spearfish, SD** KEZV(FM) 101.1 mhz—Jan. 7 application of United Radio Group Inc. granted for CP to change ant.: 554 m., TL: Terry Peak, 3 miles SW of Lead, SD.

TV's

■ **Mississippi State, MS** WMAB-TV ch. 2—Jan. 9 application of Authority for Ed. TV granted for mod. of license to replace nondirectional antenna and transmitter.

■ **Oklahoma City** KMNZ(TV) ch. 62—Jan. 9 application of Faith Pleases God Church Corporation granted for mod. of CP (BPCT-850215K2) to change ERP: (vis.) 79 kw, ant.: 370 ft. Antenna: BognerB24UB (DA); TL: Oklahoma City Hwy. 74, N of Interstate 66; 35 31 53 - 97 32 21. *Amended 11-30-88 to change ERP (vis.) 1265 kw, ant.: 296 m.

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Amended 10-09-91 to change ERP (vis): 1,000 kw; ant.: 763 ft.; TL: Eastern Ave. and 86th St., Oklahoma City; antenna: BognerB24UO (35-33-2697-28-31).

■ **Ashland, VA WZXX(TV) ch. 65**—Jan. 9 application of Christel Broadcasting Inc. granted for CP to change ERP (vis): 398 kw; ant.: 254 m. TL: off route 852, 2.3 km. from route 615; antenna: SWRSWR-SMP 12MC65(DA)(BT) 37-44-32-77-15-18.

ACTIONS

■ **Continental Cablevision of Ohio Inc.** Granted Continental, operator of cable television systems serving several communities in northern Ohio, waivers of FCC's network program non duplication and syndicated exclusivity rules. (By MO&O [FCC 92-7] adopted January 2 by Commission.)

■ **Megastar Inc.** Authorized to establish channels of communications between United States and INTELSAT Atlantic Ocean Region (AOR) satellites for provision of multipurpose INTELSAT Business Service (IBS) and television services between U.S. and AOR countries; to establish channels of communications via Pan American Satellite's PAS-1 satellite for provision of international television service; and to provide transborder services between U.S. and Mexico. (By O.A&C [DA 91-1652] adopted December 31 by Chief, International Facilities Division, Common Carrier Bureau.)

■ **Telephone Company-Cable Television Cross-Ownership Rules** Extended to February 3 and March 5, respectively, time to file comments and replies in matter of telephone company-cable television cross-ownership rules. (CC docket 87-266 by Order [DA 92-57] adopted January 15 by Chief, Common Carrier Bureau.)

■ **Set aside** Review Board decision which dismissed an appeal by Triad Network Inc. and law firm of Maupin Taylor Ellis & Adams, P.C. (MTE&A), of ruling by Administrative Law Judge (ALJ) ordering counsel and his law firm to discontinue their representation of Triad in this proceeding. Commission also vacated ALJ's underlying ruling removing counsel, thereby allowing MTE&A to resume its representation of Triad. Triad is applicant for new AM station at Greensboro, NC. (MM docket #89-357, Report DC-2030, by Commission January 8, by MO&O [FCC 92-12].)

■ **Carmel, CA** Conditionally granted application of J & M Broadcasting Company for new FM on channel 238A; denied competing applications of Lone Cypress Radio Associates, Inc., Highlands Broadcasting Co., Inc., and Paso Hondo Broadcasting Ltd. (MM Docket 90-48 by Initial Decision [FCC 92-2] issued January 7 by Chief ALJ Joseph Stirmer.)

■ **Manahawkin, NJ** Dismissed as moot Seashore Broadcasting Corporation's motion to strike joint opposition to notice of appeal; denied its petition to intervene; and dismissed its appeal in proceeding for new FM on channel 288B1 at Manahawkin, NJ. (MM Docket 91-208 by MO&O [FCC 92R-3] adopted January 6 by Review Board.)

CALL LETTERS

Applications

Existing AM's

- KBSU(AM) KUCL Idaho St. Bd. of Education (Boise St. Univ.); Boise, ID
WJFL(AM) WJGC Christian Voices Texas Limited Pship; Jacksonville, FL

Existing FM's

- KMBV(FM) KNAV McMullen Broadcasting Co.; Navasota, TX
WBDK(FM) WOMA Nicolet Broadcasting Inc.; Algoma, WI

- WFAT(FM) WUBU Tri State Broadcasting Co. Inc.; Portage, MI
WISP(FM) WAYP Alpalim Broadcasting Corp.; Holmes Beach, FL

Grants

New FM's

- KACS(FM) Chehalis Valley Ed. Found.; Chehalis, WA
KCRU(FM) Santa Monica Comm. College District; Oxnard, CA
KKLG(FM) Antelope FM Partnership; Susanville, CA
KMZL(FM) WKLK Inc.; Cloquet, MN
KMZM(FM) Electronics Unlimited Inc.; Larose, LA
KSPO(FM) Melinda Boucher Read; Spokane, WA
WFXZ(FM) DBA Ferguson Radio Pship; Jacksonville, NC
WIXY(FM) Holiday Broadcasting Inc.; Champaign, IL
WJSZ(FM) William V. Constine; Ashley, MI
WJZR(FM) R.B. Lee Rust; Rochester, NY
WKYD(FM) Cherokee Broadcasting Corp.; Centre, AL
WLBH(FM) Teresa B. Lowry; Warrior, AL
WNYO(FM) State University of New York; Oswego, NY
WOHC(FM) The Cedarville College; Chillicothe, OH
WOKN(FM) Nancy Nicastro; Southport, NY
WQEG(FM) Twinlakes Communications; Russell Springs, KY
WQLV(FM) Hepco Communications Inc.; Millersburg, PA
WRDQ(FM) Greer Communications Ltd.; Greer, SC
WSRM(FM) Jean M. Gradick; Coosa, GA
WWRQ(FM) Albert Leon Brooks; Valdosta, GA
WXLG(FM) The St. Lawrence Univ.; North Creek, NY
WYCY(FM) Susan T. LaRose; Hawley, PA
WYHA(FM) Mary Anne Fleisher; Beaver Springs, PA
WYHB(FM) Good Sheperd Radio Inc.; Westport, IN
WYHC(FM) MHS Holdings Ltd.; Charlotte, NC
WYHD(FM) Georgia Public Telecommunications Commission; Fort Gains, GA
WYHE(FM) Mark A. Kiltner; Hillman, MI
WYHF(FM) T/R Lauderdale Broadcasting Co.; Ripley, TN
WYHG(FM) Greater Wash. Ed. Telcom. Assoc.; Hagerstown, MD
WYHH(FM) Kent County Radio Ltd.; Smyrna, DE

New TV

- KMZN(TV) Ramar Communications Inc.; Farwell, TX

Existing AM's

- KASP(AM) KGLD Washington Radio Assoc. Ltd.; St. Louis, MO
KHTX(AM) KRQC Henry Broadcasting Co.; Salinas, CA
KLFQ(AM) KQIV Mid-Minnesota Broadcasting Co. Inc.; Litchfield, MN
KMMZ(AM) KCHL Visions Communications Inc.; San Antonio, TX
KQMG(AM) KOUR Midwest Broadcasting Inc.; Independence, IA
KXEQ(AM) KRCV Rolando Collantes; Reno, NV

- WHNZ(AM) WTKN Paxson Broadcasting of Tampa, Ltd.; Pinellas Park, FL
WNTA(AM) WKKN Mid-West Management Inc.; Rockford, IL
WQDW(AM) WISP CPS Communications; Kinston, NC
WTNW(AM) WRLX Arrow Communications of Alabama Inc.; Tuscaloosa, AL
WXYU(AM) WJJS CRS Communications Inc.; Lynchburg, VA

Existing FM's

- KAOE(FM) KHHI Visionary Related Entertainment Inc.; Hilo, HI
KCNO(FM) KKRK Lake Isabella Broadcasting Inc.; Lake Isabella, CA
KDET-FM KLCR Center Broadcasting Co. Inc.; Center, TX
KFGE(FM) KXGH Lincoln Broadcasting Inc.; Lincoln, NE
KHCT(FM) KEQG Hutchinson Community College; Great Bend, KS
KNDK-FM KVLK KNDK Inc.; Langdon, ND
KQBR(FM) KCLO KYLO Radio Inc.; Davis, CA
KQMG-FM KOUR-FM Midwest Broadcasting Inc.; Independence, IA
KQMT(FM) KWLI Joyce Communications Inc.; Eagle, CO
KSAM-FM KHUN Walker County Communications Inc.; Huntsville, TX
KTJN(FM) KBOR-FM La Nueva KBOR Inc.; Mercedes, TX
WEZS(FM) WYGF M.P. Broadcasting Inc.; Cartersville, IL
WFMB-FM WFMB Neuhoff Broadcasting Corp.; Springfield, IL
WHPT(FM) WHVE Paxson Broadcasting of Tampa, Ltd.; Sarasota, FL
WIKX(FM) WBMH SunGroup Broadcasting of Alabama Inc.; Birmingham, AL
WJJS(FM) WXYU CRS Communications Inc.; Lynchburg, VA
WKAB(FM) WZWB Robert J. Moisey; Berwick, PA
WKMF-FM WGMZ-FM Radiocom Ltd.; Tuscola, MI
WLTA(FM) WYEF Pathfinder Communications Corp.; Elkhart, IN
WOUH(FM) WVZF Ohio University; Chillicothe, OH
WQDW-FM WKCP CPS Communications; Kinston, NC
WROO(FM) WCRJ-FM Paxson Broadcasting/Jacksonville Ltd.; Jacksonville, FL
WUNA(FM) WVCF Efrain Archilla-Roig; Ocoee, FL

Existing TV's

- WFBH(TV) WXJP Flinn Broadcasting Corp.; Memphis, TN
WTSP(TV) WTSP-TV Great American Television and Radio Co. Inc.; St. Petersburg, FL

Withdrawals

- WKJS(AM) WWCS WKYN Inc.; Cannonsburg, PA
WMRY(AM) WSTH Solar Broadcasting Co. Inc.; Columbus, GA

Clarifications

- KCCD(FM) KYIY Minnesota Public Radio; Moorhead, MN
WLYK(FM) WKZZ CEBE Investments Inc.; Lynchburg, VA

HUGH BEN LA RUE

Last year, media broker H.B. La Rue put together four radio and television station trades totaling \$79.2 million, making him one of the top deal makers in the country. He maintains three offices on the East and West coasts and flies back and forth about every three weeks. His bulging air travel log recently earned him two first-class frequent-flyer tickets, the incentive for a Christmas vacation in London and Paris (via Atlanta for a squash tournament).

With station trading at its weakest since 1982, how does La Rue manage to thrive?

"I really think a lot of it is luck," La Rue said. "We sold Chicago (WFYR-FM, from Summit Communications to Major Broadcasting) for \$19 million—that was a big part of it." Putting that deal together, however, took more than luck; it took creativity to draw up an agreement that satisfied buyer and seller, a considerably more complicated task these days than brokers have been accustomed to in the last 10 years.

For WFYR, a contract was hammered out calling for \$5 million down and a two-year moratorium on repayment of the \$14-million balance (requiring interest payments only), which is then due over a three-year period. No bank financing was involved, making the deal less complicated, but that's where La Rue's experience came into play—knowing who has the equity to buy, what they're looking for and what's available.

This knowledge of the market has helped La Rue negotiate for such facilities as WHIZ(FM) Newark, N.J., for Milt Maltz of Malrite Communications for \$8.5 million in 1983—the station is now estimated by La Rue to be worth over \$50 million—and KDDI(FM) Los Angeles for Carl Hirsch's newly formed Legacy Communications for \$44 million in 1986—sold two years later for over \$70 million.

La Rue's experience in broadcasting stretches further back than his 26 years as a broker.

After graduating from college, he



left for Hollywood, with no contacts or leads, seeking fame and fortune as a singer. He auditioned and won a job as a morning disc jockey at Honolulu ABC affiliate KULA(AM) in 1949, spinning records and singing Dick Haymes-type ballads with live or taped accompaniment. As a DJ, La Rue was up against some formidable competition. "The guy who started a year before me was J. Akuhead Pupule (J. "Crazy Fishhead" in Hawaiian), a Jewish guy from Brooklyn. He was Mr. DJ in Honolulu, had a 50% share of audience, and was making \$100,000 a year when everyone else was making 10 or 15." Pupule's style, according to La Rue, was of the "insult" variety, which was not La Rue's "cup of tea." "I'm from the old school," he says. "And you just don't talk about those things on the radio." La Rue's idea of a disc jockey: pleasant voice, conversational, plays a lot of music.

To supplement his income, La Rue sold advertising for the station, and quickly found it to be the more lucrative side of the business. When asked to choose between singing and selling full time, he chose the latter.

In 1951, after a stint as a reserve captain teaching tactics at Schofield Military Barracks on Oahu, La Rue took his resume and his Honolulu sales experience to New York to get into TV advertising sales. He landed a job as an account executive at WOR-TV, where he helped pioneer the concept of stripping a live show (*Broadway Television Theatre*) Monday through Friday, targeting a different audience each night.

La Rue's positions in sales at TV and radio stations in Honolulu, New York and Denver prepared him to run his own station, KTIX(AM) Seattle, in 1959. "I was the morning disc jockey, I set up the programing, I hired the announcers, I set the format [big band], I did the promotion, I did everything." It was one of the first stations to segue music, playing three and four records at a time. "back announcing" songs.

But KTIX was a daytimer competing with a fulltimer in the Seattle market, and even though La Rue improved the station's ratings, he did not consider his foray into ownership a success. "As a first-time buyer, I learned a lesson which I have always passed on

to my clients: No matter what the rating position or cash flow, it is essential to have an equal or better facility than anyone else in the market." Two of those clients, Malrite's Maltz and Tom Stoner of Stoner Broadcasting, between them now operate 27 stations in major markets.

As brokers prepare for battle in the trading market of 1992, La Rue would like to see ownership caps lifted, allowing successful owners to buy stations that cannot make it on their own.

What is La Rue's formula for success? "There's no cut-and-dried way of doing it," La Rue says of his role. "It's reading people." ■

President, H.B. La Rue, Media Brokers; b. April 10, 1928, Kansas City, Mo.; BA, radio and speech, University of Oklahoma, 1949; disc jockey and sales manager, KULA(AM) Honolulu, 1949-51; account executive, WOR-TV New York, 1951-53; vice president and general sales manager, KULA-AM-TV Honolulu, 1953-55; general sales manager, WIKS(AM) New York, 1955-57; vice president and general sales manager, KWGN-TV Denver, 1957-59; owner, KTIX(AM) Seattle, 1959-62; present position since 1964; daughter: Tracy, 32.

Fates & Fortunes

MEDIA

John P. Zanotti, president, television group, Great American Broadcasting, Cincinnati, named president and chief operating officer, and elected to additional post of executive VP, parent company Great American Communications Company.



Lyons



Wussler

Charlie Lyons, VP and general manager of hotel TV subsidiary, Comsat Video Enterprises, Washington, named president, succeeding **Robert J. Wussler**, who resigned ("Closed Circuit," Jan. 6). Before joining Comsat in 1990, Lyons worked as director, group marketing, hotel and resort division, Marriott Corp.

Alan Goodman, general manager, WAVA(FM) Arlington, Va. (Washington), joins WWRC(AM)-WGAY-FM Washington in same capacity, succeeding **Ted Dorf**, who resigned, ("Fates & Fortunes," Dec. 16, 1991).

D. Christopher Aldridge, former general sales manager, WDEF-TV Chattanooga, joins WTVQ-TV Lexington, Ky., as VP and general manager.

Timothy A. Boggs, VP, public affairs, Time Warner, appointed to oversee and direct Washington government affairs office.

Scott Savage, executive VP and chief operating officer, Pinnacle Broadcasting, Dallas, joins KRSR(FM) there as VP and general manager.

George Hart, program director, KONO-AM-FM San Antonio, Tex., named operations manager, KRRI(FM)-KONO-AM-FM there.

Michael Thomas, producer and director, KSLA-TV Shreveport, La., named operations manager.

SALES AND MARKETING



Schei

Merle Schei, group management supervisor, Grey Advertising, joins Backer Spielvogel Bates Inc., New York, as senior VP, director of business development.

Errol Dengler, president, Pinnacle Media, joins Radio One Marketing, Cleveland, as VP, sales and marketing.

Rebecca I. Swanson, associate creative director, and **Thomas Schwartz**, senior art director, Leo Burnett Co., Chicago, elected VP's.

Don Meek, senior account executive, Prime Ticket Network, New York, named director of sports marketing.

Steve Mahl, from Scot Business Systems, and **Jeff Rose**, formerly with co-owned KSMO(TV) Kansas City, Mo., join WSTR-TV Cincinnati as account executives.

Greg Moore, West Coast national sales manager, KCRA-TV Sacramento, Calif., joins KSBY-TV San Luis Obispo, Calif., and KSBW(TV) Salinas, Calif., as national sales manager.

Rob Cummings, sales manager and assistant manager, KBBO(AM)-KRSE(FM) Yakima, Wash., joins KENE(AM) Toppenish, Wash., as general manager, marketing, sales and development.

Flory Bramnick, manager, TeleRep Data Network, New York, named VP, director of information services.

Cathy Biegel, from Eastman Radio, joins CBS Radio Representatives, New York, as manager of research.

Don Carmichael, Southeast re-

gional manager, Marshall Marketing & Communications, joins WATE-TV Knoxville, Tenn., as general sales manager.

Charles E. Dent Jr., general manager, WMDK-AM-FM Peterboro, N.H., joins WFEA(AM)-WZID(FM) Manchester, N.H., as senior marketing specialist. **Andrew L. Orcutt**, local sales manager, WFEA-WZID, named general sales manager.

Susan A. Marr, from The Atkins Agency, joins Sheeky Knopf & Shaver Inc., Louisville, Ky., as media director.

Tom Hamilton, local sales manager, WTQR(FM) Winston-Salem, N.C., named general sales manager, WSJS(AM)-WTQR(FM) there.

Chris Brulatour, account supervisor, DDB Needham Worldwide, Chicago, named VP.

Appointments at TeleRep Inc., New York: **Rich Jacobs**, leopards manager, named wildcats manager; **Jack Whalen**, tiger account executive, named tiger manager, and **Jim Hughes**, jaguar account executive, named leopards manager.

Ann Kalman, former senior VP, director of media and marketing, Della Femina McNamee, Los Angeles, forms Integrated Marketing Strategies, Santa Monica, Calif., and will be president.

Erin O'Connor, from WUAB(TV) Lorain, Ohio (Cleveland), joins WKYC-TV Cleveland as account executive. **Judy Ann Miller**, video marketing specialist, Sony Corp., joins WKYC-TV Cleveland as marketing and research manager.

Larry Larson, partner, Lacey LaMaster Larson Farmer, joins International Television Group (formerly Grossman Communications Inc.), Minneapolis, as president and chief operating officer.

Jeffrey R. Gallop, national sales manager, WSEE-TV Erie, Pa., named general sales manager. **Douglas Beers**, account executive, WSEE-TV, named local sales manager.

PROGRAMMING

Bruce Sallan, former president, Indieprod Television and VP, motion pictures, ABC-TV, joins Lee Rich Productions, Los Angeles, as president of TV.

Ronald L. Stein, VP, production services, Warner Bros. Studio Facilities, Burbank, Calif., named senior VP, production services. **Robert S. Pincus**, director, operations, Warner Bros. facilities division, named VP, studio operations.

Tommy Edwards, program director, WODS(FM) Boston, joins KCBS(FM) Los Angeles in same capacity.

Thad Mumford, creative consultant, *Coach*, Universal Television, joins Paramount Pictures, Hollywood, as producer of series and telefilms for network TV division.

Ruth Scovill, executive producer, Henninger Video, Washington, joins Nickelodeon Studios at Universal Studios Florida, Orlando, as VP, operations. **Howard Smith**, VP, marketing, Nickelodeon Studios, named VP, affiliate marketing, Nickelodeon/Nick at Nite, New York.

Paul E. Sonkin, VP, network audience research, ABC Marketing and Research Services, New York, retires after 35 years with ABC.

Appointments at Turner: **Ned Simon**, coordinating producer, Turner Sports, Atlanta, named VP, production, Turner Sports; **Kevin Barrett**, assistant manager, international TV syndication, Turner Entertainment Co. (TEC), New York, named manager, and **Patrick Murphy**, director, film and tape services, TEC, Los Angeles, named VP, operations, film and tape services.

Donn Carper, VP, On Call Communications Co., Irvine, Calif., named executive VP and chief operating officer.

Rich Homberg, president, Burbach Broadcasting Co., Pittsburgh, joins EFM Media Management Inc., New York, as national sales manager.

Dennis C. Stanfill, former chairman and CEO, Twentieth Century Fox Corp., joins MGM, Culver City, Calif., as co-chairman and co-CEO.

J. Roger Faherty, investment banker, Hibbard Brown & Co., appointed board chairman at Graff-Pay-Per-View Inc., New York.

Todd Jackson, on-line editor, *Inside Edition*, New York, named promotion writer and producer. **Joe D'Aquino**, production assistant, *Inside Edition*, named associate promotion producer.

Melissa Morelli-Barone, group sales coordinator, The Playhouse in the Park, joins WTOL-TV Toledo, Ohio, as programming coordinator.

Ron Aaron Eisenberg, formerly with WWRC(AM) Washington, joins K TSA(AM) San Antonio, Tex., as program director and morning host.

Don Emanuel, former president, American Radio Network, joins Business Radio Network, Colorado Springs, as VP, *The American Forum* division.

Liz Gilman, production manager, American Media Inc., joins Rich Heritage Inc., Des Moines, Iowa, as VP, programming and production.

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**SUNDAY, APRIL 12—
THURSDAY, APRIL 16, 1992
LAS VEGAS CONVENTION CENTER**

NEWS AND PUBLIC AFFAIRS

David Rummel, producer, *60 Minutes*, CBS News, joins NBC News, New York, as senior producer, prime time news hour, premiering in March.

Jim Mills, control room producer, C-SPAN, Washington, named Capitol Hill producer.

Appointments at National Public Radio, Washington: **Sunni Khalid**, reporter, *Baltimore Sun*, named reporter, foreign desk; **Andrew Bowers**, formerly with WBUR(FM) Boston, named reporter, Washington desk, and **Korva Coleman**, part-time newscaster, named full time.

Judy Grant, formerly with CBS News, New York, joins News Travel Network, San Francisco, as director of news programming.

Jennifer Garber, producer, KMBC-TV Kansas City, Mo., joins WDAF-TV there as associate producer.

Bruce Barkley, 11 p.m. sports-caster, WKPT-TV Kingsport, Tenn., named 5:30 and 11 p.m. anchor and assistant news director.

TECHNOLOGY



Barnathan

Julius Barnathan, senior VP, technology and strategic planning, Capital Cities/ABC Inc., New York, retires after 37 years with company.

Karl Renwanz, VP, engineering and operations, WHDH-TV Boston, named VP, director of broadcast operations and engineering.

Greg Bardos, from Metroten Cable Vision, joins ITS Corp., McMurray, Pa., as field service coordinator. **Robert Welch**, from WQED(TV) Pittsburgh, joins ITS as field service engineer.

Joseph J. Cafora, from Scitex America Corp., joins Nikon Electronic Imaging, Melville, N.Y., as national sales manager.

Fin Quinn, general manager, Mag-

netic South, Toronto, retired. **Phil Keeling**, director, video operations, Magnetic Enterprises, adds duties as general manager, Magnetic South.

Jon Teschner, manager of broadcast sales, Crawford Post Production and Design/Effects, Atlanta, joins G&G Designs/Communications Inc., Carlsbad, Calif., as VP, graphic services.

Appointments at WXYZ-TV Detroit's engineering department: **Dan Brown**, production manager, named director of operations; **Mike Dobak**, engineering manager, adds duties as chief engineer; **Chris Allen**, operations manager, named production manager.

PROMOTION AND PR

Steve Klotz, promotions director, KBCI-TV Boise, Idaho, joins WTVT(TV) Tampa, Fla., as promotion writer and producer.

Ida S. Langsam, founder and president, Public I Publicity Services Inc., joins Middleberg & Rosso Inc., New York, as VP.

Lori George, account executive, Porter/Novelli, Washington, named senior account executive. **Diana Smith**, administrative assistant, Porter/Novelli, named assistant account executive.

Jennifer Kittredge, publicist, *The Image Workshop*, Lifetime Television, Astoria, N.Y., named manager of press relations.

Judy Kweller, senior account executive, Lieberman-Appalucci advertising and public relations firm, Allentown, Pa., named VP, account service. **Kelly Greenzweig**, special editions editor, *Globe-Times*, joins Lieberman-Appalucci as creative traffic coordinator.

Juli Agacinski, promotion assistant, WOTV(TV) Grand Rapids, Mich., joins WOOD-AM-FM there as promotion director.

Mike Morgan, associate promotion writer and producer, WLOS(TV) Asheville, N.C., named senior promotion writer and producer. **Perry Oglesby**, from WFOX(FM) Gainesville, Ga. (Atlanta), named associate promotion writer and producer, WLOS.

Mark Young, writer and producer,

KSTP-TV Minneapolis-St. Paul, joins WBAY-TV Green Bay, Wis., as promotion manager.

ALLIED FIELDS

Marc B. Nathanson, chairman and CEO, Falcon Cable TV, Los Angeles, elected to board of National Cable Television Association.

Brian Lockman, VP, network operations, C-SPAN, Washington, elected to two-year term on executive committee of House and Senate Radio-Television Gallery.

Roger Ogden, from KCNC-TV Denver, and **Ken Maness**, of WJCW(AM)-WQUT(FM) Johnson City, Tenn., appointed to Associated Press board of directors.

John Irwin, formerly with Capitol Broadcasting, Group W and NBC, forms radio consultancy in Hopkinton, Mass., Irwin Media Inc.

Joseph Aniello, management supervisor, Saatchi & Saatchi Advertising, joins Country Music Association, Nashville, as marketing director.

Katherine Couric, anchor, *Today* show, NBC-TV, New York, named honorary chair for 17th annual American Women in Radio and Television Inc. National Commendation Awards.

Patrick Mangus, from Mangus-Catanzano Inc., Pittsburgh, appointed national membership chairman of Public Relations Society of America.

Robert S. Becker, staff attorney, Reporters Committee for Freedom of the Press, Washington, resigned to begin law practice concentrating on legal issues affecting news and information industries.

George Nicholaw, VP and general manager, KNX(AM) Los Angeles, elected to three-year term on board of Hollywood Radio and Television Society.

DEATHS

Sally Griffith Evans, 55, TV producer, died of cancer Jan. 16, in Arlington, Va. Evans worked at BBC in London, and moved to U.S. in 1969 to work on BBC series about America. She had additional stints at ABC-TV and PBS.

Monday Memo

“In this era of niche marketing, radio must be the ‘ultimate’ target medium.”

There's a time-honored adage that says "there are no shortcuts in life." That statement certainly rings true for today's advertising agencies and media buying services that transact their national sale business directly with radio stations.

When advertising agencies and buying services insist on going direct to radio stations, a rep firm should point out to its advertising customers that this kind of tactic is costing them money. These additional costs, which are passed on to the advertiser, usually cover agency and/or buying service overhead.

The equation is simple: when business is handled by a rep, the cost of service is paid by the radio station through the rep's commission. And because virtually all radio stations still pay a commission on business that is placed direct anyway, there is no economic advantage to bypassing the rep.

With that said, it is the responsibility of the radio rep firm to provide competitive pricing and value-added services that will make it more efficient for advertisers to channel dollars into radio. By a rep company targeting the senior executives at the buying level, it can better direct any corresponding promotional campaigns so that they are palpable with station needs. When dealing with today's full-service representation firms, advertising agencies and buying services are, in effect, treated as "preferred customers."

Simply put, the reps have strong relationships with station management and can easily match the needs of advertisers and their brands to the demographic and "psychographics" inherent with each radio format.

Sometimes "direct" buyers will request their spots to air anywhere from 5 a.m. to midnight (ROS or run of schedule) instead of requesting specific dayparts. This gives the illusion of lower rates when, in fact, it delivers lower quality.

Agencies and buying services that go direct (to stations) should ask themselves two questions: Are they "getting a deal" by going direct; and does going direct make radio stations want to treat agencies and buying services in a preferred way? After careful post-analysis of any direct

deals, the answer that you will most often find to both questions is an emphatic *no*.

Today, national business can often represent anywhere from 20% to 35% of a radio station's revenue, depending on a station's ratings and the size of the market it is licensed to serve. With these kinds of percentages, radio station managers should be asking themselves: How does this business match up to the station's largest local account?

Indeed, national business should be viewed as "preferred" business by stations. For the most part, a national agency and/or media buying service will look to the influence of a major national rep to secure effective schedules on its behalf.

Although stations have national contacts and can certainly fulfill any requests made by a national account, a full-service radio rep has clout on both the buying and selling sides of the fence to efficiently handle large national accounts as well as large volumes of national business. But if local station sales management and national reps work together in a spirit of cooperation on vendor programs and national accounts in general, more radio dollars would be garnered from the media budgets of advertisers. Additionally, a national rep can facilitate the collection process from an agency to a station.

There is little doubt among marketing experts that all businesses will become even more competitive in the

1990's. And with the rapidly changing economic conditions of media advertising, a national radio representation company must be on the cutting edge of responding to those changes whether they involve instituting innovative promotional marketing campaigns or the electronic transmission of national advertising orders from agency to station.

Simple number-crunching for planning national radio spot campaigns is over. The modern-day radio rep must be a radio marketing specialist schooled in all facets of delivering an advertiser's message.

In this era of niche marketing, radio must be positioned as the "ultimate" target medium. When direct buying puts "the deal" ahead of quality, everybody loses.



A commentary from George Pine, regional executive, The Interep Radio Store

In Brief

Last-minute clearance news from the NATPE floor: *Family Matters* (70%-plus coverage); *Coach* (68%); *In the Heat of the Night* (62%); Claster's new *Stunt Dawgs* (68%) and *Conan* (63%); *Why Didn't I Think of That?* (45%); Fox cleared *Doo-gie Howser* on WPIX-TV New York and KTLA-TV Los Angeles and will roll the show out market-by-market starting this week; Multimedia Entertainment's *Rush Limbaugh* (60 markets); Genesis Entertainment's *The Whoopi Goldberg Show* (55 markets, 63%). Goodman Entertainment's *Parole Board* is a firm go after being sold in 11 markets (35%).

Katz Television is considering repping cable systems in El Paso, Tex., and Syracuse, N.Y., in addition to its client TV stations in each of those markets. Katz last month

NSS POCKETPIECE	
(Nielsen's top ranked syndicated shows for the week ending Jan. 12. Numbers represent aggregate rating average/stations/% coverage)	
1. Wheel Of Fortune	15.2/223/98
2. Jeopardy!	13.3/215/98
3. Oprah Winfrey Show	11.8/221/99
4. Star Trek	10.3/242/98
5. Entertainment Tonight	9.5/184/95
6. Current Affair	8.9/171/93
6. Wheel Of Fortune (Wknd)	8.9/181/82
8. Cosby Show	8.4/206/96
9. Married... With Children	7.8/172/95
10. Donahue	7.3/225/99
11. Inside Edition	7.0/126/86
12. WKRP in Cincinnati	6.5/234/99
13. Hard Copy	6.1/172/92
14. Turner Pictures I	5.7/199/97
14. Sally Jessy Raphael	5.6/208/97

pioneered such dual representation in Wichita, where it reps both SJL Broadcast Management's KSNW-TV and Multimedia Cablevision's

Wichita system in a joint selling arrangement. At SJL Broadcast's Syracuse property, WSTM-TV, President-GM Ronald Philips cautions that talks are in the early stages, and he's not yet convinced a joint selling deal makes sense. But in El Paso, KVIA-TV GM John Rhinehart says he's bullish on the idea.

Laurence Tisch, who through Loews Corp. owns 25% of CBS (of which he is also chairman), is reported to be making a bid to take control of Macy's. Tisch is a director of the debt-burdened retailer, as is CBS board member Henry Kissinger.

The merger between Sheridan Broadcasting Networks and National Black Network (BROADCASTING, Nov. 4, 1991) is complete. The new company—with 600 affiliates—has been named the American Urban Radio Network. The co-presidents are Jack Bryant, formerly NBN president, and E.J. (Jay) Williams, formerly SBN president. AURN consists of five divisions: American Urban Radio Network, STRZ Entertainment Network, SBN Sports Network, Urban Public Affairs Network and SPM Urban Network.

ABC sportscaster **Howard Cosell** announced he will retire at the end of January. Since leaving TV in 1985 after ABC canceled his weekly program, *SportsBeat*, the 40-year broadcasting veteran has been a commentator on ABC Radio Network.

NATPE International, at the closing of its 1992 program conference, elected **Pat Patton as incoming chairman**. Patton, program director of KMBC-TV Kansas City, will be responsible for the 1993 conference in San Francisco. Lou Gattozzi, operations director at WJW-TV Cleveland, was elected vice chairman-treasurer; Russ Myerson, director of programming, Media General Broadcasting, steps in as second vice chairman-secretary; Steve Goldman, president of Paramount Televi-



HDTV FUNDRAISERS

MSTV, NAB and INTV joined forces at NATPE to raise \$1.6 million to cover additional advanced TV systems testing costs (above the \$15 million already raised) associated with digital systems proposed by three proponents. Kicking off the campaign were (l-r): James Dowdle, president of Tribune Broadcasting Co. and co-chair of the newly formed Committee for Advanced Television Testing (with A.H. Belo Corp. Broadcasting Group President Ward Huey, not pictured); FCC Chairman Alfred Sikes, and Richard Wiley, former FCC chairman and current head of the Advisory Committee for Advanced Television Service.

sion, becomes associate member representative, and Rick Reeves, general manager of WTAJ-TV Altoona, Pa., becomes immediate past chairman.

Minneapolis-based **Hubbard Broadcasting** became the latest to ask the FCC to repeal the prime time access rule's off-network prohibition. Said Hubbard in a petition for rulemaking: "The time is now ripe for consideration of the elimination of this unnecessary anti-competitive and unconstitutional regulation that limits the ability of certain local broadcasters to compete in their markets by dictating to them they 'can't carry' some of the most popular television programs ever created during one of the most popular viewing periods in the day." In essence, the prohibition bars top-50 stations from airing network reruns during the 7-8 p.m. access period.

Reversing a lower court, the **Michigan Court of Appeals** last week ruled cities may not mandate access to apartment buildings for its franchised cable operator, if the dwellings are served by private cable systems. The trial court had upheld a Lansing, Mich., ordinance granting its franchisee, Continental Cablevision, the right to serve apartment buildings, even though the landlord, Edward Rose Realty, had installed his own private cable system. But the appeals court ruled the city had exceeded its authority "to take property through the power of eminent domain."

The **FCC** last week voted not to disqualify FCC Commissioner **James Quello** from considering a lowest-unit-charge complaint against WXIA-TV Atlanta. The nine politicians who filed the complaint had demanded Quello's recusal, charging he had pre-judged the case.

Ted Turner sold \$30 million worth of stock (10% of his holdings) to Turner Broadcasting System minority partners Time Warner and Tele-Communications Inc. on Dec. 3, 1991, as revealed in a report recently filed with regulators. Turner sold one million shares of class B common stock each to Time Warner and TCI. Despite the sizable sale, Turner's total economic interest in TBS is down just slightly from

NATPE AND INTV STILL SEPARATE

Following the closing distributor's meeting at the NATPE International 1992 Program Conference, the board of directors turned down a counter-offer from INTV on merging the two conventions in 1993, according to NATPE President Phil Corvo. Corvo said that a "considerable gap" remains in the amount of money NATPE first offered INTV to compensate the latter for revenue eliminated from the loss of exhibitor suites and screening fees.

"I think if we can get over the money obstacle, everything can still fall into place," Corvo said. "There is a very short time frame to make a merger happen for the 1993 convention [which NATPE has booked for San Francisco]. I do know that INTV will have to make a decision fairly soon if it is going to be able to book its own convention site next year."

In securing a convention site, most cities require at least one year advance booking time. So far, INTV has not indicated if San Francisco, which served as its 1992 convention site, will be available for next year's conference. INTV President Jim Hedlund, who attended the NATPE conference, was unreachable late Friday to discuss the status of negotiations with NATPE or what alternative sites INTV is considering for its next convention.

Corvo said final attendance for the New Orleans show was 8,692 people, down from 8,915 registrants last year. However, international attendance continued to grow, with 1,334 registrants—up from 1,260 foreign participants last year.

—MF

the period ending Sept. 30, 1991, to that ending Dec. 31, 1991, from 32.03% to 31%. A Turner spokes-



'FATHER' KNOWS BEST

Frederick Ziv, widely recognized as the "father of television syndication," was given the NATPE Chairman's Award at last week's conference. Ziv was honored for the contributions he has made to broadcasting and syndication during a career that spans 60 years. Ziv TV produced such early syndication hits as *Sea Hunt*, *Bat Masterson*, *Highway Patrol* and *The Cisco Kid*. "In 60 years we coped with a lot of change," Ziv said in accepting the award last week in New Orleans. "You're going to meet a lot of change in your careers as well."

man said there was "other activity in the [Turner's] stock as well" that accounted for the minimal decrease in Turner's holdings.

Gillett Holdings last week reached an agreement in principle on a bankruptcy reorganization plan.

The company, whose holdings include WTVT(TV) Tampa and 40% of SCI-TV, group owner of seven major-market stations, has to file a plan by next week with the bankruptcy court in Denver. Speculation includes the possibility that founder George Gillett could lose control over both GHI and SCI-TV.

John Kompas, executive director and a founding member of the Community Broadcasters Association has resigned to form a new company, K/B Data:K/B Sells, an information and advertising rep firm for the low-power TV industry.

ABC News Information Director **Sherrie Rollins** is expected to join the White House as President Bush's assistant for public liaison and intergovernmental affairs. Before joining ABC in 1990, Rollins was assistant secretary of public affairs at Department of Housing and Urban Development. Rollins is the wife of Edward J. Rollins, political consultant-commentator who was national campaign director for Reagan-Bush campaign in 1984.

Editorials

BIRDS OF A FEATHER

There were amazing similarities between the NATPE convention addresses given last week by Barry Diller, the chief executive of Fox Inc., and Alfred Sikes, the chairman of the FCC. "Broadcasters gotta get paid," said Diller, "because if they don't get a second revenue stream of income beyond advertising support, they will eventually go out of business." Said the chairman: "It is increasingly clear the broadcast industry will simply die if it can't control its property rights."

Both Diller and Sikes saw salvation in repeal of the compulsory license, an alternative gaining in credibility but not yet the solution of choice among broadcasters. They would prefer the must carry/retransmission consent provisions of S. 12 as a quicker, more certain way to go, although compulsory license repeal might well be the fall-back position.

To us, it's the new unanimity in agreeing upon the problem that is the most significant news. Once that's been arrived at, the solution won't be far behind.

PRICE OF ADMISSION TO THE FUTURE

So close and yet so far away. That's the dilemma of the Advanced Television Test Center, charged with bringing broadcast television into the 21st century. ATTC finds itself \$1.6 million short of the funds necessary to complete its first reason for being—testing of the six proponent systems for high-definition TV.

FCC Chairman Alfred Sikes was both eloquent and moving in addressing a press conference in New Orleans announcing a fund drive to close the gap. Speaking of the HDTV stalwarts in the room, he said: "You share one common trait. You saw the 21st century before most saw it."

The last \$1.6 million—as relatively paltry as that sum is—may prove the hardest to collect. HDTV is no longer the wunderkind of television, and there are almost as many naysayers as disciples about its prospects. But the believers will carry this day, too. As former FCC Chairman Richard Wiley put it at the same press conference, "We have come too far and reached too high to strike the flag and abandon the pursuit."

If ever there were a moment to oversubscribe in a good cause, this is it. ATTC is not simply the chosen instrument to put broadcasters back on the leading edge of the elec-

tronic nation: it may well provide the focus to keep them there through HDTV and beyond. This is no time to choke.

NEWS BEATS

When popular WUSA-TV sportscaster Glenn Brenner died two weeks ago, rival WRC-TV called up the station to offer its footage from the funeral so that reporters and crews from WUSA-TV could attend without having to cover it as well. WUSA-TV ended up using some of the WRC-TV footage as well as its own, which it made available to WRC-TV. In another goodwill gesture, WTTG-TV staffers offered to man the station's phones during the service. Class acts all, among hotly competitive news departments of major market stations.

Speaking of class acts, we were pleased to learn that the former news director, and later news vice president, for Post-Newsweek Stations, Jim Snyder, has been selected to receive the first Len Zeidenberg First Amendment Award, presented by the Radio-Television News Directors Foundation. Named after the late chief correspondent of BROADCASTING magazine, the honor is given to a radio or television journalist for "outstanding contributions to the defense of First Amendment rights." Among Snyder's accomplishments is having practically invented the job of local TV news director. He held that post at KDKA(AM) Pittsburgh; was Group W bureau chief in Washington; producer for the CBS Evening News with Walter Cronkite, and news director at WTOP-TV (now WUSA-TV), where, not incidentally, he hired Glenn Brenner, before taking the Post-Newsweek position.

The award could not have had a worthier namesake nor a more distinguished first honoree.



Drawn for BROADCASTING by Jack Schmidt

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Tom Schenek, General Sales Manager, WJZY, Charlotte

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"Billboard positions and the on-air extras Genesis builds in offer something extra for our advertisers and don't take away from the station's inventory... with packages like the theme weeks this allows us to sell the show at a premium."

Richard Hammond, Local Sales Manager, WGBS, Philadelphia

Value-Added Packaging

"The value-added promotions, such as special theme weeks, have been a great tool for us to gain extra revenue from new advertisers."

Marian Ward Lent, Director of Sales Promotion, WFXT, Boston

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"Genesis actually went out with my personnel on local sales calls...because of their extra efforts I sold a client whom we'd been courting for months!"

Harlan Reams, General Manager KAUT, Oklahoma City

Sales help to increase your station's revenue.

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