

# Broadcasting Jan 7

1010

Reaching over 117,000 readers every week

60th Year 1991

## TELEVISION / 54

*Reading fine print on Warner/Fox kids deal; readying for NATPE*

## RADIO / 88

*1990 radio financial report shows decrease in local advertising*

## BUSINESS / 96

*Affiliates and indies: Financial survey shows gap narrowing*

## WASHINGTON / 100

*Word from FCC: Rules are made to be kept*

### America's Hottest Travelling Talk Show Is Now America's Hottest Selling Talk Show!



*Jenny Jones*

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Vol. 120 No. 1

**INTV IN L.A.**  
Media stocks 1991:  
More of the same?

# MORE THAN BREAKING BREAKING THROUGH.

| Market          | Station | Time Period | Nov '89 Programming | Adults 25-54 |
|-----------------|---------|-------------|---------------------|--------------|
| New York*       | WCBS/C  | 7:00 PM     | Hard Copy           | + 22%        |
| Chicago         | WMAQ/N  | 6:30 PM     | Hard Copy           | + 39%        |
| Boston          | WHDH/C  | 4:30 PM     | Hard Copy           | + 50%        |
| Washington, DC* | WRC/N   | 4:30 PM     | Hard Copy           | + 31%        |
| Dallas          | KDFW/C  | 6:30 PM     | Hard Copy           | + 16%        |
| Detroit         | WJBK/C  | 7:00 PM     | Family Feud         | + 12%        |
| Tampa*          | WTVT/C  | 11:30 PM    | Inside Edition      | + 14%        |
| Minneapolis*    | KSTP/A  | 11:00 PM    | Hard Copy           | + 57%        |
| Phoenix*        | KTVK/A  | 11:00 PM    | Hard Copy           | + 40%        |
| Baltimore*      | WBFF/I  | 7:30 PM     | Crimewatch          | + 100%       |
| Hartford        | WVIT/N  | 7:30 PM     | Hard Copy           | + 37%        |
| Indianapolis*   | WXIN/I  | 7:30 PM     | Hard Copy           | + 25%        |
| Portland, OR    | KOIN/C  | 11:30 PM    | Pat Sajak           | + 175%       |
| Kansas City     | KCTV/C  | 11:00 PM    | Pat Sajak           | + 250%       |
| Charlotte*      | WCNC/N  | 7:00 PM     | Win Lose Draw       | + 107%       |
| Oklahoma City*  | KFOR/N  | 11:30 PM    | Ent. Tonight        | + 47%        |
| San Antonio     | KSAT/A  | 4:00 PM     | Hard Copy           | + 15%        |
| Providence      | WLNE/C  | 7:30 PM     | Hard Copy           | + 91%        |
| Birmingham*     | WVTM/N  | 6:30 PM     | USA Today           | + 14%        |
| W. Palm Beach   | WTVX/I  | 5:00 PM     | A-Team              | + 400%       |
| Albuquerque*    | KOB/N   | 3:30 PM     | People's Court      | + 100%       |
| Jacksonville*   | WAWS/I  | 10:30 PM    | WOW/Bonanza         | + 67%        |
| Tulsa*          | KTUL/A  | 3:30 PM     | Hard Copy           | + 110%       |
| Flint*          | WSMH/I  | 7:00 PM     | A-Team              | + 124%       |
| Richmond*       | WTVR/C  | 7:30 PM     | Ent. Tonight        | + 58%        |
| Des Moines*     | WOI/A   | 11:00 PM    | ABC Nightline       | + 33%        |
| Honolulu        | KITV/A  | 4:00 PM     | Divorce Court       | + 25%        |
| Austin*         | KTBC/C  | 4:00 PM     | Hard Copy           | + 56%        |
| Paducah*        | WSIL/A  | 11:30 PM    | Trial-Jury          | + INF        |
| Portland, ME    | WGME/C  | 5:00 PM     | Family Feud         | + 56%        |
| Champaign       | WCIA/C  | 11:30 PM    | Ent. Tonight        | + 45%        |
| Spokane         | KAYU/I  | 6:30 PM     | Benson              | + 100%       |
| Huntsville*     | WAAY/A  | 4:30 PM     | Who's The Boss      | + 26%        |

# NEWS.

**ALREADY RENEWED  
IN 9 OF THE TOP 10 MARKETS!**

| Market         | Station | Time Period | Nov '89 Programming | Adults 25-54 |
|----------------|---------|-------------|---------------------|--------------|
| Johnstown*     | WATM/A  | 11:00 PM    | Crimewatch          | + 100%       |
| Las Vegas*     | KVVU/I  | 10:00 PM    | Hard Copy           | + 40%        |
| Burlington     | WVNY/A  | 5:30 PM     | Hwy To Heaven       | + 40%        |
| Youngstown     | WYTV/A  | 5:30 PM     | Family Feud         | + 86%        |
| Baton Rouge*   | WBRZ/A  | 6:30 PM     | Hard Copy           | + 55%        |
| Lansing        | WILX/N  | 5:30 PM     | USA Today           | + 58%        |
| Monterey       | KNTV/A  | 6:30 PM     | Hard Copy           | + 33%        |
| Columbia, SC*  | WACH/I  | 11:30 PM    | After Hours         | + 400%       |
| Harlingen      | KRGV/A  | 5:00 PM     | Facts of Life       | + 48%        |
| Tallahassee*   | WTLH/I  | 7:00 PM     | Magnum PI           | + 233%       |
| Reno*          | KOLO/A  | 5:00 PM     | Hard Copy           | + 70%        |
| Columbus, GA*  | WXTX/I  | 7:30 PM     | I Love Lucy         | + 583%       |
| Eugene         | KLSR/I  | 6:30 PM     | Crimewatch          | + 69%        |
| Tyler          | KETK/N  | 4:00 PM     | Geraldo             | + 30%        |
| Macon*         | WMGT/N  | 6:00 PM     | Hard Copy           | + 267%       |
| Corpus Christi | KZTV/C  | 6:30 PM     | Who's The Boss      | + 76%        |
| Duluth*        | WDIO/A  | 4:30 PM     | Hard Copy           | + 50%        |
| Rockford       | WQRF/I  | 10:30 PM    | After Hours         | + 350%       |
| Boise          | KIVI/A  | 4:00 PM     | Charles In Charge   | + 40%        |
| Columbus, MS   | WCBI/C  | 5:00 PM     | Hard Copy           | + 15%        |
| Wilmington     | WJKA/C  | 7:30 PM     | Hard Copy           | + 38%        |
| Lubbock        | KLBK/C  | 10:30 PM    | Hard Copy           | + 111%       |
| Bangor         | WABI/C  | 5:00 PM     | Third Degree        | + 63%        |
| Biloxi*        | WKRG/C  | 5:00 PM     | Hard Copy           | + 440%       |
| Anchorage      | KTBY/I  | 7:30 PM     | Love Connection     | + 78%        |
| Clarksburg     | WBOY/N  | 7:00 PM     | Who's The Boss      | + 2%         |
| Dothan         | WDHN/A  | 6:00 PM     | Gimme A Break       | + 50%        |
| Utica          | WUTR/A  | 5:00 PM     | Win Lose Draw       | + 267%       |
| Eureka*        | KVIQ/C  | 5:30 PM     | Hard Copy           | + 400%       |
| Zanesville*    | WHIZ/N  | 5:00 PM     | Hard Copy           | + 78%        |
| Twin Falls     | KMVT/C  | 3:00 PM     | Hard Copy           | + 83%        |
| Alpena*        | WBKB/C  | 7:30 PM     | Hard Copy           | + 33%        |
| Greenwood      | WXVT/C  | 10:30 PM    | Pat Sajak           | + 130%       |
| Lake Charles   | KPLC/N  | 4:30 PM     | USA Today           | + 44%        |
| Jackson, TN    | WBBJ/A  | 5:00 PM     | Family Ties         | + 108%       |
| St. Joseph*    | KCTV/C  | 11:00 PM    | Pat Sajak           | + 475%       |

Source: NIS (ARB) November 1990 vs. November 1989. Ratings.

This November **HARD COPY** broke past all competitors. With tremendous increases across the country, the list of stations that have chosen **HARD COPY** as its access replacement keeps growing: WJBK, Detroit, KFMB, San Diego, WCPX, Orlando, WCMH, Columbus and KWTX, Waco. It is also being upgraded as a news adjacency at WVEC, Norfolk, WHIO, Dayton and WJXT, Jacksonville. Now that's what we call a show of power.



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**PREMIER**  
ADVERTISER SALES  
A Paramount MCA Company

**35** **WEEK 1**  
**MARKETS SOLD**

# UP LATE

*with Ron Reagan*

**NOT ALL TALK SHOWS  
HAVE TO BE THE SAME.**

***A one-hour latenight strip available September '91  
on an advertiser supported basis.***

A co-venture of  and **MCA TV**

“Year Three...  
And Highway



# Is Still Heaven.”

**“HIGHWAY TO HEAVEN” soars into  
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A proven winner all across the country, “Highway” provides an advertiser-friendly environment by delivering high ratings, key demographics and the kind of quality family entertainment sponsors love.

Add to that...exploitable theme weeks, award-winning promotion materials and sales assistance unparalleled in syndication ...and you'll see why every station airing “Highway to Heaven” this year showed a significant profit!

Now back for its **third year** – “Highway” is a heavenly addition to any station's line-up!

## HIGHWAY TO HEAVEN

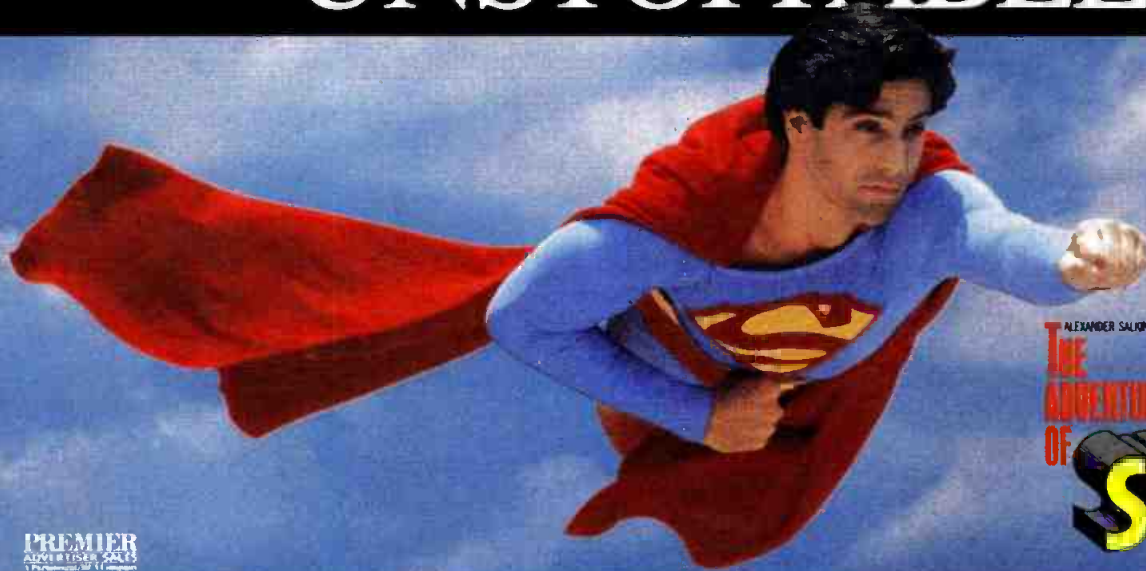
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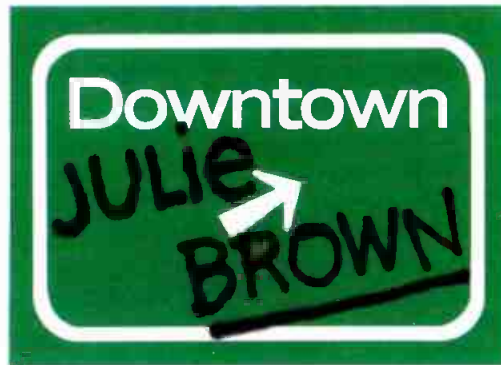


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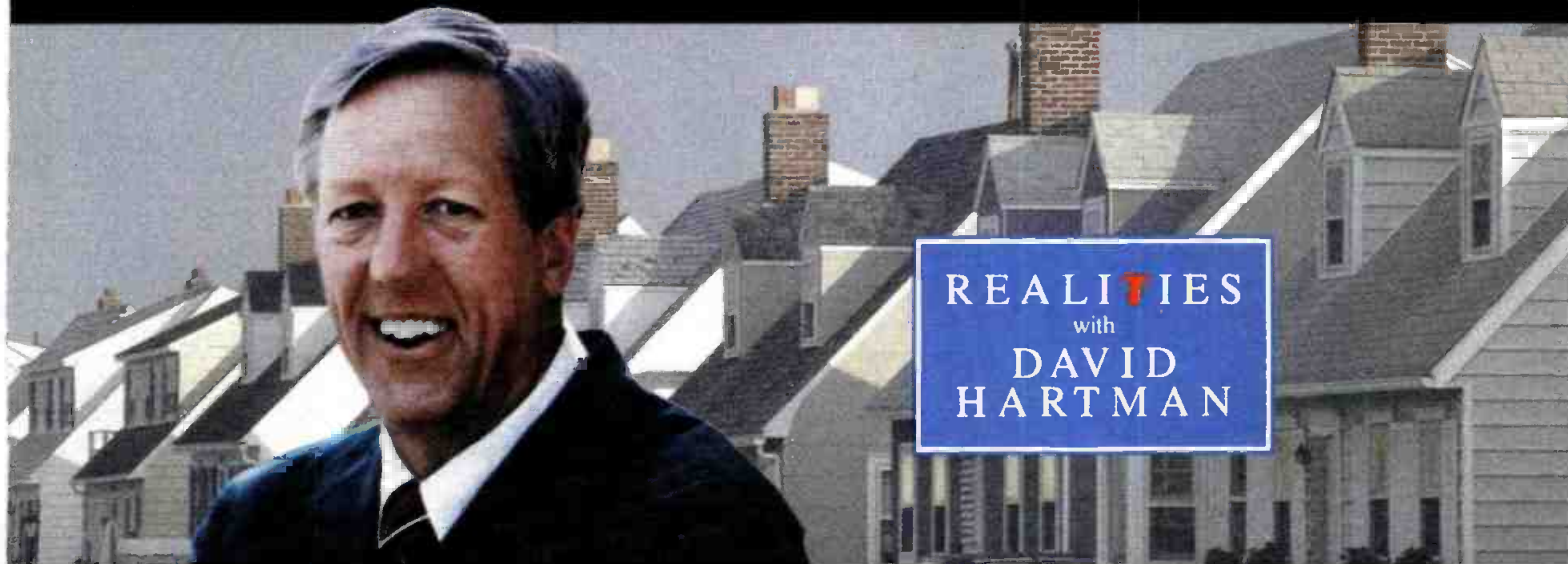
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# You're looking at the future in television today.

## And two top shows that found new creative possibilities with Call Interactive.<sup>SM</sup>

If Call Interactive is hot, we have a lot of great shows to thank. Including Wheel of Fortune and ABC's The Home Show. These hot properties were looking for dynamic new ways to interact with their viewers. By taking advantage of Call Interactive's services, they came up with the



kind of phone-in, interactive programs that can catch the attention of an audience, and keep it. For the popular TV game show Wheel of Fortune, an interactive 900 telephone sweepstakes, "Wheel's, Cruise and Cash Splash" was created by using the breakthrough technology of Call Interactive

and the ingenuity of Players Enterprises.

ABC's The Home Show got a hot reception when they used Call Interactive's services to create "Cold Cash Sweepstakes," which took in over 800,000 calls.

## HOME

Call Interactive is the only turnkey interactive service center that can handle 10,000 calls every 90 seconds. Our state-of-the-art, patented\* system turns something as simple as a telephone into a powerful, audience-grabbing sensation, the likes of which has never been heard before.

To find out how Call Interactive can win your audience over, call 1-800-DIAL-900, extension 31. Together, we can produce a real sizzler.

\*Call Interactive is a licensee of First Data Resources Inc's patent numbers: 4,932,046, 4,071,698, 4,792,968, 4,845,739, 4,930,150 and 4,939,773. Other patents pending.

## CALL INTERACTIVE<sup>SM</sup>

The creative answer

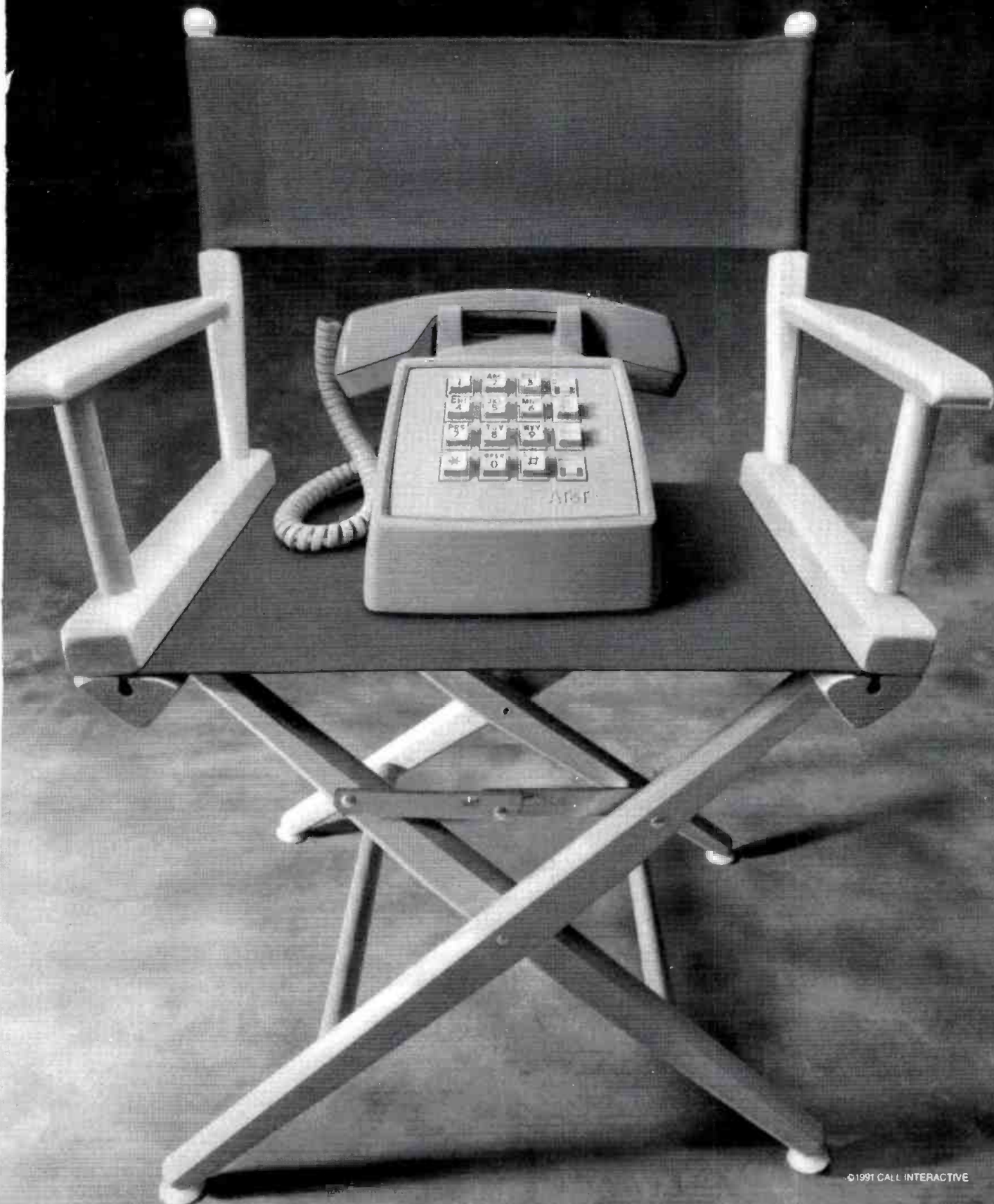


AMERICAN EXPRESS  
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A joint venture of American Express Information Services Corporation and AT&T.

# e hottest producer



# THIS WEEK

## 43 / INTV: 'STILL ALIVE'

Attendance at this year's annual Association of Independent Television Stations meeting in Los Angeles was down about 30% from last year's total, but as outgoing INTV Chairman John Serrao said: "INTV is still alive." Nonetheless, at the convention speculation of a merger with the National Association of Broadcasters persisted, despite dismissal of such talk from INTV officials.

## 44 / CALL TO ACTION

For the opening address to the attendees of the 18th annual INTV convention, the association's officers stressed the organization's health and vowed to fight any intrusion into their marketplace (namely cable), the impending entrance of telco's and the threat to the prime time access rule that could injure the health of independent stations. It was up to INTV's members, the officers said, to increase efforts in building audience numbers, increasing ad sales and having a greater voice on Capitol Hill regarding broadcast TV legislation.

## 45 / DISNEY DUCKS

Looking to further strengthen its two-hour *The Disney Afternoon* animation block, Buena Vista Television unveiled *Bonkers* and *Goof Troop* as the latest components for the block, debuting in fall 1992 and 1993, respectively.



INTV encounters stormy weather in Los Angeles (page 43).

## 46 / TAKING THE PROGRAMING PULSE AT INTV

Program producers and distributors at the INTV convention attacked the three-network position that the financial interest and syndication rules should be repealed. They also said stations had to take a more active role in program development.

## 47 / LOOKING FORWARD

Wall Street and the Fifth Estate would probably like to forget 1990, which saw stocks for all sectors of the industry—entertainment, broadcasting, cable and ad agencies—off by double-digit percentages. The industry has not seen such a decline in 17 years and the key question was, as one

analyst put it: "Have we hit bottom yet?" Some industry observers are looking for media earnings to improve when the industry starts to focus on 1992—an Olympics and election year.

## 49 / TO BE A GOOD ACTOR

The FCC is proposing several interim "good actor" tests for cable systems in an "effective competition" order released last week. Systems that meet those requirements will be exempt from local regulation. Among the alternatives: a cable system must provide service and rates similar to what it did before deregulation in December 1986 and adhere to the National Cable Television Association's customer service guidelines.

Looking to adopt a complete "effective competition" standard in April or May, the FCC has set Jan. 31 for the comment deadline, Feb. 15 for replies.

## 54 / FINISHING TOUCHES

While finalizing a "primary" deal with the Fox Children's Network for animated programming, Warner Bros. Domestic Television Distribution has sent out "secondary" contracts to Fox affiliates. The terms of the latter include time period guarantees.

## 60 / 'BAYWATCH' REDUX

The former network show *Baywatch* is being revived for first-run syndication and worldwide distribution. LBS and Australia's Fremantle Corp. will co-produce the new first-run episodes, which will be available next fall.

## 62 / HEADING TO NEW ORLEANS

With NATPE's attempt last year to create a more "businesslike" atmosphere by banning food, drink and demonstrations now an idea of the past, exhibitors and station executives are readying to return to an exhibit floor more like the NATPE's of old.

## 88 / RADIO FINANCIAL TIMES

A 1990 National

Association of Broadcasters-Broadcast Cable Financial Management Association report shows the percentage of radio station revenue derived from local advertising shrank in 1989. National and regional advertising percentages increased slightly.

## 89 / POWER FM IN PHILADELPHIA

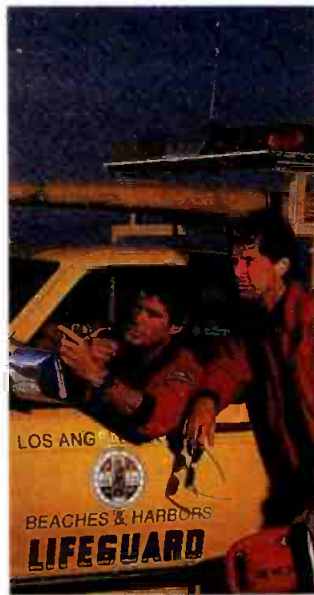
WUSL(FM) has climbed four rating points in Birch in one year. Among its strategies: targeting city problems with help from entertainers such as Paula Abdul and "Power" concerts.

## 91 / CABLE RETROSPECTIVE

The merger of MTV's HA! with HBO's The Comedy Channel, and the demise of Mizlou's Sports News Network, are among last year's programing changes that have altered the cable landscape as operators wait to see what develops.

## 92 / ESPN'S FOOTBALL SCORECARD

ESPN's NFL ratings finished 5% lower than last year's ratings. The cause, however, could be everything



'Baywatch' returns in syndication (page 60).

from more football games on television to the strength of ESPN's schedule to warm winter weather.

## 96 / FAMILY RESEMBLANCE

The latest survey of the television station business confirms in detail what some industry observers have suspected: that affiliates and independents are beginning to look more alike. Among areas of growing commonality are network compensation, program spending and cash flow margins.

## 97 / AFFILIATION SWITCHES AFFECT NETWORK NEWS

BROADCASTING's study of network affiliation switches indicate that the station/network initiating change will see improvement in network news ratings. However, both early and late local news do not show the same sort of ratings improvement.

## 100 / THE ENFORCERS

"From the start," according to one industry lawyer, the Sikes FCC "made no secret that they were going to enforce the rules on the books." And the commission appears to be getting tougher about doing so, as it continues its national audits and inspections.

## 102 / LICENSE REVOCATION

At the FCC hearing this Thursday (Jan. 10) the commission is expected to designate WFXX(TV) Albany, Ga., for a hearing. It may be the first step in a license revocation proceeding against Timothy Brumlik, a Georgia broadcaster currently serving time in a federal prison for money laundering. An area of contention is whether the expanded character-qualification policy may preclude the licensee from the benefit of an FCC distress sale policy.

## 103 / FAA FEARS

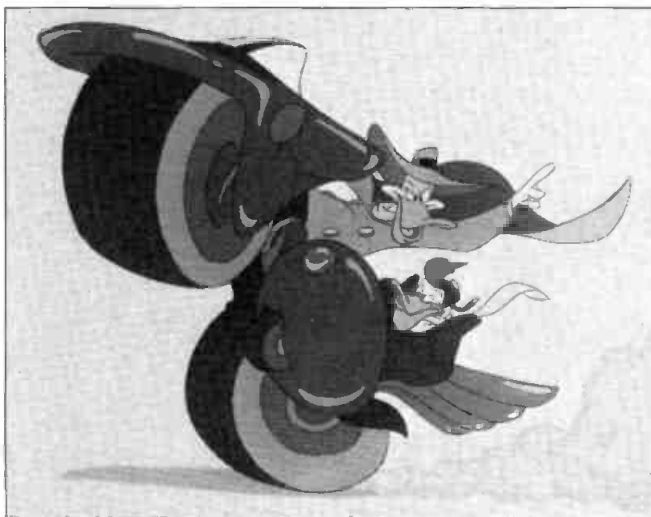
Broadcasters and other RF communication industries are worried that proposed rule changes by the Federal Aviation Administration to eliminate electromagnetic interference to air navigation systems will make it nearly impossible to obtain approval for new

tower sites and require FAA notification for virtually all changes in transmission facilities. Private industry and the FCC are calling for closer cooperation between the commission and the FAA to set technical standards.

## 106 / SKYPix SUBSIDY

To gain a swift foothold for its proposed midpower Ku-band DBS pay-per-view service beginning next summer, SkyPix plans to devote \$32 million to subsidizing the sale of half a million home receiver-decoders, spend more than \$85 million on advertising and marketing and suffer nearly \$80 million negative earnings in the first year of operation to reach breakeven, according to a prospectus provided to potential investors. A hitch remains: Will prospective partners provide the \$200 million SkyPix says it needs to operate through 1992?

BVT's 'Darkwing Duck' added to Disney block (page 45).



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# CLOSED CIRCUIT

## WASHINGTON

### Difference of opinion

Renewed and unequivocal calls of Justice Department and Federal Trade Commission for repeal of financial interest and syndication rules in latest round of FCC comments give additional credence to unofficial explanation circulating at FCC of why representatives of Justice, FTC and Commerce Department's National Telecommunications and Information Administration chose not to appear at FCC's December hearing on fin-syn rules. That explanation: Justice and FTC officials did not want to air publicly their disagreement with head of another arm of Bush Administration. Unlike Justice and FTC, NTIA does not want to get rid of rules. It advocates replacing them with new set of regulations aimed at protecting independent producers and stations.

### Passing grade

FCC's Office of General Counsel wrapped up its investigation of networks' in-house production operations as quietly as it conducted it, with presentation of findings early last month to Chairman Alfred Sikes and three other commissioners (all but Andrew Barrett). Despite allegations by

Hollywood producers that networks' regularly violate financial interest and syndication rules in in-house deals, according to FCC sources, General Counsel Robert Pettit reported at meeting investigation found no evidence of widespread violation of rules, although it did uncover isolated instances of questionable practices by each of the networks. Investigation involved review of networks in-house contracts going back four years. According to some FCC officials, findings could influence thinking of commissioners when it comes to making final cuts on repealing or reforming rules this March. If nothing else, said one official, effort shows that networks and Hollywood are "very creative" in circumventing rules.

### Bell tolling for UPI?

Ninety day restructuring period at financially foundering UPI ends Jan. 31 and wire-service does not have operating plan for Feb. 1 and beyond unless buyer emerges from ever-shrinking pool of suitors, outcome considered unlikely by several observers.

All nonwire guild employees took 35% pay cut Nov. 4 and Guild employees voted to accept similar cut two weeks

later. Word has it that Salt Lake City-based Bonneville and Dayton, Ohio-based Mead Data Corp. have ended talks, meaning remaining prospects are mostly foreign-owned. UPI spokesman Milt Capps said discussions with buyers are still ongoing and that UPI is hopeful they will lead to deal. With the zero hour less than three weeks away, Capps said "it's white knuckle time here."

### Winter flurries?

FCC says there has been no increase in settlements of comparative hearing process applications, despite spur of impending change in rules that will restrict payoffs to out-of-pocket expenses. (New rules take effect March 21.) But some Washington attorneys believe that if FCC has not seen increase, it's only because interested parties are trying to get sweeter deals before rule change. Forecast calls for last minute settlements in late February.

## NEW YORK

### In running

Word is that Dow Jones reemerged late last week as serious candidate to purchase Financial News Network. Company has had long standing interest in channel, having at one time negotiated to buy FNN when Earl Brian chaired FNN parent Infotechnology. Dow Jones' name surfaced in connection with Paramount when network troubles arose several months ago, but company did not submit initial bid. Yet another company is expected to make due diligence examination early this week.

## LOS ANGELES

### 'Studio' goes national

Studio 22, weekly entertainment magazine program produced at CBS-owned KCBS-TV and picked up by all five owned stations in possible dry run for syndication (BROADCASTING, Nov. 19), will be syndicated by Blair Entertainment for September 1991. Barter split is four minutes local, three national. Show is first in coordinated

## INTV DISPATCHES

Word from advertising community is that Disney Co. syndication arm has expressed intention to launch one hour children's animated programming block in fall of 1992, giving BVT three hours of syndicated children's programming daily. Buena Vista currently has two-hour *Disney Afternoon* block airing in over 95% of country, with plans to rotate *Darkwing Duck*, *Bonkers*, *Goof Troop* and *Quarks* individually in successive seasons 1991-94 (see page 45). At press conference at INTV convention last week, however, Disney Executive Vice President Randy Reiss said no such plans are in the cards, but acknowledged that BVT has "studied the option of going with a morning block in 1992." To make room in *The Disney Afternoon* for *Darkwing Duck* in fall 1991, *Gummi Bears* is moving to The Disney Channel on basic cable, while any three of remaining shows within afternoon block could move to mornings.

□

Word out of INTV convention last week was that *The Howard Stern Show*, produced by wwor-TV New York, is being rolled out for national syndication in March 1991. Program, hosted by controversial "shock jock," will be distributed by All American Television, New York. Program will be offered on cash-plus-barter basis. It is currently airing on WPHL-TV Philadelphia and KCOP-TV Los Angeles. Station confirmed it had "reached an understanding regarding most of the terms of an agreement."

**HAVE YOU HAD  
IT WITH TABLOID  
SHOWS THAT PRESENT  
STORIES YOU HOPE  
CHILDREN DON'T SEE?**

**DON'T GET MAD.**

# GETT



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# EVEN.



**The new reality access  
strip for Fall designed to  
work with your news.**



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## PREPARING FOR WAR

Editors from radio and TV networks as well as print media have been negotiating at Pentagon since last Friday (Jan. 4) military's ground rules for pool coverage of combat in Middle East should fighting break. Most rules, which were released last Thursday, are considered fair and reasonable by networks. But rules banning "ambush" interviews with military personnel and "coverage of religious services in Kingdom of Saudi Arabia" and very tight restrictions on interviews with or pictures of injured soldiers are opposed by many broadcast newsmen. "I think most reporters feel there is no justification," for rule banning interviews with soldiers in public places not set up earlier through military's "Joint Information Bureau," Steve Futterberg, correspondent for Mutual Broadcasting/NBC Radio in Dhahran, Saudi Arabia, told BROADCASTING. Banning of religious service coverage is mainly to accommodate Saudi government. Reporters say that such judgments, which do not affect military security or safety of soldiers, should not be controlled by Pentagon. Broadcasters say they are in agreement with need to avoid showing soldiers in agony, especially before family of specific soldiers have been informed. "You cannot ask reporters not to record the horrors of war, which is what essentially they're trying to do," said Deborah Amos, who is in Dhahran for National Public Radio. Past performance by media has been responsible enough to justify more leeway for press, she said.

Current economic slowdown in broadcast industry and U.S. overall is not having much effect on coverage of Middle East story, network officials say. NBC News spent about \$1.2 million per week on coverage in region last August immediately after invasion of Kuwait but reduced spending to \$400,000-500,000 per week several weeks later, according to Bob McFarland, NBC deputy news director. Spending moved back to August levels last week and can be expected to surpass them if fighting breaks out after Jan. 15. Other networks claimed identical spending curves. "We are certainly thinking about money as we head back into increased staffing, but it's secondary," McFarland said.

In event of war in Middle East, reporters taking part in military-organized pools will be required to each carry 30-50 lbs. of military gear, including gas mask, chemical suit, flak vest and canteen. As result, weighed down TV journalists will be limiting tools of trade to lightweight Sony "High 8" equipment, are elaborate versions of home camcorders valued at \$2,000-\$3,000 each. Correspondents will also be carrying Sony 8 camcorders as back-ups. Networks, warned by military that any contaminated cameras will be buried in sand, in no rush to bring expensive equipment into field.

effort by network to produce at local level for wider play.

### Pushed back

*Fantasy Park*, ambitious interactive prime time game show series originally slated as midseason replacement for Fox Broadcasting's *Haywire* on Saturdays at 8:30 p.m., has been postponed from its targeted Jan. 12 debut date, according to station sources. Affiliate executives said Fox gave no reason for delay of game show, which will invite viewers to call 900 number or send postcards to compete for three to five major prizes each week.

### Recall

Fox Broadcasting told its affiliates "no way, man" on use of promotion it had sent out for *The Simpsons*. Fox's Sandy Grushow, senior VP, advertising and promotion, issued memo "strongly" recommending stations not use promo, which featured animated troublemaker Bart Simpson making "Thanks for nothing" comment at grace. Fox sent replacement promo to stations for use last week.

### Sweeter deal?

Westwood One Radio Networks in Los Angeles again has extended deadline—to Jan. 11, 1991—to

exchange its 9% convertible subordinated debentures for 6¾% debentures, with new terms that company spokesman said "have significantly sweetened the offer." Westwood has dropped conversion price of new debentures, which now are noncallable through April 1993, from \$5.25 to \$3.50, which is closer to company's actual trading price.

## DETROIT

### Moneymaker

Latest station sale by broadcaster Ragan Henry has him turning \$2 million profit. His WKSQ(FM) Mount Clemens (Detroit), MI, bought in 1988 for \$6.75 million ("Changing Hands" November 23, 1987), has been brokered by Kalil & Co. to Major Broadcasting for \$8.65 million. According to one source, original asking price was "in mid-nines." Bob Hughes, President and Chief Operating Officer of U.S. Radio, which owns and operates Ragan Henry Broadcast group, maintains that sale simply illustrates that "there is a very strong value in radio that continues to exist regardless of the fact that the market is temporarily illiquid."

## SAN JOSE

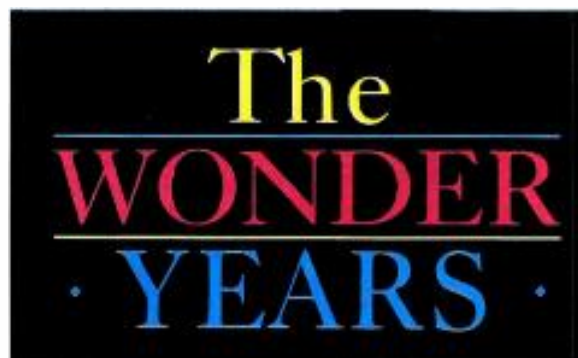
### More the merrier

Private Satellite Network has ordered digital video compression equipment from San Jose, Calif.-based Compression Labs Inc. for delivery, perhaps by March. Equipment will allow PSN to create "small pilot network" carrying multiple video signals per satellite transponder. Six to nine months later, any of 20 PSN clients, including Ford Motor Company, could use system to expand its satellite network hours as Ku-band capacity shrinks.

Pilot network will combine CLI's system—already key to SkyPix's midpower home dish system to be demonstrated for first time publicly at Consumer Electronics Show in Las Vegas later this week—with satellite demodulation scheme by San Diego-based ComStream Corp. Initial test in November produced "super-clean picture down to threshold...way above business TV standard," said Bill Rowse, senior vice president of engineering for PSN.

*“The Wonder Years*  
has all the elements that  
has made *M\*A\*S\*H* such  
a continued success—  
memorable story lines,  
great characters and  
broad appeal.”

—Greg Nathanson,  
President, Fox Television



Produced By:  
NEW WORLD TELEVISION

Distributed By:  
TURNER PROGRAM SERVICES

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ALREADY RENEWED  
IN OVER 60% U.S.!

# Can't To

1. **A Current Affair has more access clearances (107) than any show except Wheel of Fortune.**

(NSI 11/90, Wheel of Fortune - 185, Entertainment Tonight - 95, Inside Edition - 39, Hard Copy - 31)

2. **A Current Affair is the #1 access magazine show.**

(Ranked by NSI HH Share, 11/90, avg. of all access clearances)

3. **A Current Affair beats Entertainment Tonight in most head-to-head situations.**

(NSI HH Share, 11/90, equal facility matches)

4. **A Current Affair beats Inside Edition in most head-to-head situations.**

(NSI HH Share, 11/90, equal facility matches)

5. **A Current Affair is the only magazine show to improve over its lead-in on most of its stations.**

(NSI HH Share, 11/90)

6. **No other magazine show performs better than A Current Affair following news.**

(NSI HH Share, 11/90, avg. of all instances leading out of news)

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# uch This!

7. Every time *Entertainment Tonight* replaces *A Current Affair*, shares drop – 33% on average.

(NSI HH Share, 11/90 v. 7/90 TP)

8. No station replacing *A Current Affair* with *Inside Edition* has improved; stations drop an average of 20%.

(NSI HH Share, 11/90 v. 7/90 TP)

9. *A Current Affair* beats *Hard Copy* in access.

(By 50% in HH, by 46% in Women & Men 18-49, and by 43% in Women & Men 25-54;  
NSI Share, 1-1/90, avg. of all access clearances)

10. *A Current Affair* counterprograms *Wheel of Fortune* better than any other magazine show.

(Ranked by NSI HH Share, 11/90, avg. of all instances v. *Wheel of Fortune*)



**A  
Current  
Affair**

**The Original. Still The Best.**

# DATEBOOK

■ Indicates new listing or changed item.

## THIS WEEK

**Jan. 5-7**—NBC press tour, sponsored by *Television Critics Association*. Ritz Carlton, Marina del Rey, Calif.

**Jan. 6-8**—*Cable Television Administration and Marketing Society* research conference. Scottsdale, Ariz. Information: (703) 549-4200.

**Jan. 6-11**—*Annenberg Washington Program's* fourth annual winter faculty workshop. Topic: efforts by Congress and FCC to reregulate cable television. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

**Jan. 7**—"DBS: The Future of Direct Broadcast Satellites," panel featuring Stanley Hubbard, Hubbard Broadcasting; Marvin Rosenberg, Fletcher, Heald & Hildreth; and Joseph Flaherty, CBS Inc., sponsored by *International Radio and Television Society*. Warner Bros., New York. Information: (212) 867-6650.

**Jan. 7**—Deadline for entries in Commendation Awards, sponsored by *American Women in Ra-*

*dio and Television*. Information: (202) 429-5102, AWRT, Suite 700, 1101 Connecticut Avenue, N.W., Washington, D.C. 20036.

**Jan. 8**—Deadline for entries in "RadioBest" Awards for creative radio advertising, sponsored by *Twin Cities Radio Broadcasters Association*. Information: (612) 544-8575.

**Jan. 8-10**—ABC television press tour, sponsored by *Television Critics Association*. Ritz Carlton, Marina del Rey, Los Angeles.

**Jan. 9**—"Beating the Networks in Their Own Front Yard," drop-in luncheon sponsored by *National Academy of Television Arts and Sciences*. *New York chapter*. Speaker: Jim Ryan, anchor, WNYW(TV) New York. Copacabana, New York. Information: (212) 768-7050.

**Jan. 9**—*Indiana Broadcasters Association* annual legislative reception for Indiana General Assembly. Hilton at the Circle, Indianapolis. Information: (317) 638-1332.

**Jan. 9-10**—"The Persian Gulf: Why Are We There. How Do We Get Out—and What Do We Leave Behind?" conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

**Jan. 10**—*International Radio and Television Society* newsmaker luncheon. Panel: Seth Abraham, Time Warner Sports; Steve Bornstein, ESPN; Dick Ebersol, NBC Sports; Robert Gutowski, MSG Corp.; Neal Pilson, CBS Sports, and Dennis Swanson, ABC Sports. Waldorf-Astoria, New York. Information: (212) 867-6650.

**Jan. 10**—Deadline for entries in Sigma Delta Chi Awards in Journalism, sponsored by *Society of Professional Journalists*, to honor "best journalists in both broadcast and print fields." Information: (317) 653-3333.

**Jan. 10**—*Advertising Women of New York* luncheon featuring ABC's Barbara Walters. Marriott Marquis, New York. Information: (212) 593-1950.

■ **Jan. 10**—"Is the Public Interest Served by Cable 'Leased Access?'" colloquium sponsored by *Annenberg Washington Program of Northwestern University*. Willard Office Building, Washington. Information: (202) 393-7100.

**Jan. 10-13**—International winter Consumer Electronics Show, sponsored by *Electronic Industries Association*. Las Vegas Convention Center, Las Vegas. Information: (202) 457-4900.

## MAJOR MEETINGS

**Jan. 14-18**—28th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

**Jan. 21-23**—*Satellite Broadcasting and Communications Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

**Jan. 24-27**—*Radio Advertising Bureau* Managing Sales Conference. Opryland Hotel, Nashville.

**Jan. 25-29**—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

**Jan. 25-31**—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Naples, Fla.

**Feb. 1-2**—*Society of Motion Picture and Television Engineers* 25th annual television conference. Westin Detroit, Detroit. Future conference: Jan. 31-Feb. 1, 1992, Westin St. Francis, San Francisco.

**Feb. 10-15**—13th 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. 27-March 1**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

**March 6-9**—22nd annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

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

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

**April 15-18**—*National Association of Broad-*

*casters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 13-16, 1992, and Las Vegas, April 19-22, 1993.

**April 19-24**—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

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

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

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

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

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

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

**June 9-13**—1991 *Public Broadcasting Service* meeting. Walt Disney World Dolphin, Orlando, Fla. Information: (703) 739-5000.

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

**June 16-19**—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference. Baltimore Convention Center, Baltimore.

**June 18-21**—*National Association of Broad-*

*casters* summer board meeting. NAB headquarters, Washington.

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

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

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

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

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

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

**Oct. 10-14, 1991**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

**Oct. 26-30**—*Society of Motion Picture and Television Engineers* 133rd technical conference and equipment exhibit. Los Angeles. Future conference: Nov. 11-14, 1992, Metro Toronto Convention Center, Toronto.

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

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

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

**Big Break has made stars**

**out of eight waitresses,**

**three gas station attendants,**

**and 122 program directors.**



Hosted by Natalie Cole

Big Break is a hit with young women viewers. In fact, women of all ages have turned to Natalie Cole, her guest stars and the show's great, aspiring talent in increasing numbers. Sign up now and make our Big Break your big break. Women 18-34,+57%; Women 18-49,+31%; and Women 25-54,+29%.

**Every week we turn somebody into Somebody.**

Source: Arbitron Metered Markets; November '89 TP vs. November '90.



# Face To Face W

**RENEWED IN 51% OF**

|               |      |                |                |      |
|---------------|------|----------------|----------------|------|
| New York      | WNYW | Fox            | Miami          | WTVJ |
| Los Angeles   | KTTV | Fox            | St. Louis      | KTVI |
| Chicago       | WFLD | Fox            | Phoenix        | KPNX |
| Philadelphia  | KYW  | Group W        | Sacramento     | KOVR |
| San Francisco | KPIX | Group W        | Hartford       | WVIT |
| Boston        | WFXT | Boston Celtics | Portland, OR   | KGW  |
| Washington    | WTTG | Fox            | Cincinnati     | WKRC |
| Detroit       | WJBK | Gillett        | Kansas City    | WDAF |
| Dallas        | KDAF | Fox            | New Orleans    | WDSU |
| Houston       | KRIV | Fox            | Grand Rapids   | WWMT |
| Atlanta       | WAGA | Gillett        | Salt Lake City | KSTU |
| Tampa         | WTSP | Great American | San Antonio    | KSAT |
| Seattle       | KCPQ | Kelly          | Norfolk        | WTKR |



This season **Personalities** has brought you face to face with some of the most intriguing people of our time. We've grown consistently since our debut. And now, with over 50% of the country already renewed, **Personalities** is the choice of excellence for Fall '91.



# ith Excellence.

*THE U.S. FOR FALL '91*

|                |                  |      |                     |
|----------------|------------------|------|---------------------|
| NBC            | Louisville       | WAVE | Cosmos              |
| Times Mirror   | Dayton           | WKEF | KT Comm.            |
| Gannett        | Fresno           | KSEE | Meredith            |
| Anchor Media   | Syracuse         | WTVH | Meredith            |
| Viacom         | Honolulu         | KITV | Tak Comm.           |
| King           | Lexington        | WTVQ | Shamrock            |
| Great American | Spokane          | KAYU | KAYU TV Partners    |
| Great American | Tri-Cities       | WKPT | Home News           |
| Pulitzer       | Las Vegas        | KVVU | Meredith            |
| Busse          | Colorado Springs | KOAA | Evening Post        |
| Fox            | Fargo            | KXJB | North American      |
| H&C Comm.      | Odessa           | KTPX | James T. Taylor     |
| Narragansett   | Twin Falls       | KKVI | Western Telecasting |

# PERSONALITIES

TM

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# STILL THE MOST POWERFUL VEHICLE ON TELEVISION.

It's a fact - M\*A\*S\*H is irreplaceable.

## HEAVY LOSSES REPORTED!

Stations replacing M\*A\*S\*H watched their shares decline sharply!

| MARKET/<br>STATION | M*A*S*H<br>Replaced By: | %HH Share<br>Change |
|--------------------|-------------------------|---------------------|
| Philadelphia/WTXF  | Hard Copy               | -18%                |
| Dallas/KTXA        | 21 Jump Street          | -43%                |
| Orlando/WCPX       | Who's The Boss?         | -14%                |
| San Diego/KFMB*    | Golden Girls            | -22%                |
| Providence/WNAC    | Growing Pains           | -40%                |
| Dayton/WHIO        | Preview                 | -19%                |
| Charl.-Hunt./WVAH  | Three's Company         | -36%                |
| Tulsa/KJRH         | Challengers             | -50%                |
| Des Moines/WOI     | Cheers                  | -20%                |
| Tri-Cities/WKPT*   | People's Court          | -8%                 |
| Colo. Springs/KOAA | Cheers                  | -7%                 |
| Sioux Falls/KSFY   | Amen                    | -41%                |
| La Crosse/WKBT     | Cosby                   | -32%                |
| Rockford/WIFR      | Night Court             | -31%                |
| Sioux City/KCAU    | Into The Night          | -23%                |
| Rapid City/KOTA    | Cheers                  | -18%                |
| Topeka/KTKA        | News                    | -58%                |
| Erie/WJET          | Cheers                  | -4%                 |
| Binghamton/WICZ    | Growing Pains           | -33%                |
| Clarksburg/WDTV    | CBS Late Night          | -57%                |

Source: NSI (\*ARB) 11/89 M\*A\*S\*H vs. 11/90 Time Period.

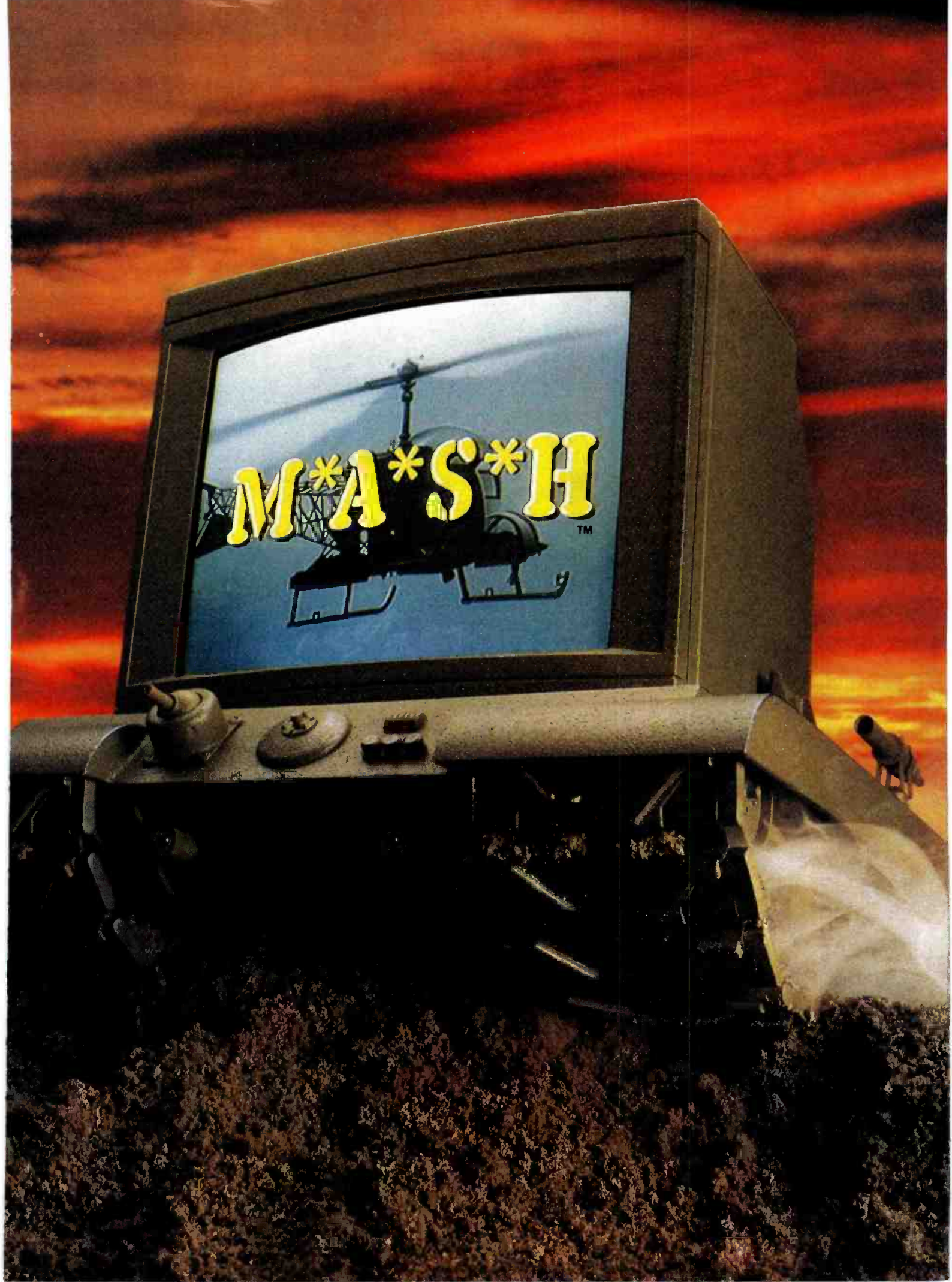
## M\*A\*S\*H TO THE RESCUE!

Stations adding M\*A\*S\*H saw immediate growth!

| MARKET/<br>STATION  | M*A*S*H<br>Time Period | %HH Share<br>Change |
|---------------------|------------------------|---------------------|
| San Francisco/KTVU* | 11:30 PM               | +25%                |
| Tampa/WFTS          | 7:30 PM                | +60%                |
| Pittsburgh/WPGH     | 7:30 PM                | +29%                |
| St. Louis/KDNL      | 10:00 PM               | +17%                |
| Sacramento/KRBK*    | 10:30 PM               | +67%                |
| Baltimore/WBFF      | 7:00 PM                | +67%                |
| Indianapolis/WTTV   | 11:00 PM               | +100%               |
| Cincinnati/WXIX*    | 11:30 PM               | +120%               |
| Columbus, OH/WTTE   | 7:00 PM                | +140%               |
| Buffalo/WUTV        | 6:30 PM                | +60%                |
| Jacksonville/WAWS*  | 10:00 PM               | +100%               |
| Little Rock/KTHV    | 11:00 PM               | +56%                |
| Wichita/KSAS        | 6:30 PM                | +60%                |
| Paducah/KFVS        | 10:30 PM               | +46%                |
| Madison/WISC        | 11:00 PM               | +71%                |
| Evansville/WEVV     | 6:30 PM                | +33%                |
| Wichita Falls/KJTL  | 6:30 PM                | +140%               |
| Abilene/KTAB        | 10:30 PM               | +7%                 |

Source: NSI (\*ARB) 11/90 M\*A\*S\*H vs. 11/89 Time Period.

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**THE NEXT**

# **STREET**



**FALL 1991 • ALL NEW EPISODES!**  
**BARTER! AFFILIATES / INDEPENDENTS!**

**Reserve Your Market! Call 213 • 785- 0111**

# HUNTER!

# JUSTICE

A dramatic illustration of a man in a blue shirt holding a handgun, with a city skyline at night in the background and two other figures in the distance.

**From the Producers of HUNTER!**

**CANNELL DISTRIBUTION CO.**

1925 CENTURY PARK EAST, SUITE 2140, LOS ANGELES, CA. 90067 (213) 785-0111



**Jan. 11**—Nontelevised portion of 12th annual ACE Awards, sponsored by *National Academy of Cable Programming*. Beverly Wilshire Hotel, Los Angeles. Information: (202) 775-3611.

**Jan. 11**—*New York Festivals* television and cinema advertising awards presentation and dinner. Sheraton Center, New York. Information: (914) 238-4481.

**Jan. 11-13**—PBS television press tour, sponsored by *Television Critics Association*. Ritz Carlton, Marina del Rey, Los Angeles.

## ALSO IN JANUARY

**Jan. 13**—12th annual ACE Awards ceremony, televised, sponsored by *National Academy of Cable Programming*. Wilton Theater, Los Angeles. Information: (202) 775-3611.

**Jan. 14**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Michael Fuchs, chairman, Home Box Office. Topic: "Reality, Relevance and Quality: TV in the 90's." Beverly Hilton, Los Angeles. Information: (818) 953-7575.

**Jan. 14**—Deadline for entries in Anson Jones Award, honoring Texas media for excellence in health communication to the public, sponsored by *Texas Medical Association*. Information: (512) 477-6704.

**Jan. 14-16**—CBS television press tour, sponsored by *Television Critics Association*. Ritz Carlton, Marina del Rey, Los Angeles.

**Jan. 14-18**—28th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

**Jan. 15**—*Nebraska Broadcasters Association* winter meeting and Hall of Fame banquet. Cornhusker Hotel, Lincoln, Neb. Information: (402) 333-3034.

**Jan. 15**—Deadline for entries in awards competition sponsored by *Radio-Television News Directors Association*. Information: (202) 659-6510.

**Jan. 15**—Deadline for entries in International Monitor Awards, sponsored by *International Teleproduction Society*, honoring "creative achievements of the exceptionally talented teleproduction professionals." Information: (212) 629-3266.

**Jan. 15**—"The Government as Speaker and Government-Funding of Expression," lecture/debate sponsored by *Annenberg Washington Program*. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

**Jan. 15**—"Overview of the Media Challenges in the 1990's and the 21st Century," course offered by *Smithsonian Resident Associate Program*. "The Media and Society." Speaker: Richard Harwood, ombudsman, *Washington Post*. Smithsonian, Washington. Information: (202) 357-3030.

**Jan. 15**—"Health Care Today: How Accessible? How Affordable?" conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

**Jan. 15**—"Sacramento Speaks about Cable Television," dinner meeting of *Southern California Cable Association*. Los Angeles Hilton & Towers, Los Angeles. Information: (213) 398-2553.

■ **Jan. 15-19**—"Comedians' Choice: Acts and Influences," series sponsored by *Museum of*

*Broadcasting*, featuring Lily Tomlin. Museum, New York. Information: (212) 752-4690.

**Jan. 16**—"Live From Thirteen..." drop-in luncheon of *National Academy of Television Arts and Sciences*, *New York chapter*. Speakers: Harry Chancey Jr. and Fred Noriega of WNET(TV) New York. Copacabana, New York. Information: (212) 768-7050.

**Jan. 16**—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's restaurant, Los Angeles. Information: (818) 792-0421.

**Jan. 16-17**—"Breakthroughs in Medicine: New Optimism About Old Diseases," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

**Jan. 16-18**—Computer Graphics '91, 13th annual conference. Hyatt Regency, Monterey, Calif. Information: (212) 233-1080.

**Jan. 17**—"Radio—Hitting Your Target in the 90's," luncheon co-sponsored by *Ad Club of New York* and *Radio Advertising Bureau*. Plaza Hotel, New York. Information: (212) 935-8080.

**Jan. 17**—*Television Critics Association* Day, during annual television press tours (Jan. 4-20). Ritz Carlton, Marina del Rey, Calif.

**Jan. 17-18**—*Pacific Telecommunications Council* series of "Telecom Skills" workshops. Sheraton-Waikiki, Honolulu. Information: (808) 941-3789.

**Jan. 18**—Deadline for entries for *Broadcast Designers' Association* International Design Awards. Information: (415) 788-2324.

**Jan. 18**—Deadline for entries in Jack R. Howard Broadcast/Cable News Awards of *Scripps Howard Foundation's* National Journalism Awards. Information: Ron Klayman, (513) 977-3035.

■ **Jan. 18**—Deadline for entries for Emmy Awards of *National Academy of Television Arts and Sciences*, *Washington chapter*. Information: (202) 364-0383.

**Jan. 18-20**—Cable press tour, sponsored by *Television Critics Association*. Ritz Carlton, Marina del Rey, Calif.

**Jan. 16**—"The Telephone Company and the Broadcaster: What Services Are Provided for the Radio and Television Industry?" seminar sponsored by *Society of Broadcast Engineers*, *chapter 15*. New York Telephone Building, New York. Information: David Bialik, (914) 634-6595.

**Jan. 20-24**—MIDEM Radio Conference. Palais des Festivals, Cannes, France. Information: 33-1-45-05-14-03.

**Jan. 21-23**—*Satellite Broadcasting and Communications Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

**Jan. 22**—Deadline for entries for National Awards for Education Reporting, sponsored by *Education Writers Association*. Information: (202) 429-9680.

**Jan. 22-24**—46th annual Georgia Radio-TV Institute, sponsored by *Georgia Association of Broadcasters*. University of Georgia, Georgia Center for Continuing Education, Athens, Ga. Information: (404) 993-2200.

**Jan. 23**—"Rep Rap: So Where's the Hits Already?" drop-in luncheon of *National Academy of National Arts and Sciences*, *New York chapter*. Speakers: Jim Curtin, HRP, and John Von Soosten. Katz Television Group. Copacabana, New York. Information: (212) 768-7050.

**Jan. 23**—"News and The New World Order," international conference sponsored by *Gannett Foundation Media Center*. Kellogg Conference Center, Columbia University, New York. Information: (212) 280-8392.

**Jan. 24**—*Federal Communications Bar Association* monthly luncheon. Speaker: Laurence Silberman, judge, U.S. Court of Appeals for District of Columbia. Washington Marriott, Washington. Information: (202) 833-2684.

**Jan. 24**—"Women on the Verge," event sponsored by *American Women in Radio and Television*, *New York City chapter*. Halloran House, New York. Information: Jennifer Conte, (212) 572-9832.

**Jan. 24-25**—*North American National Broadcasters Association* annual meeting. Televisa, Mexico City. Information: (613) 738-6553.

**Jan. 24-27**—*Radio Advertising Bureau* Managing Sales Conference. Opryland Hotel, Nashville.

**Jan. 25**—Deadline for entries in 23rd annual Robert F. Kennedy Journalism Awards for Outstanding Coverage of the Problems of the Disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: John Bourgeois, (202) 333-1880.

**Jan. 25**—*New York Festivals* television programming awards presentation and dinner. Sheraton Center, New York. Information: (914) 238-4481.

**Jan. 25-26**—"Fine-Tuning the Cable Picture," eighth annual conference of *Minnesota Association of Cable Television Administrators*. Scanticon Conference Center and Hotel, Plymouth, Minn. Information: Linda Magee, (612) 782-2812.

**Jan. 25-29**—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

**Jan. 25-31**—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Naples, Fla.

**Jan. 29**—"Building Even Better Retail Partnerships," retail marketing workshop sponsored by *Television Bureau of Advertising and Retail Marketing Board*. Chicago Hilton & Towers, Chicago. Information: (212) 486-1111.

**Jan. 29-30**—*Alfred I. duPont Forum*: "TV as Superpower," featuring keynote speaker Dan Rather of CBS, and "Winning Broadcasts," featuring winners of Alfred I. duPont-Columbia University Awards. Kellogg Conference Center, Columbia University, New York. Information: (212) 854-5047.

**Jan. 29**—*Iowa Broadcasters Association* mid-winter meeting. Des Moines, Iowa. Information: (319) 366-8016.

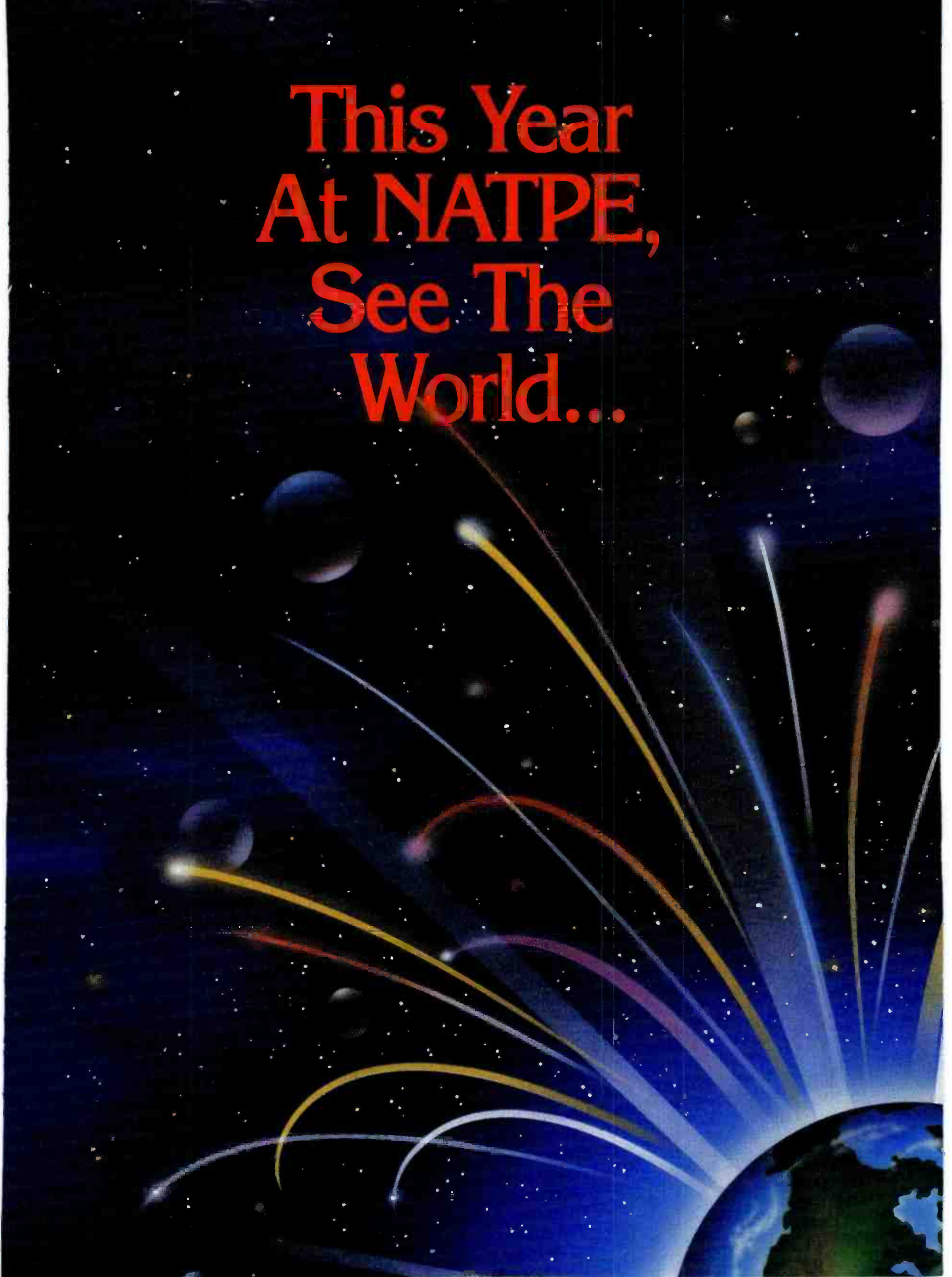
**Jan. 29-31**—*Cable Television Administration and Marketing Society* service management master course. Jacksonville, Fla. Information: (703) 549-4200.

**Jan. 30**—"Is Television Destroying American Culture?" drop-in luncheon of *National Academy of National Arts and Sciences*, *New York chapter*. Speaker: Jennifer Lawson. PBS. Copacabana, New York. Information: (212) 768-7050.

**Jan. 30**—"OK! Cable's Here! Now Whatta We Do?" cable day luncheon sponsored by *Washington/Baltimore chapter of Cable Television Administration and Marketing Society*. Westin Hotel, Washington. Information: (202) 408-5480.

■ **Jan. 30**—Advertising management seminar sponsored by *Advertising Club of Metropolitan*

**This Year  
At NATPE,  
See The  
World...**



# The World Of MCA TV.



THE NEW DRAGNET  
THE NEW ADAM-12



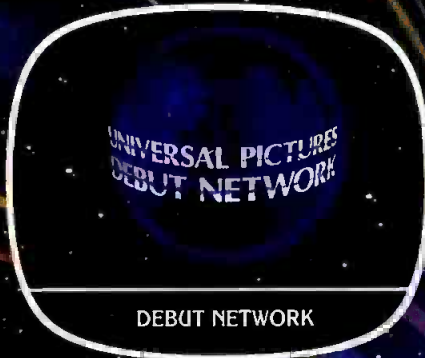
A-TEAM  
MAGNUM P.I.



THE NEW LASSIE



KNIGHT RIDER  
SIMON & SIMON



DEBUT NETWORK



GIMME A BREAK  
KATE & ALLIE



THE MUNSTERS TODAY





# The One Place To Be.

**PREMIERE**  
**HOLLYWOOD**  
**NETWORK**

**NEW**

SHE WOLF OF LONDON  
.....  
THEY CAME FROM OUTER SPACE  
.....  
SHADES OF L.A.

**NEW**



UP LATE WITH RON REAGAN



AMEN

**NEW**



HARRY AND THE HENDERSONS

**STRIP**



OUT OF THIS WORLD

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ROGGIN'S HEROES

**STRIP**



MY SECRET IDENTITY

**STRIP**



CHARLES IN CHARGE

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Washington. Washington Hilton, Washington. Information: (301) 656-2582.

**Jan. 30-Feb. 1**—*South Carolina Broadcasters Association* 43rd annual winter convention. Columbia, S.C. Information: Richard Uray, (803) 777-6783.

**Jan. 31**—*American Women in Radio and Television*. Washington chapter, bi-annual reception for new members of Congress. House Cannon Caucus Room, Washington. Information: Patricia Reilly, (202) 429-7285.

**Jan. 31**—Deadline for entries in annual awards sponsored by *Investigative Reporters and Editors*, including new award for crime reporting. Information: (314) 882-2042.

**Jan. 31**—Deadline for applications for *Harvard University's* Nieman Fellowships for Journalists. Information: Program officer, Nieman Foundation, Walter Lippman House, One Francis Avenue, Cambridge, Mass. 02138.

**Jan. 31**—Deadline for entries in Program Awards, sponsored by *Central Educational Network*. Information: (708) 390-8700.

**Jan. 31**—*Society of Motion Picture and Television Engineers* tutorial on digital recording for television, prior to 25th annual SMPTE TV conference. Renaissance Center, Detroit. Information: (914) 761-1100.

**Jan. 31**—*National Association of Broadcasters'* "Best of the Best Promotion Contest" deadline, for outstanding promotional efforts in sales, station enhancement and community service. Information: William Peak, NAB, (202) 429-5422.

## FEBRUARY 1991

**Feb. 1**—Deadline for entries in *Action for Children's Television Awards* for "significant contributions toward improving service to children on broadcast and cable television and home video." Information: Sue Edelman, (617) 876-6620.

**Feb. 1**—Deadline for entries in National Media Owl Awards for outstanding films, videotapes and TV programs that address issues of aging, capturing authentic images of older persons and illuminating the challenge and the promise of an aging society, sponsored by *Retirement Research Foundation*. Information: (312) 664-6100.

**Feb. 1**—Deadline for entries in Wilbur Awards competition, recognizing "excellence in the communication of religious values through a variety of media and to focus public attention on the efforts of the religion writer, editor, producer and resource," sponsored by *Religious Public Relations Council*. Information: (215) 642-8895.

**Feb. 1-2**—25th annual Television Conference, sponsored by *Society of Motion Picture and Television Engineers*. Theme: "A Television Continuum—1967 to 2017." Westin Hotel, Renaissance Center, Detroit. Information: (914) 761-1100.

■ **Feb. 1-3**—*West Virginia Broadcasters Association* winter meeting. Oglebay Park, Wheeling, W. Va. Information: (304) 344-3798.

**Feb. 2**—"Minorities and the Press," seminar sponsored by *Associated Press Television-Radio Association of California-Nevada*. Hsi Lai Buddhist Temple, Hacienda Heights, Calif. Information: Rachel Ambrose, (213) 746-1200.

**Feb. 3-4**—Fourth annual local cable programming seminar, sponsored by *National Academy of Cable Programming*. Hyatt Regency Hotel on Capitol Hill, Washington. Information: (202) 775-3629.

**Feb. 5**—"Changes in Television Network News Coverage in the 1990's," course offered as part of *Smithsonian Resident Associate Program's* "The Media and Society." Speaker: Dan Rather, CBS News, Smithsonian, Washington. Information: (202) 357-3030.

**Feb. 5-6**—*Arizona Cable Television Association* annual meeting. Sheraton Hotel, Phoenix. Information: (602) 257-9338.

**Feb. 6**—Drop-in luncheon of *National Academy of National Arts and Sciences*, New York chapter. Speaker: Robert Wussler, president and chief executive officer, Comsat Video Enterprises. Copacabana, New York. Information: (212) 768-7050.

**Feb. 6-10**—19th annual *International Radio and Television Society* Faculty/Industry Seminar, "Breaking the Rules: Finding New Frontiers." Halloran House Hotel, New York. Information: (212) 867-6650.

**Feb. 8**—*International Radio and Television Society* newsmaker luncheon featuring Peter Chernin, president, Fox Entertainment Group; Robert Iger, president, ABC Entertainment; Warren Littlefield, president, NBC Entertainment, and Jeff Sagansky, president, CBS Entertainment. Waldorf-Astoria, New York. Information: (212) 867-6650.

**Feb. 8**—Deadline for regional entries in Mark of Excellence Awards, recognizing the best in student broadcast and print journalism on national and regional levels, sponsored by *Society of Professional Journalists*. Information: (317) 653-3333.

**Feb. 10**—Presentation of 15th annual *Television Bureau of Advertising* automotive commercial competition. Atlanta Convention Center, Atlanta. Information: (212) 486-1111.

**Feb. 10-13**—*Broadcast Cable Credit Association* 25th credit and collection seminar. Loews Summitt Hotel, New York. Information: (708) 827-9330.

**Feb. 10-15**—*National Association of Broadcasters* 26th annual management development seminars for broadcast engineers. University of Notre Dame, South Bend, Ind. Information: (202) 429-5350.

**Feb. 10-15**—13th 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. 11-12**—*National Association of Broadcasters'* Radio Group Head Fly-In for executives of radio groups. NAB headquarters, Washington. Information: Aimee Jennings, (202) 429-5402.

**Feb. 12**—"Economic, Demographic and Technological Changes in Television Network News Coverage," course offered as part of *Smithsonian Resident Associate Program's* "The Media and Society." Speaker: ABC News President Roone Arledge, Smithsonian, Washington. Information: (202) 357-3030.

**Feb. 12-13**—Television Advertising Forum sponsored by *Association of National Advertisers*, examining future of television advertising as a mass medium. Participants include Jamie Kellner, Fox Broadcasting Corp.; Terence McGuirk, Turner Broadcasting System; Peter Chrisanthopoulos; Peter Jennings, ABC News; James Hedlund, Association of Independent Television Stations; Bruce Christensen, Public Broadcasting Service; Grant Tinker, GTG Entertainment; Warren Littlefield, NBC Entertainment; Robert Iger, ABC Entertainment; Jeff Sagansky, CBS Entertainment; Mike Wallace, CBS News, and Maria Shriver, NBC News. Waldorf-Astoria, New York. Information: (212) 697-5950.

**Feb. 13**—"DAB Broadcast Systems: The System Proponents—Strother Communications, CD Radio," seminar sponsored by *Society of*

"Datebook" continues on page 107.

# OPEN MIKE

## FAIR DEAL

EDITOR: It seems that many people have missed the point when discussing spectrum fees for broadcasters, including Brent Weingardt of Consultants, Inc. ("Monday Memo," Dec. 10, 1990). According to Mr. Weingardt and many spectrum fee advocates, the only thing that broadcasters provide the public in return for "the right" to operate on a particular frequency is much programming lumped under the rubric of public service.

It's unfortunate that this perception exists, and it's important that we in the industry work to remind the public of the

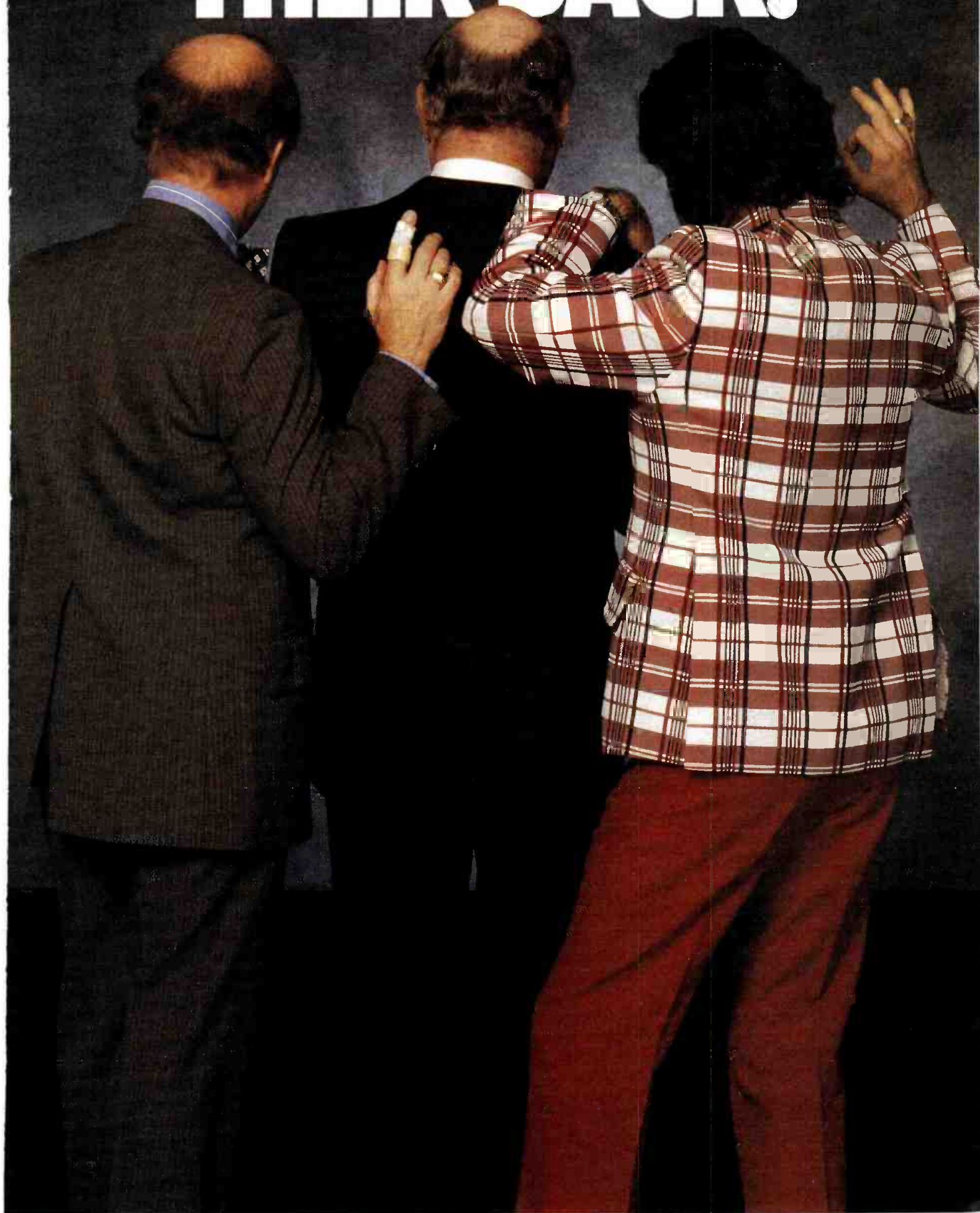
benefits they derive as a result of our use of the broadcast spectrum. For example: free news, information, entertainment, sports, drama, product information, weather, travel conditions and business information.

All this and much more, 24 hours a day, seven days a week, 365 days a year, under all conditions and circumstances. With a flick of a switch we become the best informed people in the world...all without cost to any listener or viewer.

Moreover, we operate all the time, when it's profitable and when it isn't, in drive time and at 2 a.m.

We use the broadcast spectrum and in return we give back to the people and

# THEIR BACK.



## ERRATA

Dec. 3, 1990, story on **National Association of Broadcasters personal viewing diary** should have credited **Michigan State University** with performing research, and head of NAB research and planning **Richard Ducey's** name was misspelled.

New director of **Pinelands Inc.** mentioned in Dec. 31, 1990, article should have been **Jane Hartley**, not Jean Hartley.

**Joel Koenig**, author of Dec. 31 "Monday Memo," and managing partner of Deloitte & Touche, is based in **Century City, Calif.**

government of the United States a service unparalleled in the world.

Radio and television are like lights in your home, you take them for granted until they're not there. Spectrum fees for the broadcast industry will cause the lights to go out at stations all across the country. People who rely on these sta-

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tions for local news and information will be the biggest losers.—*Jim Esposito, station manager, WPOP(AM)-WIOF(FM) Hartford, Conn.*

## DBS DIFFERENCES

EDITOR: Over the past year, DBS has received an increasing amount of attention in BROADCASTING with Sky Cable's announcement and the medium-power initiatives of K-Prime Partners and Sky-Pix. Unfortunately, by lumping all three together as DBS, I believe you help create a faulty perception of the DBS business.

The implications of two-degree spacing and medium power versus nine-degree spacing and high power are very significant from a business and consumer point of view. High power and nine-degree spacing means a much greater potential market, lower cost home equipment and significantly smaller (10-18 inches), easier to position and more readily accessible antennas.

A medium-power service is merely an extension of the existing C-band business that will appeal to a moderately larger market composed mostly of those who don't have access to cable and couldn't afford a C-band dish. With high power, the potential market encompasses virtually every home in the U.S. composed of those who don't have access to cable, those not satisfied with their cable service, those passed but not subscribing to cable due to program selection and/or cost and finally all cable subscribers who will keep their service but also buy a 10-18-inch dish to take advantage of the additional narrowcasting program options that high-power DBS will provide.

I regard medium power as "pseudo DBS" representing an early entry strategy to true DBS. In fact, a broadcasting license is required for high-power Ku-band, while no such license is required for C-band or medium-power Ku-band. It is also interesting to note both K-Prime and SkyPix talk about switching to high-power satellites. So let's make it more understandable for those just introduced or reacquainted to the DBS business and more clearly label each service:

|                 |             |
|-----------------|-------------|
| Service         | Designation |
| C-band          | C-TVRO      |
| Medium power Ku | Ku-TVRO     |
| High power Ku   | DBS         |

—*Michael S. Alpert, Alpert & Associates, Washington.*

Editor's note: BROADCASTING distinguishes DBS services, real or proposed, as midpower or high-power Ku or as C-band.

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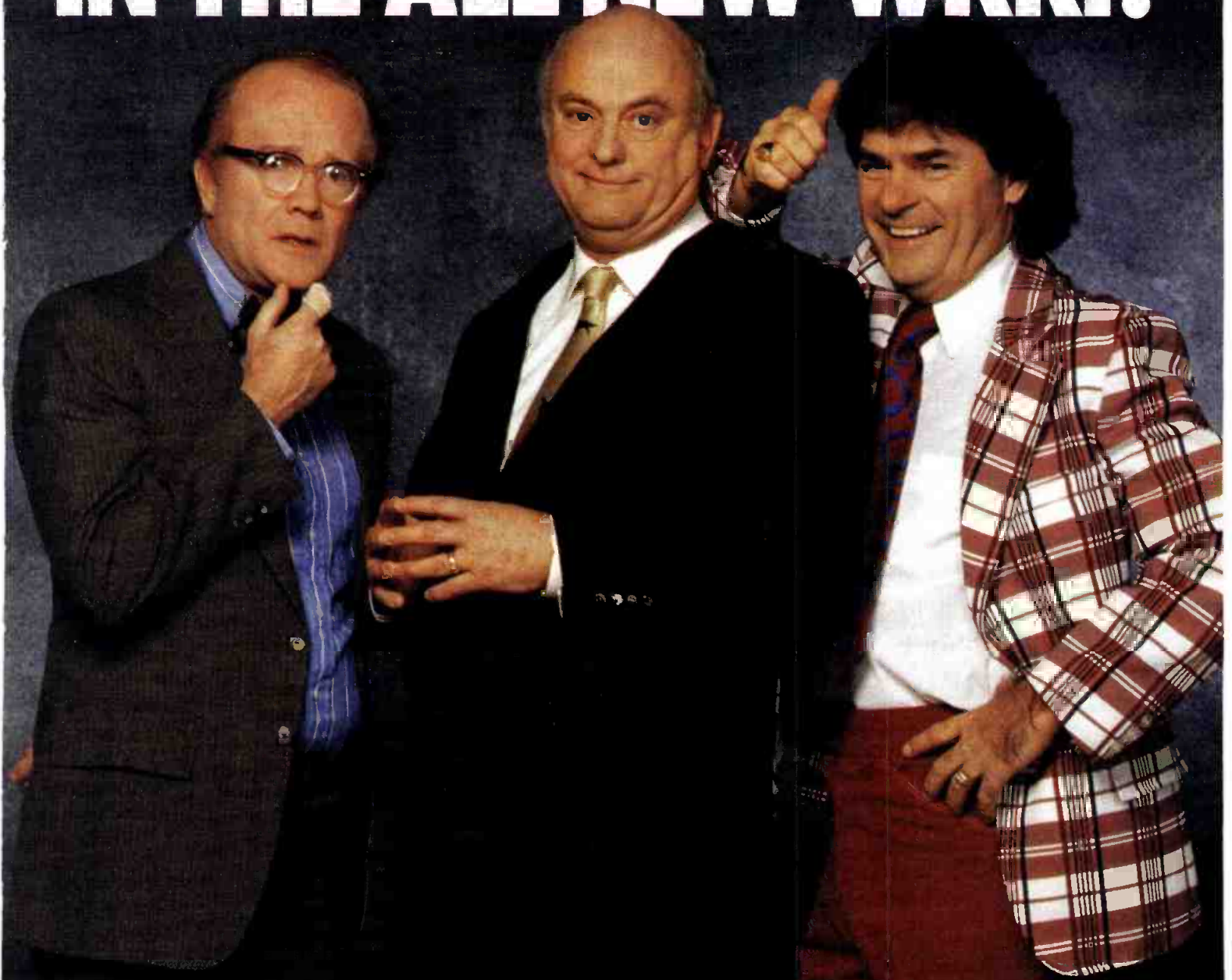
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# IN THE ALL NEW WKRP.



Yes, they're back — the same characters who made "WKRP" the funniest radio station on TV return to make you laugh like you haven't laughed since... well, since the last time they were on the air.

**Gordon Jump** is back as Arthur "Big Guy" Carlson, station boss and bonehead deluxe. **Frank Bonner** is back as that bad-plaid-ad salesman, Herb Tarlek. **Richard Sanders** is back as Les Nessman, the newsman whose hog reports earned him the coveted "Silver Sow."

"WKRP's" top creative talent returns, too, with original creator and Executive Producer **Hugh Wilson** heading the launch. And **Bill Dial**, author of the legendary "Turkeys Away" episode, is back as Executive Producer.

"WKRP." For an audience that never went away. Back for Fall, 1991.

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# MONDAY MEMO

A broadcast training commentary from Daniel R. Taylor, VP, sales, Radio Information Center, New York

**T**hink of the two most ambitious young people who work in your operation. Are you helping them to prepare for leadership? The fact is, some managers don't give it a second thought. Good ones are doing it all the time. Our industry leaders ought to encourage young people to aim high and provide opportunities for them to network, learn and excel.

In New York, an organization called the International Radio & Television Society (IRTS) serves as a forum where professionals in media, advertising and education can exchange ideas, gain professional enrichment and improve the standards of broadcasting. Because of their popularity and location, monthly newsmaker luncheons and panel discussions draw close to 1,000 people. However, IRTS educational programs, in particular, set an example that can be emulated by any organization, in any market.

The IRTS offers an opportunity for its younger membership to network and increase their industry knowledge through the Under-30's Program. For the past two years, I have been chairman of the Under-30's committee and in that time have watched my peers further their success by making use of this resource.

Every month, the Under-30's committee features a panel or single speaker. The topics vary. Some address industry issues, some focus on professional and personal skills development, others feature key industry leaders who share their experience one-on-one.

The Under-30's program is meant to be a springboard for personal and career enhancement. It provides valuable opportunities for young professionals to network among themselves and with industry leaders.

Strong leadership is largely the result of having empathy for one's team. Without it, a person lacks credibility. One way to build empathy is to learn first hand about another's daily battle. Through networking and seminars, issues can be clarified, barriers broken. Young broadcasters can increase their savvy and decision-making abilities and become more valuable. To protect the future of this industry, now is the time to prepare my generation—the under-30 professionals—for the challenge.

Can organizations such as the IRTS



Under-30's program be duplicated outside New York? Undoubtedly. In many markets there may already be an ad club or similar organization. If so, are the two ambitious people you thought of a few minutes ago attending regularly?

If not, if there is no such organization, here are a few ideas to use to begin one:

■ If you are a general manager, meet with other managers in your market (radio, television and print) to form a group for younger employees. Invite everyone you think would benefit. Select a meeting place and a topic. Don't be afraid of something very general, such as "how each department in a station operates." You will probably stir awe and amaze the first time. Be sure to provide 30 minutes for refreshments and networking. Have each manager who has joined host a seminar and pay for the expenses.

■ Within your operation, encourage your employees to spend time in other departments getting to know the special skills and problems of their co-workers. Encourage empathy and cross-training. Plan a "de-briefing" afterward.

■ Help your most ambitious employees in career pathing. If your promotion director wants to be a general manager or is interested in another department, talk it out. Help him or her to devise a plan of action.

■ Encourage employees to read the books you read. Keep a library of books about marketing, sales and management accessible to your employees. Or, open a special line in your budget for a station library.

■ Have occasional brainstorming sessions to determine how departments can resolve special problems. Invite everyone who can attend. I knew a chief engineer who usually had the most creative and effective suggestions when we met to resolve promotion or sales problems, so don't be exclusive.

■ Encourage your corporate peers to do the same in every other operation. Push to make it corporate policy for all markets—even New York.

■ If you are a general manager or in

the position to initiate a program in your market such as the IRTS Under-30's, why not make it a priority to begin today?

However, if you are like me—young, eager and craving industry knowledge (outside of what the trades

provide), why not call some peers and organize this kind of program yourself? The opportunity awaits you.

Over-stuffed day planners and day-to-day responsibilities are tempting reminders not to introduce yet another priority. But, the fact remains that broadcasting is too competitive and lean an industry to compromise the quality and potential of its future leaders. The question is not whether to act, but when.

As companies dedicate their time and resources to educate ambitious employees about the industry, this will insure that their people will have greater empathy and security as they encounter the turbulence ahead. But we have to elevate the standards today, in every market, to secure tomorrow's success.

Our relatively young industry is at a turning point where its pioneers and their best students can be mentors for the new generation. To shape the future, industry leaders must shape the leaders of the future. Ready or not, the future begins the moment you turn this page. ■

*"Broadcasting is too competitive and lean an industry to compromise the quality and potential of its future leaders."*



# THE PEOPLE'S COURT

Some Things Endure Forever.

A Ralph Edwards / Stu Billett-Production



WARNER BROS.  
DOMESTIC TELEVISION DISTRIBUTION  
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MULTIMEDIA ENTERTAINMENT

Source: Nielsen Overnight Markets—same markets, November 1989 vs. November 1990.





# These glasses may be red, but they'll put your station in the black.



The ratings game. Programmers who play it best know the red glasses belong to Emmy-winner Sally Jessy Raphael. She's one of the few hosts they can depend on to build an audience and keep their loyalty.

In fact, if you look at the ratings, Sally Jessy Raphael posted the greatest year-to-year absolute rating growth of any daytime talk show and a share increase of 24%.

So if you're looking to get in the black, we suggest the woman who wears the red.

*Sally Jessy Raphael*

The talk show host who listens.

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# TOP OF THE WEEK



## RAINING ON INTV'S PARADE

Bob Pettit, FCC general counsel, and Sandy Wilson, FCC special assistant to the general counsel for mass media, exit the INTV convention.

*Attendance at annual convention of independent stations is down 30% from last year as questions persist about association's future; 'this is a period of shakedown for independents,' says outgoing Chairman John Serrao; talk surfaces of possible merger with National Association of Broadcasters*

If it wasn't one thing, it was another at the annual convention of the Association of Independent Television Stations last week in Los Angeles. Distributors were staying away in droves. Attendance was down 30% (to 850 from 1,200 last year) and in Southern California, where it never rains, it rained.

The weather was only one portent for the beleaguered band. Only about a third of Fox affiliates were said to be at the show. And in an effort to promote traffic among exhibitor suites, INTV raffled off a trip to Australia and an audio-video equipment package.

Last Thursday (Jan. 3), the traffic at the exhibitor suites, on the fifth and sixth floors of the Century Plaza Hotel, appeared very thin to most observers. "It was deserted," said one syndication vice president. "And it was pouring rain all day. You have to wonder where [ev-

erybody] went."

One station executive offered this bit of advice to a sales rep of one of the major distributors: "Wear arm bands and try not to sell to each other."

But, as outgoing INTV Chairman John Serrao put it last week: "INTV is still alive." For how long, no one can be sure. At the convention, merger speculation persisted, despite dismissal of such talk from INTV officials.

It seems clear the organization, and its members, are struggling to get a fix on their future direction. Incoming chairman Randy Smith suggested the association needs to be even more aggressive on the Washington lobbying front, which has always been a priority. But according to Smith, INTV is "not as diligent" as it ought to be in lobbying for regulatory change. Topping the list of priorities, said Smith, is implementing must

carry and channel positioning laws.

"The one constant in this business is change," INTV President Jim Hedlund said during his opening session remarks. "This is a period of shakedown for independents, just like this convention," added Serrao.

Last week there were more rumblings that a merger with NAB, which has invited syndicators to exhibit at its next annual convention in April, would make sense.

Steven Solder, general manager of WCCB-TV Charlotte, N.C., said stations making "last minute programming decisions" would benefit from such a move, and avoid having back to back conferences in January (INTV and NATPE International). But others said they continue to find the annual INTV conference, and its exhibit suites, to be of value. "I find it a good place to discuss

issues and get programing ideas," said Michael Liff, general manager, KABB(TV) San Antonio, Tex.

Reaction from syndicators at last week's conference was mixed. "They've tried [to encourage greater suite attendance by stations]," said

Shelly Schwab, president, MCA TV. "But you are dealing with adults here, and you can't put a gun to their heads and force them to attend."

Schwab said the INTV show has never been a selling convention. "It's never worked the way it was intended. It's

time to recognize that and react to it."

Barry Thurston, president of Columbia Pictures Television's syndication division, observed that traffic was lighter this year. But that's not necessarily bad, he said. "The key people that I've wanted to reach are here," he said. —SM

## INTV: RALLYING THE TROOPS

*Association's officers exhort the members to fight for their business; battle plans spelled out for action in sales and regulatory arenas*

**F**or the opening address to the attendees of the 18th annual gathering of the Association of Independent Television Stations, John Serrao, vice president and general manager of WATL-TV Atlanta and chairman of this year's meeting, led off with an assurance to the members: "Yes, INTV is still alive," and added, "I can say to the press, we know of no off-campus activities." The latter was a reference to a Paramount trip offered to attendees last year that depleted the flow of traffic in the suites and began a year of speculation that the days of the organization were numbered. The year of questions and indecision appeared to take its toll as the audience responded positively to battle cries issued by INTV executives at the opening session.

Serrao and the association officers that followed him at the podium—Randall Smith, executive vice president and general manager, WPHL-TV Philadelphia and chairman of the INTV board, and James Hedlund, INTV's president—all stressed the health of the organization and its members and vowed to fight any intrusion into the cable marketplace, the impending entrance of telco's and the threat to the prime time access rule that could injure the health of independent stations.

It was Serrao, however, who suggested that INTV in its present form may not weather this "period of shakedown and changing loyalties." He hinted that whatever form the association takes, it will be one dedicated to the protection of station licenses. "When you wash everything away, it is still the station license that endures," he said, suggesting that the new group would include more than just independent stations.

The job for INTV members in the coming year, said Smith—who said 1990 was a year that started strong but ended poorly—lies in increased efforts in three areas: building audience numbers, increasing advertising sales and



Jim Hedlund, INTV president



Randy Smith, new INTV board chairman

having a greater voice on Capitol Hill regarding broadcast television legislation.

In building audiences, Smith suggested a couple of strategies, including improving the quality of both local and national programs. "Viewers have more options, and we have to find ways to become more important to them. We have to work with national program suppliers to bring about programs that stand out," he said.

In the sales arena, Smith said "there are too many hogs at the trough," citing cable's growing slice of the advertising pie and the uncertainty of the national spot market. "We're feeling more competition from cable sales. We trained most of those guys [cable sales staffs], and some are pretty good," he said, exhorting the members to become more aggressive and creative.

In what has become an almost yearly plea, Smith called for members to start

playing a bigger role in the lobbying efforts of INTV. "We're not always as diligent in that area as we are in other areas," he said, adding "we need a must-carry and channel positioning bill this year. It is vital." He said any legislative gains made by cable or telcos must be offset "by our own gains" and added that INTV members must be more involved in "the debate over children's television," a staple of independent stations.

"In the next three days make yourselves heard to members of the FCC and congress, and when you get home get in touch with the congressmen and senators in your state. Jim Hedlund and his group are more effective when you're there with them," he said. "Treat regulatory issues with the same kind of interest and importance as you do in making programming decisions."

Hedlund, INTV's lobbyist in Washington, said last year's divisive meeting

"gave me a crash course in running a trade organization. I found out that running a trade organization is much like walking in a graveyard. You have a lot of people under you but none of them are listening to what you have to say."

Despite the current recession, which "we couldn't have foreseen," and which he calls a "pause for independent stations," "the fundamental numbers for independents have never been better." He said in 1989 "independents outpaced network affiliates and affiliates were flat again in 1990. The numbers tell me that spot buyers have realized they get their money's worth on independents, and the growth pattern is going to be faster than our affiliate brothers. But even with those positives, the race will still go to the swiftest," he said.

Noting that change will be the only constant for their stations in the months and years ahead, Hedlund outlined his lobbying agenda. "The FCC and Congress have been far too reluctant to make

changes. It's time for the government to rein in the near absolute power of cable. The INTV chairmen have decided to make channel positioning a chief goal this year," he said.

Of the other forces threatening the health of his organization's members, Hedlund addressed the trend of major sports events moving from broadcast to cable. "Is it too much to ask of the team owners, who own these licenses to print money, to keep a certain amount of these games on free, over-the-air television?" he asked.

He offered an olive branch to network affiliates: "In the end, independents rely on healthy networks" to launch popular series that will one day make their way to independent stations in syndication. "We don't have an interest in driving the networks into the ground, so we don't have any opposition to the networks having some syndication back-end participation." He drew the line, however, at revenue participation and

said INTV would not stand for heavy network influence in the syndication marketplace.

Of his dedication to work for a must-carry bill, Hedlund cited an incident in Miami last month, when WDZL(TV) paid the rights fees to carry the Nov. 9 Miami Dolphins-Philadelphia Eagles game locally (ESPN had national rights), only to have its signal dropped from the Miami Beach cable system that weekend. Hedlund said the cable company's actions were indicative of the industry's unchecked arrogance. Principals for the system in question, Gold Coast Cablevision, could not be reached for comment.

As for the debate over PTAR, Hedlund said: "We have not seen a greater threat to the health of INTV than the attack on PTAR." In making the INTV position clear, Hedlund was emphatic: "We are taking no prisoners in the defense of PTAR." However, his declaration was met with no response from the audience. -SC

## MORE NEW CHILDREN'S PLAYERS FOR DISNEY

*'Bonkers' and 'Goof Troop,' scheduled for 1992 and '93 introductions, are latest additions to afternoon block; they follow 'Darkwing Duck' in '91*

Looking to further solidify and freshen its two-hour *The Disney Afternoon* animation block, Buena Vista Television unveiled *Bonkers* and *Goof Troop* as the latest components for the block, debuting in fall 1992 and 1993, respectively. At the opening press conference at the annual Association of Independent Television Stations convention in Los Angeles last Thursday, Buena Vista, as previously anticipated, confirmed that *Darkwing Duck* will be inserted in 1991-92 as a block replacement for *Gummi Bears*, which BVT will move to The Disney Channel basic cable service next season.

In addition, Gary Krisel, executive vice president of Walt Disney Television Animation, said that *Quarks*, a new half-hour cartoon is also in the early planning stages for entry into the block by fall 1994.

Krisel also casually announced that *DuckTales*, now into its fourth season, will remain in the block for 1991-92 but would not elaborate on its future beyond next season. Despite the fact that *DuckTales* has had up to 14 exposures over four seasons, says Krisel, the Disney Co. considers it "a strong core franchise" that is "competitive" with its

current *Chip 'n Dale's Rescue Rangers* and *Talespin* companion pieces in the block.

Randy Reiss, executive vice president of Walt Disney Studios, filling in for Buena Vista President Bob Jacquemin, who was out with a cold, said *The Disney Afternoon* draws a 32% adult audience composition, thus creating an "ideal opening in the rotation" for the tongue-in-cheek humor written for *Darkwing Duck*. Krisel says production on the series' first 65 episodes is more than 50% complete.

Krisel said the intent is to "broaden" the scope of *Disney Afternoon's* comedy by tailoring *Bonkers's* offbeat humor as reminiscent of Disney's broadly successful "Roger Rabbit." The title character, Bonkers D. Bobcat, as Krisel described him, is a "wild and wacky toon cop" who teams with a tough-minded policewoman, Miranda Wright. Krisel said it was too early to speculate which program *Bonkers* would replace in the block in fall 1992.

Meanwhile, *Goof Troop*, which is being launched to exploit the revival of the classic Disney character, Goofy, is also timed to coincide with his 60th birthday, and the introduction of his

son, Maximum Goof. Reiss said that all four new series will be offered with even three-minute local and national barter splits.

Mark Zarodi, BVT's executive vice president of marketing, said 65% of the incumbent client stations (which represent 95% U.S. coverage) continue to carry *The Disney Afternoon* as a "seamless" block, while the remaining 35% can run the programs individually, or in hour-long split blocks.

When asked if that means BVT will show flexibility in allowing some Fox affiliate client stations to schedule programming that The Fox Children's Network has contracted for with Warner Bros. (see page 54), Reiss said that "many of the Fox affiliates have not returned their secondary licensing contracts" because if FCN ceases to exist under the initial or extension terms, "[affiliates] do not want to have to take a pre-negotiated Fox network deal with Warner Bros." He added that Disney's antitrust suit against Fox Broadcasting Co., which alleges Fox is trying to force affiliates to stay away from acquiring outside syndicated programming, is "proceeding," but declined further comment. -MF

## LIFE AMONG THE PROGRAMING SUITES

■ Warner Bros. Domestic Television announced a new reality strip called *Love Stories*. Each episode features two sets of couples who describe their courtships and breakups. One of the couples in each episode reunites. The show is designed as a leadout of soap operas, and would be offered for cash plus barter. It is being produced by Ralph Edwards and Stu Billett, who also produce Warners' *People's Court*.

■ At deadline last Friday, Viacom was expected to announce a new weekly one-hour show called *Downtown Julie Brown*, starring MTV's energetic aficionado of the night club scene. The show would be shot at New York's Palladi-

um club, and feature musical guest stars, celebrity interviews, dancing, and fashion and lifestyle segments.

■ Select Media announced a new weekly magazine for soap opera fans called *The Soap Show*. A mix of news, gossip, interviews and storyline previews, the half-hour show is being offered for straight barter. The soap opera magazine may be a trend in the making. Fries Entertainment is also looking at a possible program about soaps. Ave Butensky, Fries executive vice president, said it was too early to discuss the project, but that a decision would be made in time for NATPE.

## WHAT'S ON THE MINDS OF PROGRAMERS?

*Making sure the networks don't win fin-syn fight and finding programing alternatives among topics raised by INTV panel*

**P**rogram producers and distributors at the INTV convention last week attacked the three-network position that the financial interest and syndication rules should be repealed. They also said stations had to take a more active role in program development.

The one network executive invited to present the opposing view was Brandon Tartikoff, chairman of NBC Entertainment. However, Tartikoff was seriously injured New Year's Day in a car accident in Lake Tahoe (see page 57) and was not replaced on the panel.

Independent producer Leonard Hill chastised the networks for their "obstinance" on the fin-syn issue. If the networks get the right to syndicate programs domestically and abroad, and have a financial interest in programs on the air, he said, "we [smaller producers] could find ourselves functionally out of

business."

King World Chairman Roger King said that stations, particularly independents, would suffer if the current rules are altered. "You won't ever see the hit [show] as an indie," said King. "It just won't come to you."

Al Devaney, managing partner, WPWR-TV Chicago, said the focus of the fin-syn debate has been Hollywood versus the networks. "The debate should focus on the license holders," he said.

"If the networks get their way, then all of us would be sending bids of programs you want to buy to your competitors," said Devaney.

Al Rush, chairman, MCA TV Group, said: "We are running out of money to make shows the networks say they can't afford. Therefore, I don't have a show for the foreign buyers, and the independents don't want hours. And we don't

have a reason to produce it for the network."

Rush said he didn't have an answer to the dilemma, but posed some solutions. "Do we abandon hours? What about prime time talk strips or game shows or reality," all of which are much cheaper to produce.

On the syndication side, King said the industry had to do better research to determine what programs may succeed in syndication. "What happened to the new game shows this year will happen to the talk shows" proposed for next season, he said.

King said KWP spent \$4 million developing and testing a talk show with Tim and Daphne Reid, and will probably sell it to cable because a launch in syndication is not now viable. "We have to test shows in the marketplace so we don't get blindsided."

Rush said there is a resurgence in programing jointly funded by producers and stations, pioneered a decade ago by the consortium known as Operation Prime Time. He said MCA's collaboration with WWOR-TV New York and KCOP-TV Los Angeles on three hour dramas, known as the Hollywood Premiere Network, is a "high financial risk just to get some original programing going. Stations have to start standing up and getting more involved in programing."

Mel Harris, president, Paramount Television Group, said that part of the problem in launching new shows in the current environment, with recession and a possible war looming, is that "people are sticking with what they know. There is a comfort level with familiar shows."

-SM



King, Harris, Moderator Rick Feldman, KCOP-TV Los Angeles, Hill, Devaney, Rush.

# AFTER THE FALL: THE FUTURE OF MEDIA STOCKS

*Industry shares have been down for so long, some think their next move will be up and wonder whether 1991 will look like 1975*

**F**or Fifth Estate stocks 1990 was a year to forget. All sectors including entertainment, cable, broadcasting, ad agencies and equipment were off by double-digit percentages. The weekly stock price declines dented the industry's self-confidence and mattered in even more tangible ways: stock mergers were put on hold, raising equity capital was given up as a possibility and management compensation plans were affected.

The decline in media stocks preceded 1990, beginning back in the second half of 1989, but continued last year, worsened by the market's overall decline.

Excluding those leveraged stocks that were particularly hard hit, group owner/publishing stocks were down on average about 20% over the past 12 months. Some smaller companies could take comfort in the fact that small-capitalization stocks generally, as measured by the Russell 2000 or Nasdaq composite indices, declined to a similar degree for the year. But larger issues were clearly underperforming their cohorts, as measured by the New York Stock Exchange composite or the S&P 500 indices, which declined only about 7%.

Considering the sell-off of group owner/publishing stocks was often attribut-

ed to concerns about advertising, it is at least a little surprising that agency stocks, excluding highly leveraged issues, were down on average only about 6%. At least some of the explanation may lie in the fact that their more global operations spanned some growing countries and provided currency translation gains.

Cable stocks were off considerably for reasons that have been well documented (BROADCASTING, June 11, 1990). What is surprising is that despite revenue gains in cable programming, the pure play stocks in that group, including Turner Broadcasting System, were on

## WHAT A DIFFERENCE A YEAR MAKES IN STOCK PRICES

|                    | 12/27/89 | 12/31/90 | %     |                   | 12/27/89 | 12/31/90 | %     |                    | 12/27/89 | 12/31/90 | %     |
|--------------------|----------|----------|-------|-------------------|----------|----------|-------|--------------------|----------|----------|-------|
|                    | close    | close    | chg   |                   | close    | close    | chg   |                    | close    | close    | chg   |
| Ackerly            | 8.5      | 2.75     | -67.6 | Grey              | 167      | 136      | -18.6 | Playboy ‡          | 15.625   | 4        | -74.4 |
| Acton              | 14       | 5.125    | -63.4 | Harris            | 32.875   | 19.875   | -39.5 | Price              | 5.375    | 0.1875   | -96.5 |
| Adelphia           | 27.5     | 6.75     | -75.5 | Heritage          | 3        | 3.375    | 12.5  | Pulitzer           | 29.25    | 18.25    | -37.6 |
| All American TV    | 2.375    | 2.625    | 10.5  | Home Shop. Net.   | 7.375    | 4        | -45.8 | QVC                | 16.125   | 4.25     | -73.6 |
| ATC                | 44.75    | 36.25    | -19.0 | IDB               | 7.625    | 6.25     | -18.0 | Saatchi & Saatchi  | 12.375   | 2        | -83.8 |
| A.H. Belo          | 37       | 32       | -13.5 | Interpublic Group | 33       | 35       | 6.1   | Scientific-Atlanta | 22.5     | 12.5     | -44.4 |
| Burnip & Sims      | 16.25    | 8.875    | -45.4 | Jacor             | 5.75     | 2.25     | -60.9 | Scripps Howard     | 67       | 44.5     | -33.6 |
| Capcities/ABC      | 538      | 459.125  | -14.7 | Jones             | 15.5     | 7        | -54.8 | Spelling           | 11.25    | 3.375    | -70.0 |
| CBS                | 183      | 172.625  | -5.7  | King World*       | 25.33    | 24.5     | -3.2  | TCA                | 17.25    | 15       | -13.0 |
| C-Cor              | 12.75    | 3.625    | -71.6 | Lee               | 30.75    | 24.75    | -19.5 | TCI                | 17.875   | 13.25    | -25.9 |
| Century            | 13       | 7.125    | -45.2 | Liberty           | 41.5     | 41.125   | -0.9  | Telemundo          | 5.75     | 5.25     | -8.7  |
| Chris-Craft        | 36.25    | 25.25    | -30.3 | LIN               | 120.5    | 61.5     | -49.0 | Times Mirror       | 35       | 26.75    | -23.6 |
| Chyron             | 2.375    | 0.28125  | -88.2 | MCA               | 61.25    | 69.25    | 13.1  | Time Warner        | 123.25   | 85.75    | -30.4 |
| dick clark         | 6.25     | 3        | -52.0 | McGraw-Hill       | 56.375   | 52.625   | -6.7  | Tribune            | 45.375   | 35.25    | -22.3 |
| Clear Channel      | 12.75    | 10.5     | -17.6 | Media General     | 31.75    | 18.75    | -40.9 | Turner*            | 16.25    | 11.375   | -30.0 |
| Color Systems      | 1.5      | 2.5      | 66.7  | Meredith          | 34.25    | 23.625   | -31.0 | TVX                | 3.75     | 9.375    | 150.0 |
| Comcast            | 16.75    | 13.125   | -21.6 | Midwest Comm.     | 5.125    | 1        | -80.5 | United Artists     | 18.75    | 12.5     | -33.3 |
| Control Data       | 17.375   | 8.875    | -48.9 | Multimedia        | 93       | 68.5     | -26.3 | United Television  | 34.25    | 28.5     | -16.8 |
| C-Tec              | 25       | 14.5     | -42.0 | News Corp.        | 22.125   | 7.875    | -64.4 | Unitel Video       | 13.75    | 5.875    | -57.3 |
| Cablevision        | 37.125   | 15.5     | -58.2 | New York Times    | 26.25    | 20.625   | -21.4 | Viacom†            | 55.75    | 26.25    | -52.9 |
| Disney             | 109.25   | 101.5    | -7.1  | Nostalgia Net.    | 2        | 0.5625   | -71.9 | Video Jukebox      | 8.875    | 5.875    | -33.8 |
| Dun & Bradstreet   | 45.25    | 42.125   | -6.9  | Oak               | 1.125    | 0.75     | -33.3 | Wegener            | 2.5      | 0.375    | -85.0 |
| FNN                | 7        | 1.125    | -83.9 | Omnicom           | 25.375   | 23.125   | -8.9  | Westinghouse*      | 36.75    | 28.5     | -22.4 |
| Foote Cone Belding | 25       | 20.25    | -19.0 | Orion             | 20.625   | 13.25    | -35.8 | Washington Post    | 275      | 198      | -28.0 |
| Fries              | 2.375    | 0.625    | -73.7 | Osborn            | 11.25    | 6.5      | -42.2 | Westwood One       | 9        | 1.75     | -80.6 |
| Gannett            | 41.5     | 36.125   | -13.0 | Outlet            | 24.25    | 8.5      | -64.9 | WPP Group          | 21.625   | 2.75     | -87.3 |
| GE                 | 63.75    | 57.375   | -10.0 | Paramount         | 50       | 40.875   | -18.3 | Zenith             | 12.5     | 6.625    | -47.0 |
| Great American     | 9        | 1.75     | -80.6 | Park              | 20.75    | 16.5     | -20.5 | S&P 400            | 398.16   | 387      | -2.8  |
|                    |          |          |       |                   |          |          |       | NASDAQ Comp.       | 454.82   | 373.84   | -17.8 |

\*December 1989 close adjusted to represent a stock split.

†Viacom issued new class of non-voting stock and issued a dividend of one share of new stock for each outstanding share of Viacom Inc.

‡Playboy issued 3 non-voting shares for each voting share, the number of which had been cut in half by a 1-for-2 reverse split.

average off even more, posting a 60% drop.

Roughly 20 Fifth Estate stocks fell by more than 50%. At least half of those could be categorized as highly leveraged, including Great American Communications, Price Communications, News Corp., Jacor, Adelphia, Cablevision Systems and Saatchi & Saatchi. Several others, such as Outlet Communications, were deal stocks whose deals did not materialize.

The last time media stocks saw such widespread and deep declines was 17 years ago when, during a year-and-a-half period, they fell on average 70% to 90%. Similar to the current period, the decline also preceded and continued into a nonpresidential election year in which oil prices also shot up while auto production and GNP growth declined. Inflation then was worse—so far—and interest rates had doubled, to 10.8%.

But beginning in late 1974, media stocks recaptured essentially all their losses. Cable stocks were helped by some developments in Washington while the broadcasting industry earned itself an a-cyclical reputation. TV network profits, as reported by the FCC, were up 22% on revenue growth of 10%. Non-O&O TV stations had 11% profit growth on 9% revenue gains. The next year, 1975, revenue growth for all television sectors was in the upper-single digits. Olympic/election year 1976 was a bonanza for all segments, both in revenue and profits.

While the current business outlook is clearly changed from the mid-1970's, some securities analysts are hoping media earnings will improve along with the economy, even if not repeating 1974 and outperforming it. Peter Falco of Merrill Lynch said that sometime in 1991, stocks should "...focus on 1992 when hopefully the script will be that we will have an economic recovery buoyed by election and Olympic based incremental ad spending." Among positive signs cited by Falco are the fact that, for group owner/publishers, staffing at many of these companies is now lower than for 1990, on average.

Still uncertain is County NatWest's Lisa Donneson, who said she is not recommending any newspaper or broadcasting companies because of her continuing doubts about advertising revenue: "...the key question is: Have we hit bottom yet?" Instead, she has sell recommendations on several companies including The New York Times Co. and Times Mirror due to their "...exposure to the East Coast markets," where the economy is especially weak.

Donneson is optimistic about cable stocks, where her recommendations include American Television & Communications, Comcast and Tele-Communications Inc. Although regulatory and credit market uncertainty continue, she said the industry's operating "fundamentals are very strong," producing double-digit percentage growth in cash flow.

The ups and downs of agency stocks will be determined in part by the general advertising environment. No good news is expected domestically until the middle of 1991. For the first quarter, Goldman Sach's Greg Ostroff is looking for 1% to 2% growth in national advertising. For all of 1991, ad spending will grow by only 4.6%, according to Robert Coen, senior vice president, director of fore-

*"The box office is flat to down, the home video and record businesses are slowing, the syndication market is weak and difficult and not getting better. It is not an impressive outlook. [The market] is not collapsing. It's just not growing the way it does...there is nothing of great growth impetus."*

*-Harold Vogel, Merrill Lynch*

casting, McCann-Erickson.

Growth abroad may again help internationally oriented agencies. This year, Coen looks for overseas advertising growth of 7.5% to \$156.4 billion, a sum that exceeds by \$20 billion the expected total U.S. advertising expenditures.

Paine Webber analyst Alan Gottesman said the agency's basic business is holding up and should rebound by mid-year: "The heightened competitive pressure on advertisers' own product sales will, by then, outweigh their worry over short-term profitability. Thus, we think management's efforts to rescue the company from its encumbrances could prove to be very worthwhile over the long [perhaps two years] term."

Analysts disagree about which agencies make the better stock picks. Gottesman is recommending Saatchi & Saatchi and thinks the company can use a deteriorating advertising climate to its advantage, with its bankers. In a recent report, Gottesman speculated the company may choose to try to renegotiate with bondholders rather than sell off assets or look for new investors. Gottesman is neutral on other agency stocks including Foote Cone & Belding, Omnicom and Interpublic.

Meanwhile Greg Ostroff, analyst, Goldman Sachs, has put Omnicom back on his buy list. The agency, he said, has been slimming down and enhancing earnings power. He is staying away from both Saatchi & Saatchi and WPP Group.

The script some analysts are writing for Hollywood is pessimistic. Merrill Lynch analyst Harold Vogel, for one, said, "The box office is flat to down, the home video and record business is slowing, the syndication market is weak and difficult and not getting better. It is not an impressive outlook." Vogel said the current recession is "creeping to Europe" and that syndication sales there are not moving forward. "[The market] is not collapsing. It's just not growing the way it does...there is nothing of great growth impetus."

For 1991, Vogel estimates that Disney and Paramount will have flat earnings but for the long-term, he said he likes all the companies.

Alan Kassan, analyst, Morgan Stanley, has a hold rating on Disney and lowered his first quarter earnings estimate from \$1.41 per share to \$1.27. First-quarter earnings will also be adversely affected because of write-offs on Disney's new TV series, *Hull High* and the *Fanelli Boys*, Kassan said. For the year, he is looking for an earnings-per-share of \$6.40. Because of a new financing arrangement with Japanese investors, costs of film productions should be reduced.

Time Warner will continue to be closely monitored by Wall Street. The media company is attempting to sell off some of its assets to help reduce debt. Ray Katz, analyst, Shearson Lehman Bros., said in a recent report there is a "good chance" of something happening [with asset sales] in 1991. Katz said: "Should an asset sale of a minority interest in operating assets occur at the \$2 billion order of magnitude, upside could be as much as \$110 per on the common and the low 40's on the preferred." For now, he rates the common stock as a high risk.

-GF, JF



## FCC SPELLS OUT ROLE OF 'GOOD ACTOR'

*Commission calls for cable to offer basic service comparable to pre-1986 levels to be exempt from local regulation under proposed effective competition standard; comments are due Jan. 31, replies Feb. 15*

To avoid local rate regulation over the next two years as a "good actor" under the FCC's newly proposed "effective competition" standard, a cable system would have to provide basic service comparable to what it did prior to deregulation in December 1986 (with adjustment for inflation) and adhere to the National Cable Television Association's customer service guidelines, according to the order detailing the standard released last week.

The pre-deregulation approach is one of several "good actor" alternatives proposed for use on a transitional basis until the FCC can establish permanent service and price benchmarks for "good actors" based on the relatively few cable systems expected to elude regulation by meeting the standard's "structural" tests.

The "structural" tests, also described in the order, would exempt cable systems that are subject to competition from six unduplicated broadcast signals and

have less than 50% penetration or face competition from another multichannel service provider with at least 10% penetration.

According to the order, the FCC will open another proceeding within 18 months to establish the permanent "good actor" benchmarks and have them in place within two years of the adoption of the new standard, which is expected next April or May.

Under the Cable Act of 1984, cable systems that meet the "effective competition" standard as defined by the FCC are exempt from municipal rate regulation, which most operators consider anathema. The FCC original 1985 standard—competition from three broadcast signals—put most cable systems beyond the reach of local regulators when it took effect in December 1986.

The other transitional "good actor" alternatives combine national norms with the customer service requirement.

Under one, a cable system would

have to package and price basic service in line with the median system of Dec. 31, 1989, as determined by last year's joint survey by the FCC and General Accounting Office. In other words, the system would have to offer at least 23 channels at less than \$16.45 to qualify as a "good actor" and avoid local regulation.

Another would be based on the average number of channels and average price-per-channel (adjusted for inflation) of systems operating in pre-deregulation November 1986. Given the 1986 figures, a system in November 1989 would have to offer at least 18 channels of service for no more than \$11.52 (18 times 64 cents). (To protect smaller cable systems, the approach requires systems to use no more than 80% of their cable capacity for basic service.)

And under yet another approach, a cable system only has to offer basic service at a per-channel price based on either its own pre-deregulation price adjusted for inflation or on the median system's 1989 price adjusted for inflation.

According to the order, the price-per-channel approach is aimed at minimizing "interference with the cable operator's flexibility to offer the type of basic service...that best meets the consumer demand in its local community."

However, the order also asks for comment on setting a "maximum aggregate price" for the per-channel approach so that basic tiers with many channels would not be more expensive "than subscribers could be reasonably expected to pay." It also questions whether it should establish a minimum number of basic channels—say, 10.

"Alternatively, a similar approach would be to identify a range, or band, of the number of channels to be provided in order to eliminate the need for annual floor and or ceiling price adjustments," the order says. "While placing some constraints on the cable operator's ability to establish a basic service tier, this proposal provides more flexibility than a proposal setting specific benchmarks for the number of channels and the price of basic service."

According to the order, cable systems would be able to keep pace with inflation. "Under any of our...[good actor]

### NEW YORK UNCHANGED, L.A. COMPRESSES IN FALL ARBITRON

The status quo proved to be the norm in New York during the fall Arbitron ratings period, while the top five stations in Los Angeles moved closer together in average quarter hour and now are separated by only 1.2 points.

Numbers for the top 10 stations in New York (persons 12+, Monday-Sunday, 6 a.m.-midnight) were a virtual reflection of the summer numbers. Market leader WRKS(FM) gained a tenth of a rating point, pushing it a half point ahead of soft AC-formatted WLTW(FM), which held steady at 5.1.

Oldies station WCBS-FM held on in third place as it slipped from 5.1 to 5.0, while WPAT-FM—now separated from its AM sister—climbed from 4.3 to 4.8. This, in turn, caused CHR-oriented WHTZ(FM), which slipped slightly from 4.8 to 4.7, to slide into fifth place. All told, the top five stations in New York were separated by less than a full point.

On the West Coast, Los Angeles market leader KOST(FM) retained its hold on the top slot, but lost more than a full point doing so. The soft AC station slipped from 6.6 to 5.5, just slightly ahead of CHR simulcaster KIIS-AM-FM, which edged up to a 5.1. AOR-formatted KLOS(FM) picked up a half point to finish at 4.6, after holding steady for two consecutive books at 4.1. Second-ranked CHR KPWR(FM) also increased slightly, climbing to 4.5 while holding onto fourth place, and talk-formatted KABC(AM) slipped half a point to 4.3, finishing fifth. As in New York, ratings compression seems to be a growing trend in L.A., as the top five stations are separated by slightly more than a share point.

Also of note in L.A. was the presence of two Spanish stations in the top 10: KLVE(FM), which increased from a 2.8 to 3.7, and KWKW(AM), which climbed from 2.6 to 3.2. Additionally, Evergreen's urban-formatted KKBT(FM), putting a 3.5, made its first Arbitron top 10 appearance, despite complaints that Arbitron inadequately measures the black audience.

—BB

approaches, we would propose to permit ...operators to raise the price of their basic tier each year by an amount not to exceed 5% or, if greater, the annual Consumer Price Index" or some alternative index.

Saying that the FCC is concerned that cable operators seeking to meet the good actor test might load up basic tiers with low-cost or home shopping services, the order asks for comment on whether such concerns are warranted and, if so, what the FCC should do to mitigate them.

Because the structural tests are difficult to meet, the cable industry is looking to the "good actor" tests—both the transitional ones and the permanent one—as its best bet for escaping local regulation.

However, the industry was wary last week about embracing any of the proposed tests or approaches due to their complexity. "A lot of people in the industry are trying to figure out what the implications are," said Decker Anstrom, NCTA executive vice president. "Before we take a position, we want our companies to grind away on this for awhile."

According to Anstrom, the standard is likely to be a principal topic at the next NCTA board meeting in Los Angeles on Jan. 14.

The industry does not have much time to reach a consensus. Eager to conclude the rulemaking by April or May, the FCC has put the proceeding on a fast track, asking for comments by Jan. 31 and replies by Feb. 15.

Under the customer service portion of the "good actor" test, the order says, cable systems would have to certify annually to the local franchising authorities that they are adhering to the NCTA's customer service guidelines, which establish minimum levels of service for office and telephone availability, installations, outages, service calls, billing and refunds.

"We view this certification process as an additional verification of the competitive checks faced by cable systems and, thus, as a way to insure that cable systems are not merely lowering their rates at the expense of providing adequate service to its customers," the order says.

According to the order, the new "effective competition" standard with the interim good actor test would take effect 90 days after it is adopted. However, cable systems that no longer meet the standard due to a change in market conditions would not be subject to local regulation for six months. —MAJ

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## CANDIDATES SUE TV STATION OVER SPOT RATES

In what may be the first of many such actions against broadcasters, a group of Georgia politicians led by Governor-elect Zell Miller sued WXIA-TV Atlanta last week, alleging that the Gannett station had overcharged them for campaign spots during last year's primary and general elections.

In a complaint filed in the State Court of Fulton County, the candidates claim the station breached sales contracts by failing to provide advertising time to campaigns at the "lowest unit rate" as required by federal law.

Robert Kahn, an attorney for the plaintiffs, said the suit stems from investigations of 25 stations serving Georgia begun after the general elections. "There will be more suits coming," he said, declining to say how many or which stations would be the targets.

According to Kahn, the investigations were sparked by the FCC audit of 30 radio and TV stations last summer that found most of them were charging candidates more than commercial advertisers in apparent violation of the law.

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## ONE AGAINST CABLE

Connecticut Senator Joseph Lieberman (D) and Representative Christopher Shays (R), announced last Friday they will introduce legislation that would grant states the authority to regulate basic and pay cable rates, saying the FCC's effective competition rulemaking won't go far enough to rein in the cable industry.

Under the bill, states could also authorize local governments to set rates, as long as they adhered to state standards. Where states choose not to exercise authority, the bill would give the FCC power to regulate rates. Only systems that had a multichannel competitor with 30% of the market would be exempt from regulation.

The bill would also require the FCC to establish customer service and picture quality standards, reinstate the FCC's 1985 must-carry provisions, give broadcasters a measure of protection against channel repositioning and prohibit cable programmers owned by cable operators from refusing to deal with, or discriminate against, other video distributors.

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## ONE FOR CABLE

A U.S. District Court in Denver has given cable programmers and operators a victory in a wireless cable antitrust case.

Judge Sherman Finesilver denied motions for summary judgment by TV Communications Network Inc., a Denver wireless cable operator, which had sued ESPN and TNT, and area cable operators Tele-Communications Inc., American Television & Communications, United Artists, Scripps Howard and Mile Hi Cablevision on the grounds they blocked TVCN's access to ESPN and TNT programming. Finesilver ruled that ESPN and TNT, as program suppliers, "cannot occupy the same market level" as TVCN, thus negating the antitrust claim. In addition, the judge said "in general, a business entity has a qualified right to deal with whom it pleases."

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## JACOR RESTRUCTURES

Cincinnati-based Jacor Communications bought itself some time last week, when it finally hammered out a restructuring plan that gives the group operator, among other things, new payment obligations, a shareholder rights plan and a consultancy deal with former group president, Frank Wood.

Under the new plan, senior bank debt payments have been rescheduled and the maturity has been advanced to Jan. 30, 1993, the company said. Bank lenders will also extend to Jacor a limited working capital facility and have eliminated the existing commitment to raise \$15 million of equity.

# NATPE 1991

## Television's programming marketplace

### Problem Attitude?



So you've just received your ratings book and your new shows haven't delivered. What should you do? Get the FEUD ATTITUDE! FAMILY FEUD enters its fourth successful season in 1991-92, a proven winner with a proven track record. FEUD attracts young women demos greater than or equal to all other established strips.

So if you're looking for a long-term solution, not just a short-term fix—FEUD's your franchise for the future.



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## STARRING DAVID HASSELHOFF

**T**he popular network series returns with all-new episodes in an action-packed, weekly hour, featuring the same elements that made it a hit!



- A young, attractive cast led by David Hasselhoff, international celebrity and popular star of the hit network series "Knight Rider."

- Gregory Bonann, Douglas Schwartz, Michael Berk and David Hasselhoff...the creators, producers, directors and actors from the original series.

- The high production value which provided the "look" that made it a success in prime time.

- And...BAYWATCH is filmed in Los Angeles, home of the most exciting and crowded beaches in the world.

BAYWATCH revolves around the lives and adventures of a dedicated group of L.A. County lifeguards, men and women who face life and death situations as they patrol the breathtaking and often dangerous Southern California shoreline.



## A FIRM GO FOR 1991!

BAYWATCH  
is already cleared in  
one-third of the U.S.  
including...  
NEW YORK  
LOS ANGELES  
CHICAGO

*The wave of  
excitement  
is building and  
stations and  
advertisers  
agree that  
BAYWATCH  
will be the hit  
of the new season!*

## A PROVEN PERFORMER WITH SOLID, YOUNG ADULT APPEAL!

- Action-packed storylines
- Spectacular scenery
- Today's hottest music
- An advertiser-friendly environment

**And, its teen and kid appeal  
provides...**

A well-balanced, family audience  
Scheduling flexibility

**All backed by  
extensive  
promotional support!**

# BAYWATCH

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AVAILABLE FOR FALL '91**



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# PROGRAMMING

## TAKING A READ ON WARNER/FOX KIDS CONTRACT

*Terms of 'secondary' contract between Warner and Fox affiliate members of its children's programming cooperative feature time period guarantees and upfront payments that Fox would make for stations*

**W**hile putting the finishing touches on a "primary" deal with the Fox Children's Network (FCN) for animated programming (BROADCASTING, Oct. 22 and 29, 1990), Warner Bros. Domestic Television Distribution has sent out "secondary" contracts to Fox affiliates—in case the FCN collective were to be dissolved—for the three animated programs it will supply exclusively to the Fox's children's programming cooperative. According to a Fox affiliate executive, terms of the primary and secondary contracts are similar, with the secondary contract spelling out what stations are individually committed to in terms of clearance and production commitments.

A copy of the contract, which was obtained by BROADCASTING, raises questions about how some Fox affiliates might meet time period restrictions set forth by Warner Bros. (although Fox affiliate executives contacted believed there was room for flexibility and appeared to be happy with the contract).

Out of 130-plus Fox affiliates, according to one New York-based rep, about half have existing contractual obligations to Buena Vista Television's two-hour *Disney Afternoon* animation block in early fringe. (Buena Vista has an ongoing antitrust suit against Fox charging that Fox threatened to pull the affiliation of stations that signed with *Disney Afternoon*.)

FCN's deal with Warner Bros. calls for the Time Warner-owned studio to provide *TAZ-MANIA* initially with 13-episode installments for weekly broadcast in fall 1991 and fall 1992, followed by a remaining complement of 39 episodes for stripping in 1993-94. In addition, 65 episodes of companion animated half-hour, *Beetlejuice*, will be available for stripping in 1991-92, and 65 episodes of *Batman*, possibly to be available in fall 1992, depending on the release date of the planned "Batman" theatrical (If it is released in the summer of 1992, the 65 episodes will

trigger no later than Sept. 1993). Each of the three series is being contracted for initial two-year terms, with first, second and third "extension terms" available on each.

Under the time period restrictions and broadcast pattern section of the contract, language specifies that during the first exhibition year of the initial term for *Beetlejuice* and *TAZ-MANIA*, the window of broadcast is 4-5 p.m., while the second year of the first term provides for a 3:30-5 p.m. (widening to account for the possible fall 1992 delivery of *Batman*). However, *TAZ-MANIA* can be aired at 7-8:30 a.m. and 3-5 p.m. Monday through Friday as a weekly program

*An agenda and exhibitor list for NATPE in New Orleans begins on page 62*

offering, or on Saturday mornings with a similar time window. If FCN and its affiliates exercise options on the first extension term for any of the three series, the Monday through Friday broadcast window will enlarge to 3-5 p.m., while the second year of the extension allows for 7-8:30 a.m. and 3-5 p.m. airings.

Warner Bros. Domestic TV Distribution President Dick Robertson declined to discuss most specifics of the station contract. However, when asked about the time period restrictions section, Robertson said that "the agreement speaks for itself," in reference to a Fox affiliate's obligation to broadcast any of the three Warner Bros.-produced series in their specified time periods:

When Warner Bros. and Fox officially unveiled the programs at a press conference on Oct. 24, 1990, Kevin O'Brien, chairman of FCN's oversight committee (and general manager of Fox affiliate KTVU[TV] San Francisco) said the cooperative "will finally have control over their own future, product and

inventory." O'Brien said last week that he still believes that to be true.

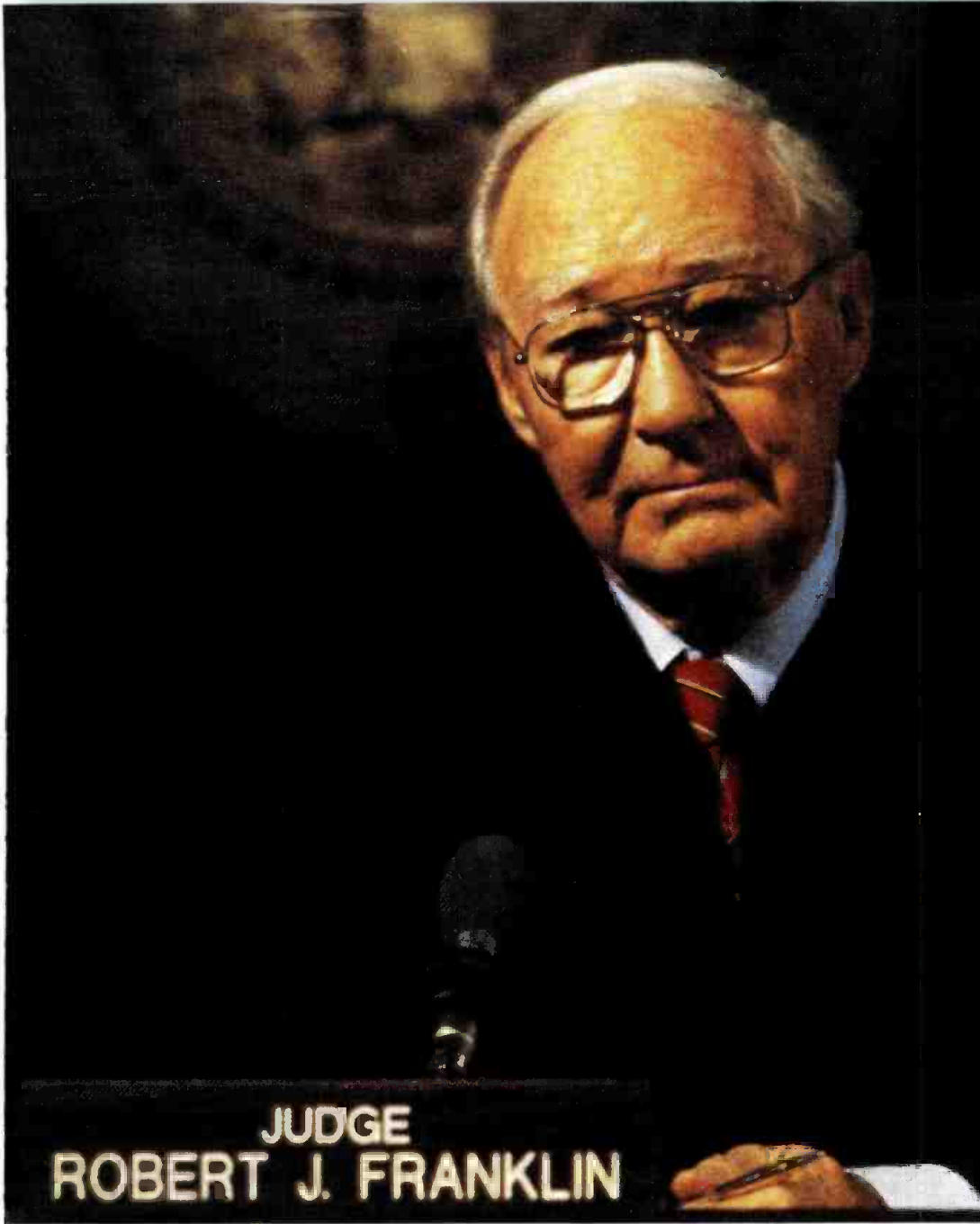
Both O'Brien and Bill Jenkins, vice president of Fox affiliate WXIX-TV Cincinnati and an FCN board member, have said in the past that the impetus behind FCN's formation was to give Fox stations more of an economic share and freedom from the constraints they felt by Buena Vista's positioning of its *Disney Afternoon* as a two-hour block.

(Buena Vista has appeared to back off somewhat from those demands by allowing four top-20 stations to split the block for morning and afternoon airings [BROADCASTING, Sept. 24, 1990], and other stations to air the program's out of the block's sequence.)

Both Fox's senior vice president of affiliate relations, Preston Padden, and Jenkins suggested that Warner Bros. may be flexible in regard to prior time period commitments. "Each station's affiliate agreement, with respect to our portion of the FCN agreement, provides latitude in regards to previous contractual agreements that basically conflict with the Fox/Warner agreement," Padden said.

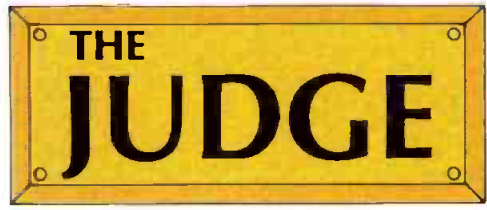
In explaining the necessity for a "secondary" license agreement, Jenkins stressed that its "entire purpose" is to assure Warner Bros., in the event that FCN ceases to exist as an operating entity, that affiliate stations would still "guarantee clearances" for the three series. "It's an insurance policy, that's all," said Warner's Robertson.

Also noteworthy in the license agreement is a section that Jenkins says has since been "stricken" from the agreement, but which initially called for FCN and Fox affiliates to pay upfront guarantees for the 1991-92 delivery of the first 13 *TAZ-MANIA* episodes of \$290,000 per episode. Payments of \$304,500 per episode for the other 13 episodes for 1992-93, are followed by the remaining complement of 39 episodes at the same upfront fee. Upon delivery of the entire 65 episodes of *TAZ-MANIA*, it is esti-



\*Source: NIELSEN Nov. '90 - 1991 Genesis Entertainment

# 20 YEARS AND STILL RULING!



There are lots of TV courtrooms, but only one judge has been presiding in front of the camera for twenty years.

He's "THE JUDGE", and now his court is more supreme than ever in a new hour-long format that's winning appeals for stations across the country!

**Exhibit A:** WSB in Atlanta used the hour-long format

and ascended to the dominant #1 position in its time period with a 8 rating / 31 share, clearly overruling the competing "Trump"/ "Joker" hour's 4 rating/14 share.\*

The evidence is in. Whether he's on the bench for an hour or a half-hour, "THE JUDGE" always delivers the winning verdict for your station!



mated that at least \$19.5 million in guarantees will have to be put up, but it appears that Fox Broadcasting Co. would pick up the tab.

"[Paragraph] 10(a) has been stricken from the contracts and it has been stated that FCN [Fox Broadcasting Co.] will underwrite the guarantee," said Jenkins. Padden confirmed that in talks with Warner Bros. "it has been basically worked out that Fox affiliates will be off the hook" regarding guaranteed payments.

The reason guaranteed payments were singled out for *TAZ-MANIA* and not for the other two upcoming Warner Bros. series, according to Jenkins and Padden, is that Warner Bros. would not recoup its investment as quickly with once-a-week plays its first two seasons, and only two minutes national barter ad time in each episode.

In the section spelling out "advertising revenue" terms, *Beetlejuice*, in addition to *TAZ-MANIA*, will provide two minutes of national barter time (while Fox affiliates will get a typically favorable four minutes of ad time to sell). However, if Fox broadcasts *TAZ-MA-*

*NIA* on Saturday mornings as a Fox "network" half-hour, Fox stations will set aside three minutes of national ad time. Meanwhile, *Batman* has 2.5 minutes of national barter time for each epi-

sode (presumably stations will have 3.5 minutes for local splits). But if any of the three series broadcasts at 7 a.m. during an extension term (following the initial agreement), three extra 30-second

## MOVIE GUIDE

**F**ox Broadcasting Co. has closed in on a tentative list of first-quarter titles for its Monday night *Fox Night at the Movies*, according to a memo circulated to affiliates. Features scheduled include *License to Drive* (Jan. 21); *Young Guns* (Feb. 11); *Willow* (Feb. 25) and *The Princess Bride* (March 11).

Fox made-for-TV movies during the first quarter will include *Once More With Feeling* (March 4), a *Heaven Can Wait*-type romantic comedy about reincarnation, starring Curtis Armstrong, Catherine Hicks and Paul Rodriguez as a guardian angel. Also scheduled is *Green Leaves, White Death* (March 18), currently in production, which will be a series of vignettes tracing cocaine from its Columbian origins to the American streets. Both made-for-TV titles are produced by Fox's F.N.M. Co., which was established earlier this year to produce movies for the service. F.N.M. now has more than 80 projects in advance stages of development and 10-15 titles currently in various stages of pre- and post-production, according to a Fox spokesman. Fox's first made-for-TV movie, *Working Trash*, scored a 5.8/9 nationally on its Nov. 26 debut, according to A.C. Nielsen Co.

Still unclear for the first quarter are Fox programming plans for Feb. 18. The evening might include an installment of *Fox Night at the Movies* or be returned to affiliates for local programming.

# Another season.

It's a fact. *Three's Company*® is one of only two sitcoms to remain in the top ten among syndicated sitcoms for 28 consecutive sweeps.

How does it do it? Simple. Every season, the *Three's Company* audience **re-generates** itself!

For millions and millions of teenagers, it's "this season's" newest hit.

For each new generation of kids, every episode is first run.

For millions of adults, it's still their all-time favorite program.

And for stations across the country it's 222 half hours of pure, audience-grobbing laughter!



barter spots will be provided to Warner Bros. each week.

Both Jenkins and O'Brien said they were happy with the contract. "Absolutely and positively, the deal is beneficial to Fox affiliates," O'Brien said. "The [barter] advertising split is much more favorable than any current or future outside syndicator would offer us. I think Disney [Buena Vista] has been making a strong effort to discredit the deal. Disney's deal is much more restrictive as a two-hour pattern they want to run, and in two of those programs [*DuckTales* and *Gummi Bears*], we're getting a lot of older repeat programing. Warner Bros. product is all first-run and we also get ancillary back-end revenues to boot."

Among the other terms of the contract, FCN and its affiliates will receive participatory revenues, while Warner Bros. will get a distribution share (percentage) from foreign TV sales (35%), foreign home video (20%), Canadian network sale (30%) and foreign theatrical (40%). Warner Bros. will retain all merchandising rights and income from the three series.

One other noteworthy clause would allow Warner Bros. the option to produce a separate *Batman* animated series for network prime time. Robertson de-

clined to discuss if any discussions are ongoing with Fox, or any of the other networks regarding a prime time *Caped Crusader*. —MF

## TARTIKOFF, DAUGHTER INJURED

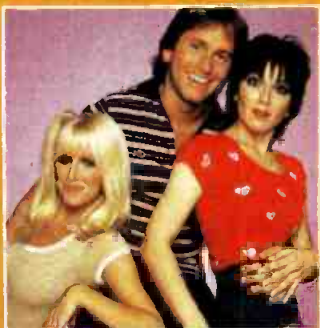
**B**randon Tartikoff, chairman, NBC Entertainment Group, was in satisfactory condition in a Glenbrook, Nevada, hospital last week following a New Year's Day automobile accident. Tartikoff's eight-year old daughter, Calla, riding in the car with her father, was also injured in the accident and was listed in serious condition at press time. Tartikoff, with multiple fractures and lacerations, was upgraded to satisfactory condition on Wednesday after spending Tuesday and part of Wednesday in serious condition in the intensive care unit of Washoe Medical Center near Reno. He has been moved to an orthopedic recovery room.

Tartikoff, his daughter and wife Lily, were in Lake Tahoe vacationing for the holidays when the accident occurred. The driver of the other car was uninjured and as of last Wednesday afternoon no one had been charged in the accident, which took place between 3 and 4 p.m. Tuesday. An NBC spokeswoman said it was not known how long either Tartikoff or his daughter would remain hospitalized.



Tartikoff

# Another reason.



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## SYNDICATION MARKETPLACE

**Buena Vista Television** has made its first acquisition of off-network programming with *Unsolved Mysteries* by signing deal with Cosgrove/Meurer Productions. BVT will make the hour-long documentary/who-done-it available for syndication in fall 1992.

**Claster Television** is relaunching 85 new episodes of its long-time franchise, *Romper Room*, for 1991-92 season. Already cleared in nine of top 10 markets, current station lineup includes KTLA-TV Los Angeles, WPWR-TV Chicago, WTXF-TV Philadelphia, KTVU-TV San Francisco, KFMB-TV San Diego and WGRB-TV Albany. Claster spokeswoman said the only top 10 market, New York, is still being pitched on new *Romper Room* episodes, which originally appeared in syndication in 1953. Syndicator will offer episodes on barter strip basis (4 minutes local/2 minutes national) or as weekly for Saturday or Sunday on 3/2 split.

In other news, Claster will also be reintroducing 65 repackaged (new graphics and music) episodes of *Casper and Friends* from Harvey Comics' library of "Casper the Friendly Ghost" shorts for fall 1991 stripping. Claster will offer stations opportunity to time bank barter (on 3/2 split) during course of season.

"Doing Business in Europe" is latest panel session added to **NATPE** International's 1991 Program Conference agenda in

New Orleans (Jan. 14-18), according to Phil Corvo, president, NATPE International. Moderated by Lee Steiner, partner with law firm of Loeb and Loeb, New York, panel will consist of Guendalina Ponti, also an attorney with Loeb and Loeb, Rome; Dighton Spooner, executive vice president, TV movies, for Granada Television, London, and Yves Fleury, general sales manager, Paravision International, Paris. Produced by Dick Barovick, a partner with Loeb and Loeb, the session is scheduled for Thursday, Jan. 17 at 8-9 a.m. at the New Orleans Convention Center, room 17.

**GGP Sports** has cleared *The Super Bowl Special with Dan Dierdorf* in 157 markets, representing 80% of nation. Major market stations include WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago and WPVI-TV Philadelphia. The hour-long special will be shot on location in Tampa, site of Super Bowl XXV, and will be fed to stations on Super Bowl weekend (Jan. 25-27). Dierdorf does game analysis on ABC's *Monday Night Football*. GGP is offering the program on a barter basis (6 minutes national/6½ minutes local).

**MGPerin's** first-run, two-hour *Night Flight* blend of music, videos, films and standup comedy has been renewed for second season, announced Dick Perin, executive vice president, MGPerin. Currently airing in over 70% of the country on 79 stations, *Night Flight* is seen in all of the top 20

# Is there ever enou

From the East Coast to the West Coast... on independents and affiliates alike, viewers are always ready to watch Benny Hill.

Now you can give them what they want by playing 111 fresh-as-a-daisy half-hours (including

10 brand new ones), ten hour-long Benny Hill Specials, and one outrageous two-hour extravaganza, *The Crazy World of Benny Hill*.

And when that's done, simply start all over again!

markets, including KCAL-TV Los Angeles, KRON-TV San Francisco, WXYZ-TV Detroit, WUSA-TV Washington, WFAA-TV Dallas, WAGA-TV Atlanta, KING-TV Seattle and WOIO-TV Cleveland.

**Samuel Goldwyn Television's** *American Gladiators* will be returning for third season. Program has continued to thrive in early fringe, access and late fringe weekend time periods, turning in 4.4 rating (NTI) for the most recent (November 1990) sweeps.

*Embassy*, initial two-hour telefilm co-produced by Los Angeles-based **Reg Grundy Productions** (through its Grundy Motion Pictures subsidiary) and The Australian Broadcasting Corp., has been sold to MCA Broadcasting's WWOR-TV New York superstation (blacked out nationally under syndication exclusivity provision) and Chris-Craft/United TV-owned independent KCOP-TV Los Angeles for simultaneous prime time airings (8-10 p.m.) today, with encore telecasts Jan. 13 at 3 p.m. Story focuses on diplomatic life in Australian Embassy located in mythical strife-torn Third World country.

Robert Lloyd, U.S. sales representative for Grundy International Distribution, said both stations have right to option additional 24 hours of series in production if viewer response is strong, but series could be in syndication by spring of 1991 if option is not exercised. Joint venture partner Australian Broadcasting Corp. is already broadcasting *Embassy* there.

**Genesis Entertainment** has given *The Judge* firm production

commitment for 1991-92 season, largely based on basic cable's USA Network acquiring rerun rights to half-hour syndicated strip. Company stresses that stations will retain first-show rights, while USA Network will guarantee additional revenue stream to fund production for another season prior to repitching at NATPE.

**All American Television** has been retained as international distributor of classic Grimm fairy tale and 1954 feature film, "Hansel and Gretel." Spokesman for All American says original two-hour feature will be remastered on videotape. It is only version of children's story that features music from 1893 opera by composer Engelbert Humperdinck, whose estate is original rightsholder to tale.

**Republic Pictures Domestic Television's** film package, *The John Wayne Collection*, comprising 16 feature films, has boosted its pre-NATPE clearances to 109 stations, representing 76% of U.S. Titles include Duke's Academy award nomination for best picture, "Sands of Iwo Jima," in addition to "Fighting Seabees," "Flame of the Barbary Coast" and "Rio Grande." Nine of top 10 markets have picked package, which is being offered on straight cash basis, and WPIX-TV New York, WTOG-TV Tampa and KBLR-TV Las Vegas have been recent licensees.

**J&J Clearances** has been retained by 44 Blue Productions to handle domestic distribution of its pair of hour-long sports specials—*100 Years of College Basketball* and *Great Moments in College Bowl History*—for 1990-91 and 1991-92 seasons.

# gh Benny? Never!



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## BAYWATCH RETURNS IN SYNDICATION

*LBS and Fremantle to co-produce new episodes, to be available in fall '91 on straight barter basis with stations and LBS retaining 6½ minutes of advertising time*

**D**ue to strong popularity overseas, the former network series *Baywatch* is being revived for first-run syndication and worldwide distribution. LBS and Australia's Fremantle Corp. have joined forces to co-produce the new first-run episodes, which will be available in the fall of 1991.

Each company is contributing half of the first year's \$18 million production budget to produce a two-hour kick-off episode and 20 additional episodes. That amounts to about \$818,000 per hour.

The program is being offered on a straight barter basis with stations and LBS each retaining 6½ minutes of advertising time to sell. Michael Weiden, president of LBS's barter division, TV Horizons, said the company was asking about \$50,000 per 30-second unit in the program, based on a guaranteed 7

household rating.

"We think the show is going to be particularly strong within the 18 to 49 and 12 to 34 demographics," said Weiden. Demographic guarantees, said Weiden, are "negotiable."

The new *Baywatch* has already cleared close to 35% of the country, including WWOR-TV New York, KCOP-TV Los Angeles and WWPR-TV Chicago. Other stations picking up the show include KBHK-TV San Francisco, KMSP-TV Minneapolis, KPTV(TV) Portland, Ore., and KUTP-TV Phoenix.

The program, originally produced by GTG Entertainment, ran on NBC's prime time schedule for the 1989-90 season before being cancelled. Airing Fridays at 8 p.m., the show started out with a low-20's share and trended down through the season to the mid-teens. However, the show had a much wider

following in Europe. In England, for example, on the ITV network the show continues to be the top rated U.S. program, according to LBS.

Under their agreement, LBS will sell the program domestically while Fremantle Corp. will sell it overseas, where it is now seen in about 30 countries.

LBS has acquired the off-network rights for the season that ran on NBC from Gannett, which retained those rights after the breakup of its venture with Grant Tinker. Those episodes are not being packaged with the first-run barter episodes, but LBS has held talks about selling them separately. The company's hope is that the first-run version will last several seasons, at which point all the episodes would be packaged for stripping.

Three of the writer-producers associated with the network version—Douglas

# Welcome to the

Why take a chance when you can take *Too Close For Comfort*? This superbly produced ensemble comedy, starring Ted Knight and Nancy Dussault still delivers solid ratings wherever it's programmed.

Year after year, it attracts large numbers of

young adults, and an unusually large share of men, making it an ideal player for early or late fringe.

*Too Close For Comfort*: great programming flexibility, perfect demos, and the durability that comes with outstanding production values!

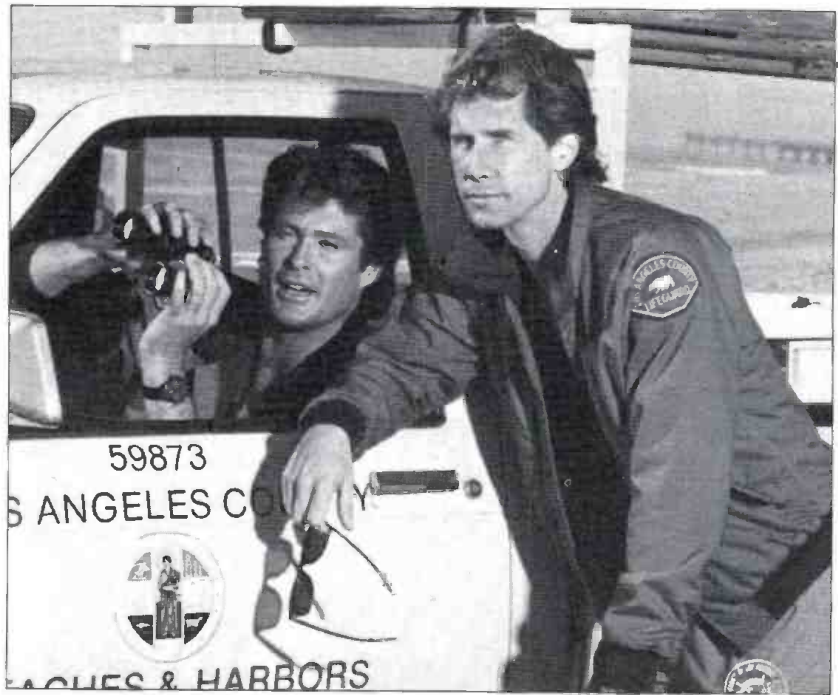
Schwartz, Michael Berk and Gregory Bonan—are returning to serve as co-executive producers along with David Hasselhoff, who will continue to star in the program.

Hasselhoff has both an equity stake in the new version and contractual input into the content of the show. Of the NBC show, Hasselhoff said: "It really went downhill. It was frustrating, because the show sort of became *Courtship of Eddie's Father* combined with *Hill Street* on the beach. I had no control and if I complained, I got written out."

In addition to having more input on storylines, Hasselhoff also said he will direct one or more episodes of the show. The show's location has yet to be determined but New Zealand is being considered, and stateside production locale has not been ruled out. The show begins production in March.

Hasselhoff's popularity overseas is not limited to *Baywatch*. He also has a singing career. And, as with the program, audiences have been more receptive in Europe, where he has had several hit songs.

-SM



Baywatch

# Comfort Zone.



**TOO CLOSE FOR COMFORT**  
There's safety in winning numbers.

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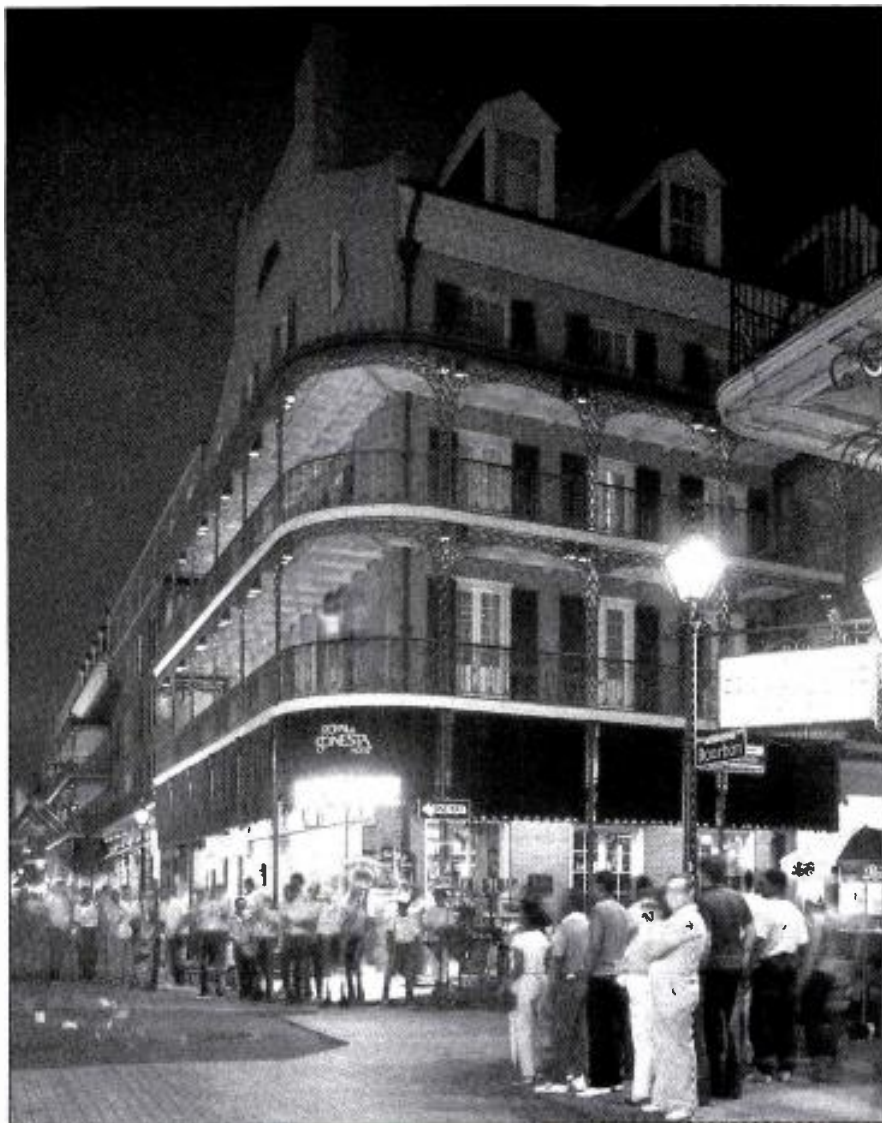
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## AT NATPE: IT'S BUSINESS—AND PLEASURE—AS USUAL



**E**xhibitors and station executives, many of whom were forced far from the New Orleans Convention Center for food last year—the first and last year of NATPE's attempt to create a more "businesslike" atmosphere by

banning food, drink and demonstrations—are readying to return to an exhibit floor more like the NATPE's of old. And in a season where the syndication market for new adult programming has continued to be severely depressed,

children's animation suppliers and other established syndication players with strong incumbent programming are the ones throwing the big parties.

One of the happiest exhibitors may well be the World Wrestling Federation, whose live matches, in recent years a mainstay of the convention floor, are returning in a big way. Basil DeVito Jr., senior vice president of marketing and promotion for the WWF, said that a featured tag team match between The Rockers and Power & Glory will be taking place Thursday, Jan. 17 (at 4 p.m.) in the exhibitor's 3,000 square foot booth, complete with full-size ring. DeVito said that for the first time, WWF will also be offering station executives the opportunity to tape interviews with their favorite WWF stars. "I am delighted to have the opportunity to do a live exhibition again," DeVito said. "We had six straight years of live exhibitions before last year, and I think a lot of people really missed the spectacle."

Among nonexhibit hour events, Paramount is planning perhaps the biggest bash (Tuesday, Jan. 15, at 8 p.m. ET), with a 10th anniversary party for *Entertainment Tonight* at the 80,000-seat New Orleans Super Dome. Warner Bros. will be celebrating its *Tiny Toon Adventures*'s good fortunes with rock 'n roll from the Neville Brothers at Tipitina's (Jan. 15, 10 p.m.).

On Wednesday, Jan. 16, Viacom will dole out "Celebrity Bucks" for its annual casino night at the Aquarium of the Americas (at 7 p.m.). King World, which has been the odds on favorite in prime access over the past half-dozen years with top-rated syndication game shows *Wheel of Fortune* and *Jeopardy!*, has planned an evening feast at New Orleans Fairgrounds Race Course (at 7:30 p.m.).

An agenda and exhibitor list for the convention begins below. **-MF**

### PEOPLE, PLACES AND THINGS TO DO AT NATPE

#### Monday, Jan. 14

8 a.m. Reps, Groups and Networks Meetings

9 a.m. -8:00 p.m. Registration

5 p.m. -6:00 p.m. "View From Washington." *Producer/Moderator:* Mickey Gardner, The Law Offices of Michael R. Gardner, P.C., Washington, DC. *Panelists:* FCC Commissioners Andrew Barrett, Ervin Duggan, Sherrie Marshall and James Quello.

6 p.m. -7:30 p.m. FCC Reception

Few people can be  
a success overnight.

## Tuesday, Jan. 15

**7 a.m.-8:30 a.m.** NAPTE Management Seminar. *Topic:* "The job go round: how to survive in an era of changing job functions." *Producer:* David B. Liroff, WGBH Boston. *Moderator:* Paul Solomon, Harvard Business School, Cambridge. *Panelists:* Brooke Bailey Johnson, A&E, New York; Walter Kiechell III, *Fortune*, New York; Bill White, Right Associates, Jacksonville, Fla.; Abraham Zoleznik, Harvard Business School, Cambridge.

**8:30 a.m.-10 a.m.** Three Concurrent Workshops. Paid Programming "The money we hate to make." *Producer:* Bob Simone, WFLD Chicago. *Moderator:* Jonathon Rogers, CBS TV Stations, Chicago. *Panelists:* Gerry Baldwin, Synchronal Medio, New York; Larry Dunst, Lawrence, Charles, Free & Lawson, New York; Dave Fox, Fox/Lorber, New York; John Rohrbeck, KNBC Los Angeles; Roy Schonbok, Koplars Communications, St. Louis.

What TV can learn from radio. *Producer:* Karen Corbin, WPHL Philadelphia. *Panelists:* Joy Cook, Gannett Radio, Los Angeles; Michael Craven, Group W Radio, Philadelphia; Tony Quin, Film House, Nashville; Steve Seldman, MTV, New York; Nicholas Trigony, Cox Cable, Atlanta; John Wood, Gollup Organization, New York.

Hispanic TV in the U.S. "A niche programming success story." *Producer:* Fernando Granado, KFSN Fresno. *Moderator:* Paul Rodriguez, "El shoe de Paul Rodriguez," Los Angeles. *Panelists:* Carlos Barbo, Telemundo, New York; Joaquin Blayo, Univision, New York; Daisy Exposito, The Bravo Group, (Y&R), New York; Carl Shogrin, Nielsen Medio Research, Dunedin; Marcel Vinay, Protele, Los Angeles.

**10 a.m.-11:30 a.m.** General Session/Brunch: Keynote address. *Producer:* Joe Gorbolino, KSTP St. Paul. *Host:* Vicky Gregorian, NATPE Chairperson, chief executive officer, WHLL Boston. *Keynote:* Frank Mancuso, Chairman/chief executive officer, Paramount Pictures, Los Angeles. *Entertainment:* New Orleans pops orchestra.

*Chairperson's report*

*President's report*

**5 p.m.-6:30 p.m.** International Seminar. *Producer:* Michael J. Solomon, Warner Bros., Burbank.

**6:30 p.m.-8:30 p.m.** International Reception. *Sponsored by:* Granada Television, London.

## Wednesday, Jan. 16

**7 a.m.-8 a.m.** 8K Run (3.1 miles) to benefit the NATPE Educational Foundation. *Producer:* Horvey Spiegel & Associates. *Sponsored by:* Broadcast Management Plus, Palo Alto, Calif.

**8:30 a.m.-10 a.m.** General Session/Breakfast. "Taking chances: the road to glory or obscurity?" *Entertainment:* Dimensions of Faith—New Orleans Gospel Singers. *Host:* Rick Reeves, NATPE First Vice Chairman, WTAJ-TV Altoona, Pa. *Producer:* Barry Shulman, WBZ Boston. *Moderator:* John Palmer, "Instant Recall," New York. *Panelists:* Steven Bochco, "Cop Rock," Los Angeles; Vin Di Bono, "America's Funniest Home Videos," Los Angeles; Matt Groening, "The Simpsons," Los Angeles; Jemie Kellner, FBC Los Angeles; Don Ohlmeyer, "Lifestories," Los Angeles.

*NATPE Educational Foundation Report:* Lew Klein, President, Gateway Communications, Philadelphia.

*Chairperson's Award:* Vicky Gregorian, WHLL Boston.

**10 a.m.-11 a.m.** Three Concurrent Workshops. Hit Lists. "The effects of boycotts on programming." *Producer:* Doug Parker, WSYX Columbus. *Panelists:* Peter Christopoulos, Network Television Association, New York. Kathryn Montgomery, author, Washington, D.C.; Joseph Reilly Jr., Morality In Medio, New York; Alfred Schneider, Capital Cities/ABC, New York.

Daydreaming about daytime. "The demographics, the competition and mixed-up weekends." *Producer:* Jay Isobello, Telerep, New York. *Moderator:* Dick A'Hearn, WTVT Tampa, Fla. *Panelists:* Charlotte English, KSHB Kansas City; Bobbie Fisher, MCA-TV, Universal City; John Kuenke, KCRA Sacramento; Scott Michaels, CBS-TV, New York; Irwin Storr, KGGM Albuquerque.

Value Added TV. "Selling time 90's style." *Producer/Moderator:* Stephanie Campbell, KOVR Denver. *Panelists:* Jime Badum, Taco Bell Corp., Denver; Steve Sohmer, Steve Sohmer Inc., Los Angeles; Jerry Solomon, Busch Medio Group, New York; Michael Zucker, Columbia Pictures Television, Burbank.

**11 a.m.-noon** Two Concurrent Seminars. Canadian Seminar "From concept to broadcast: solving the international puzzle." *Producer/Moderator:* Som Wendel, Telefilm Canada, Los Angeles. *Panelists:* Terry Botwick, Family Channel, Virginia Beach; Sime Horari, Tele Images, Paris; Robert Lantos, Alliance Entertainment, Toronto.

Latin American Seminar. "Satellite television and its influence" *Producer/Moderator:* Osvaldo Barzelotto, RTL, Santiago, Chile. *Panelists:* Bruce Crockett, World System Division Communication Satellite, Washington, D.C.; Barrie Heads, journalist, London; Jock Petrik, Turner Program Services, Atlanta.

## Thursday, Jan. 17

**8 a.m.-9 a.m.** Doing Business in Europe. *Producer:* Dick Borovick, Loeb & Loeb, New York. *Moderator:* Lee Steiner, Loeb & Loeb, New York. *Panelists:* Gwendolina Ponti, Loeb & Loeb, Rome; Deighton Spooner, Granada Television, London; Kerry Wright, REG-Grundy Productions, Monaco.

**9 a.m.-10:30 a.m.** Three Concurrent Seminars. Syndication 1991-'92 "More tiers and what else?" *Producer:* David Spiegelman, Orbis Communications, New York. *Moderator:* Bill O'Reilly, "Inside Edition," New York. *Panelists:* Bud Corey, Times Mirror, New York; Roger Colloff, WCBS New York; Bob Jacquemin, Buena Vista TV, Burbank; Bob Leider, WSVN Miami; Dick Robertson, Warner Bros., Burbank.

Blacks in TV: "Focusing on Success." *Producer:* Robert Johnson, Black Entertainment Television, Washington, D.C. *Co-Producer:* Charlotte English, KSHB Kansas City. *Moderator:* Paulo McClure, "Preview" Los Angeles. *Panelists:* Byron Allen, "The Byron Allen Show," Los Angeles; Donald Bogle, author, New York; Robert Johnson, Black Entertainment Television, Washington, D.C.; Quincy Jones, Quincy Jones Productions, Los Angeles; Tim Reid, United Image Entertainment, Los Angeles.

"Is regulation back in style?" *Producer:* Lynn Stepanion, WESH Orlando, Fla. *Panelists:* Toni Cook, Senate Commerce Committee, Washington, D.C.; Charles Firestone, The Aspen Institute, Washington, D.C.; James P. Mooney, NCTA, Washington, D.C.; Jack Volenti, MPAA, Washington, D.C.; Steve Weiswosser, Capital Cities/ABC, New York; Richard E. Wiley, Wiley, Rein & Felding, Washington, D.C.

**10:30 a.m.-1 p.m.** Iris Celebration brunch. *Iris Chair:* Bob Clark, KHTV Houston. *Entertainment:* Natalie Cole & The New Orleans Pops Orchestra. *Host:* Robin Leach. *Presenters:* Geoff Edwards and Bob Eubanks. *Introduction by:* Vicky Gregorian, NATPE Chairperson/WHLL Boston.

*Award of the Year*

## Friday, Jan. 18

**12:45 p.m.** Distributor's Meeting.

**1 p.m.-3 p.m.** The Big Bash. *Producers:* Bob Jones, Nostalgia Television, Washington, D.C.; Chuck Larsen, Republic Pictures, Los Angeles; Craig Smith, KING-TV Seattle. *Host:* Pat Potton, NATPE Second Vice Chairman/KMBC Kansas City.

**3:15 p.m.** Business Meeting.



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a success over 24 years:

**DONAHUE**

# AISLES OF PROGRAMING AT NATPE

All exhibits are in the New Orleans Convention Center

\* Indicates new product.

**4D/Marina Productions** 623  
55 Ay. Marceau, Paris, France 75116  
Staff: Claude Berthier.

**AB Productions** 623  
114 Ave. du President Wilson, La Plaine  
St.D 93210 France

**A.C. Nielsen** 823  
Nielsen Plaza, Northbrook, Ill. 60062

**AT&T** 618  
55 Corporate Dr., Bridgewater, N.J. 08807  
Staff: Robert Markowitz; Thorpe Tyler; Brian Rivette; Judy Studt; Dan Pullman; Steve Davis; Karen Johnson; Heidi Barnett. **Programs:** \*AT&T's MultiQuest Family of Services; \*Call Interactive.

**A.I.P. Studios** 185

**ABC Distribution Co.** 480  
825 Seventh Ave., New York 10019  
Staff: Archie Purvis; Joseph Abrams; Paul Coss; Michael Dragotto; Maria Komodikis; June Shelley; Mara Sternthal. **Programs:** \*Stop at Nothing; \*Wildlife Tales; \*The Inside Track with Graham Nash; America's Funniest Home Videos; Heaven Tonight; Hoodwinked; World of Discovery; Academy Awards Specials.

**A.C.M.** 623  
36 Ave. Hoche, Paris, 75008 France  
Staff: Jerome Deprez; Christine Hayet. **Services:** Program buyer.

**Action Media Group** 581  
5855 Topanga Canyon Blvd., #210, Woodland Hills, Calif. 91367  
Staff: Rick Pack; Gina Colbath; Leonard Materna; Raymond Devlin; Amy Willstatter; Wanda Meyers; Lauren Spector; Lisa Dahl; Deirdre Bence. **Programs:** *First-run series:* Dracula—The Series; Earthwatch; Reunion; Stunt Masters; Republic Pictures Presents: "All Nite Movie." *Features:* The 1992 Collection; Republic Color Movies; Republic Premiere One. *Family Christmas movies:* It's a Wonderful Life; The Man in the Santa Claus Suit; Motown Merry Christmas; The Night They Saved Christmas. *Special Movie Presentation:* The Last Butterfly. *Specials:* Antarctica; Dick Clark's Rock & Roll Oldies; Cliffhangers; Takin' Off. *sports:* Tuff Trax; USWA (U.S. Wrestling Association); TWN (The Wrestling Network).

**Adcraft Associates Inc.** 281  
6100 Dutchmans Lane, 7th floor, Louisville, Ky. 40205-3280  
Staff: Rick Redding; Roy Hamlin; Bill Riles.

Staff: \*PGA's Golf Almanac.  
**Alice Communications Ltd.** 436  
1693 Mission Dr., #201, Solvang, Calif. 93463

**ALIN-TV** 975  
(America's Leading Indie's Network)  
149 Madison Ave., New York 10016  
Staff: Alan Cohen; Jack Giebel; Alan Steinberg. **Programs:** ALIN Prime Network; EARly Frdwwg Net; Day Network; Weekend Network; \*World Golf Tour.

**All American Television** 462  
304 E. 45th St., New York 10017

Staff: George Back; Joseph E. Kovacs; Carl Menk Jr.; David Armstrong; Conrad Roth; Richard Mann; Pater Kranzler; JoAnn Giacalone; Debbie Back; Bruce Casino; David Katz; Steven Engelson; Steve Blechman; Janet Bass; Sue Eck. **Programs:** \*True or False; \*The Senior Report; America's Top 10; Crime Stoppers 800; Crook & Chase; Beyond 2000. *Specials:* The Boy King; Christmas at the Movies; McDonald's Christmas Parade; An America's Top 10 Christmas. *Movie packages:* \*All American Feature Theatre; Coming Attractions; Skouras Collections I & II; All American Classics; The Grey Fox.

**All Media International** 1423

**Alliance Communications** 923  
920 Yonge St., #400, Toronto, Ontario, M4W 3C7

Staff: Robert Lantos; Stephane Sperry; Steven DeNure; Rola Zayed; Charlotte Mickie; Milt Avruskin; Elisa Rothstein. **Programs:** *Dramatic series:* The Adventures of the Black Stallion; Counterstrike; Bordertown; E.N.G.; Emilie; Diamonds; Mount Royal. *Features:* Beautiful Dreamers; Thick as Thieves; The Falls.

**Alpa International** 1273  
18, Rue Pasteur, 94800 Villejuif, France.

Staff: Albert Pascual; Daniele Bourdekas. **Programs:** Sport to culture documentaries; \*Pushing the Limits; \*Sources of Humanity; \*Tribulations.

**American Motion Pictures** 537  
2247 15th Ave. West, Seattle 98119

Staff: Conrad Denke; Jacki Artley. **Programs:** \*Hidden Treasure; \*Hollywood Stories; Ed Hume on Gardening; Teens Talk; Adventures on Sinclair Island; Home Improvements.

**Andrews Entertainment** 781  
3 Dallas Communications Complex, #200, LB93, Irving, Tex. 75039

**Antenne 2** 186

**Applied Information Management** 137  
98 Cuttermill Rd., #473N, Great Neck, N.Y.

**Arbitron Co., The** 1381  
142 W. 57th St., New York 10019

Staff: Pete Megroz; Bob Decker; Susan Howard; John Ferrari; Nancy Lankford; Eric Schindler; Jim Mocariski; Doug McFarland; Barbara McFarland; Michael Spitalnik; Bill Shafer.

**ARP Films Inc.** 373  
342 Madison Ave., #714, New York 10173

Staff: Claude Hill; Anne Cody. **Programs:** *Animated:* The Elm-Charnted Forest. *Cartoons:* Rocket Robinhood; Star Blazers; Kids Like Us. *Educational:* Max the 2,000-Year-Old Mouse. *Series:* The Russian Circus; The Dracena Morg Show; Strange Paradise. *Documentaries:* Collection; Chef of the Stars; Magicians of Murano; The Nose.

**Artistic License Inc.** 1465  
1808 Q St., Sacramento, Calif. 95814

Staff: Barry Binning. **Programs:** \*Learning Curve; \*The Ninth Crusade; \*The Eyes of the World.

**ASI Market Research Inc.** 636  
2600 W. Olive Ave., #700, Burbank, Calif. 91505

**Associated Production Musle** 628  
6255 Sunset Blvd., #820, Hollywood, Calif. 90028

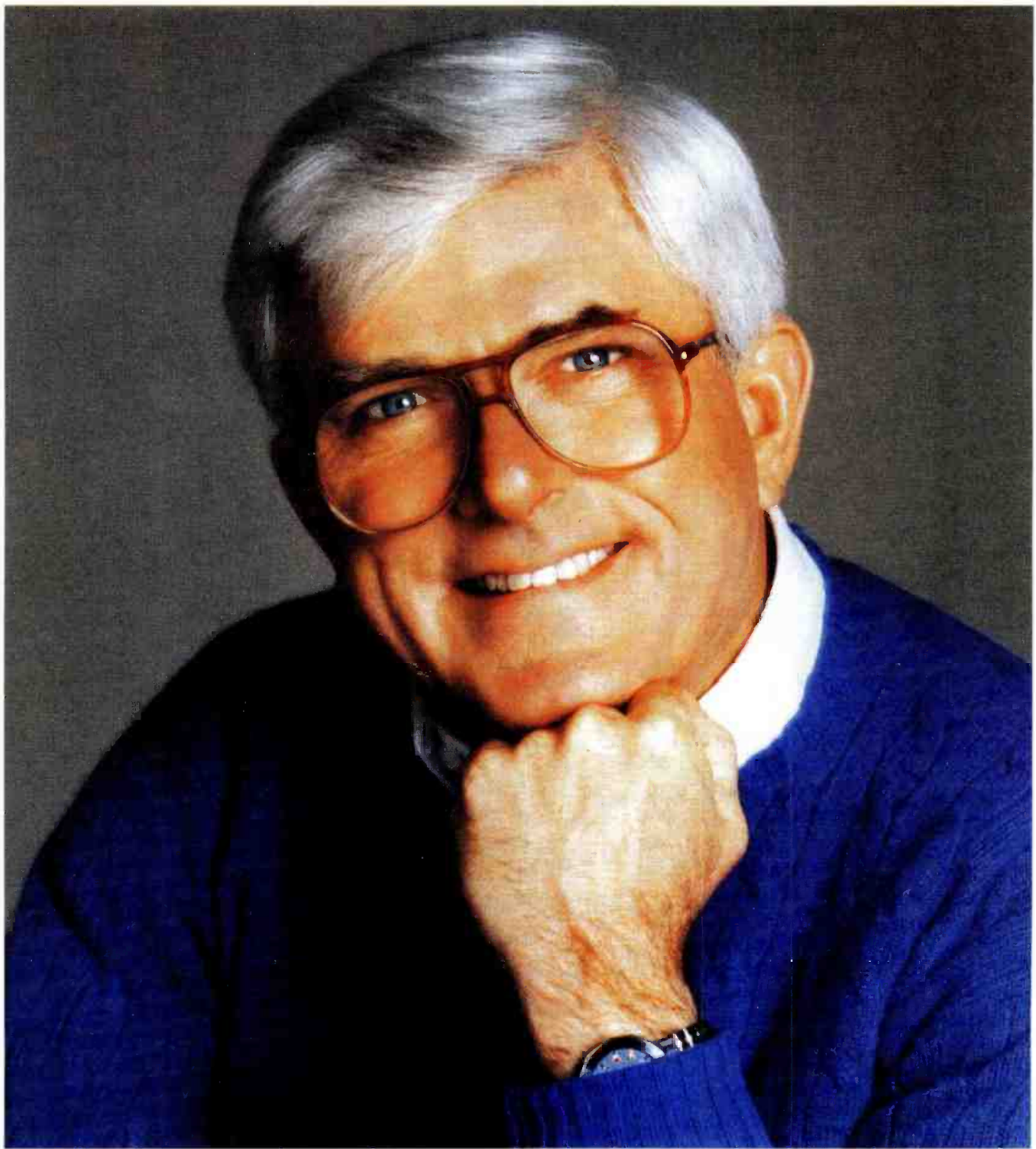
**Atlantique Production** 623  
Staff: Jacques Methe; Boudjemaa Dahmane.

**Atlas Media Corp.** 771

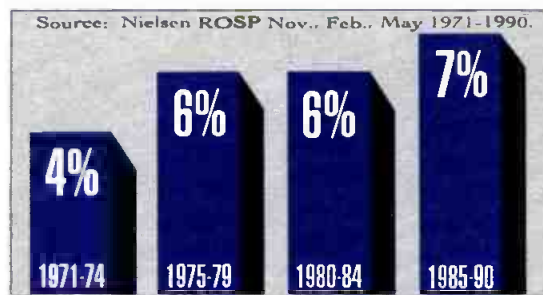
**Audience Research & Development** 1371  
8828 Stemmons, Dallas 75247

Staff: John Sheehan; Bill Taylor; Ed Bowley; Willis Duff; Jim Willi; Doug Clemensen; Joseph Chillemi; Jerry Florence; Sandra Connell; Marie Moore. **Programs:** Programming research, positioning research; news research; consultation/strategic planning; talent/executive coaching; talent placement services.

**Baruch Entertainment** 771  
7777 Leesburg Pike, #302N, Falls Church, Va. 22043



In an era where television programs come and go, only Phil Donahue has been a total success for 24 years. Even when he's competing against the likes of Oprah, Geraldo and



Joan, his ratings have grown to an impressive 7%. And with this kind of performance, we think it's only fair to say that Donahue's story is the most successful of them all.

# DONAHUE

**Bavaria Film GmbH** 1033  
Bavariafilmplatz 7, 8022  
Geiseltasteig, Germany

**Staff:** Rosemarie Dermuhl. **Programs:** \*After the Clowns Came the Tears; Bastard; The Investigator; Lives of a Cat.

**Behrens Television Inc.** 236

**Bender, Goldman & Helper** 1440  
11500 W. Olympic Blvd., #655, Los Angeles 90064

**Services:** Public relations, marketing communications.

**Biznet/U.S. Chamber of Commerce** 833  
1615 H St., N.W., Washington 20062

**Staff:** Robert Adams; Meryl Comer; Carl Grant; Andrea Kosek; Milt Mitler; Frank Allen Philpot; Vanessa Potts; Mercedes Sandoval. **Programs:** It's Your Business; \*First Business; Ask Washington.

**Blair Entertainment** 1340  
1290 Ave. of the Americas, 7th floor, New York 10104

**Staff:** James Rosenfield; Alan Berkowitz; Clare Simpson; Michael Weiser. **Programs:** \*Stuntmasters; Dracula; Reunion; The Best of Divorce Court; Frederick Forsythe: A Little Bit of Sunshine; Impact I.

**Blair Television** 941  
1290 Ave. of the Americas, 7th floor, New York 10104

**Boom Television Ltd.** 1028  
Calle 75 N. 4-75, Bogota, Colombia.

**Staff:** Mariluz Zuluaga. **Services:** Broadcasting, marketing, production, co-production of films, TV programs, videos.

**BPME** 1320  
6255 Sunset Blvd., #624, Los Angeles 90028

**Staff:** Gary Taylor; Gregg Balko; Jay Curtis. **Programs:** BPME membership, Gold Medalion Awards; BPME and BDA conference and exposition; regional seminars.

**Broadcast Management Plus** 155  
1451 California, Palo Alto, Calif. 94304

**Buena Vista Television** 391  
500 South Buena Vista St., Burbank, Calif. 91521

**Staff:** Jamie Bennett; Carole Black; Bobbi Blair; Etienne de Villiers; Rich Frank; Bob Jacquemin; Jeffrey Katzenberg; Gary Krikel; Mort Marcus; Hal Richardson; Bruce Rider; Ken Werner; Mark Zoradi. **Programs:** \*Dark Wing Duck.

**Byrne Enterprises** 563  
235 East 45th St., New York 10017

**Staff:** Brian Byrne; Katherine Kladopoulos; Joanne Navas. **Programs:** Neon Rider; Desert Island Video; Sports Challenge '92.

**Call Interactive** 618  
2301 N. 117th Ave., Omaha 68164

**Staff:** Larry Newman; Brian Rivette; Ron Katz; Bob Markowitz. **Service:** Joint venture

of AT&T and American Express Information Services Corp. Co., including 800 and 900 number services.

**Camelot Entertainment Sales** 1063  
1700 Broadway, 34th floor, New York 10019

**Canal Plus** 106

**Cannell Distribution Co.** 741  
1925 Century Park East, #2140, Los Angeles 90067

**Staff:** Patrick Kenney; Maury Lanken; Ed Youngmark; Chuck Velona; Patti Mark. **Programs:** *Off-network:* 21 Jump Street; \*Carol Burnett & Friends; Greatest American Hero; Tenspeed and Brownshoe. *First-run series:* 21 Jump Street.

**Carolco Films International** 841

**Cassandra Enterprises** 1420

**Castano Valencia S.C.A.** 1028  
Cra. 14 N. 85-24; Bogota, Colombia.

**Staff:** Rodrigo Castano. **Programs:** Promotion, production for TV and films for documentaries, talk shows, interviews, news programs.

**CBS Broadcast International** 871  
51 W. 52nd St., New York 10019

**Staff:** James Warner; Rainer Siek; Michelle Reiner; Stephanie Pacheco-Fleisher. **Programs:** \*Evening Shade; \*Top Cops; \*True Detectives; Rescue 911.

**Centauro Films** 1028  
Cra. 13 A N. 98-16, Bogota, Colombia

**Staff:** Gustavo Nieto Roa. **Programs:** Films, TV programs. **Service:** Dubbing into Spanish.

**Central Television Enterprises** 553  
11229 West Atlantic Blvd., #101, Coral Springs, Fla. 33071

**Staff:** Philip Jones; Bill Allan; Anthony Utley; Clare Alter. **Programs:** *Specials:* Torvill and Dean with the Russian All Stars; Lenny Henry Go Home. *Children:* Roald Dahl's Revolting Thymes and Dirty Beasts.

**Centre National de la Cinematographie** 623

**Staff:** Dominique Wallon; Daniel Goudineau.

**CFC** 623

**Staff:** Christian Charret.

**Cinar Films** 923  
1207 Rue St. Andre, Montreal, Quebec, Canada H2L 3S8

**Staff:** Ronald Weinberg; Micheline Charest; William Litwack.

**Cine Source** 1481  
2219 W. Olive Ave., Burbank, Calif. 91506

**Cine TV** 623

**Classic Films International Inc.** 1316  
(Classic Entertainment Productions)

**Staff:** Joseph Clement; Harry Weimar; Jim

Reid. **Programs:** \*Adventures of Robin-hood; \*American Television Legacy; \*Entertainment Time Out; Trouble with Father; Date with Angels; My Hero; Burns & Allen; Jack Benny; Milton Berle; This Is Your Life; Dragnet; Robin Hood; Zorro; Long John Silver; Racket Squad; Dangerous Assignment; Sherlock Holmes; Crossroads; Foreign Intrigue; Radar Men on the Moon; Phantom Creeps; Flash Gordon; Annie Oakley; Roy Rogers; Kartoan Karnivals; Superman; Betty Boop; Bugs Bunny; Daffy Duck; Porky Pig. *Films:* Topper Returns; The Inspector General; My Favorite Brunette; Wee Georgie; Jack and the Beanstalk; The Perils of Pauline; 'Til the Clouds Roll By; Royal Wedding; Charade; Snows of Kilimanjaro; Repulsion; The 39 Steps; Man on the Eiffel Tower; And Then There Were None; The Proud and the Damned; The Last Time I Saw Paris; Mr. Scarface; The Avenger; A Town Called Hell; Beneath the 12-Mile Reef; The Terror; Godzilla Series; The Day of the Triffids; Ride in the Whirlwind; Captain Apache; Angel and the Badman; Vengeance Valley; Rage at Dawn. *Animation:* Adventures of Sinbad; Alice in Wonderland in Paris; Gulliver's Travels; Fantastic Planet.

**Claster Television Inc.** 370  
9630 Deereco Rd., Timonium, Md. 21093

**Staff:** John Claster; Sally Claster Bell; Janice Carter; Terri Akman; Peggy Powell; Ann Vickers; Dana Feldman. **Programs:** *Animated:* Bucky O'Hare and the Toad Wars; James Bond Jr.; Jim Henson's Muppet Babies; G.I. Joe. *Children:* Romper Room.

**CM Enterprises Inc.** 1420

**Colombian Government Trade Bureau** 1028

**Columbia Pictures TV** 341  
3400 Riverside Dr., Studio Plaza, Burbank, Calif. 91505

**Staff:** Barry Thurston; Ed Wilson; Robert Cook; David Mumford; Terry Mackin; Leslie Tobin; Joe Kissack; John Weiser; Alan Daniels. **Programs:** *Off-network:* All in the Family; Archie Bunker's Place; Barney Miller; Benson; Carson's Comedy Classics; Carter Country; Different Strokes; The Facts of Life; Fish; Good Times; The Jeffersons; \*Married...with Children; Maude; My Two Dads; One Day at a Time; Punky Brewster; Sanford & Son; Silver Spoons; Soap; That's My Mama; The Three Stooges; 227; Who's the Boss?; Charlie's Angels; Fantasy Island; Hart to Hart; Hunter; Police Story; Police Woman; S.W.A.T.; Starsky and Hutch; T.J. Hooker.

*Features:* Columbia Night at the Movies; Tri-Star Showcase; Columbia Gems I; Columbia Showcase I; Entertainer of the Year; Embassy II, III; TV 1, 20; Volume IV, V, VI; Pegasus I, II.

**Consultores Latino Americanos Asociados** 1028

Cra. 13 N. 77-31, Bogota, Colombia  
**Staff:** Roberto Gil de Mares. **Services:** Dis-



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tribution, marketing of transmission rights for movies, series, mini-series, children's programs for TV, cable, video, film.

**Coral Pictures Corp.** 1163  
6101 Blue Lagoon Dr., #400, Miami 33126

**Staff:** Marcel Granier; Juan Lamata; Jose Manuel Pagani; Marco Lovera; Ricardo Panneflek; Gustavo Basalo; Manolo Vidal. **International:** Alfredo Odoriso; Juan Jorge Jaekel; Juan Julio Baena; Wolner Camargo; Gabriel Manjarrez. **Programs:** *TV novels:* \*Gardenia; \*Herencia Maldita; \*Natacha; \*De Mujeres; \*Carmen Querida; \*El Engano; \*Anabel; La Pasion de Teresa; Alondra; Amanda Sabater; La Dame de Rosa; Roberta; La Intrusa; Atrevete (Dare); Cristal (Crystal); Topacio; Leonela. *Mini-series:* Los Ultimos Heroes; Pobre Negro; Brigada Especial; La Muchacha del Circo; Diamantes de la Muerte (Diamonds of Death); Mansion de Luxe (The Family); Vida de mi Vida (Love of My Life). *Dramas:* Luna de Sangre; Madres; La Raya de Cal; El Venerable; Angustia; La Viuda Negra. *Specials:* Fine Arts Concert from Puerto Rico; New Songs by Raphael; Romulo Gallegos Theater; Tex; Hooray for the Three Wise-men; Mysteries of the Ancient World; Your Show of Shows.

**Documentaries:** Expedition through the Amazon and Orinoco Rivers; Expedition to the Plains of Venezuela; Expedition to the Mists in the Amazon Jungle; The Amazon, the Last Frontier; The Amazon, the Truth and the Legend; Cuare, A Paradise in Danger; Tapirapeco; Sarisarinama; Los Roques; La Sierra Nevada; Urimaco, a Desert of Fossils; Orinoco, the Sources. **Films/packages:** Venezuelan Feature Films; Feature Film Package III. **Children:** 3-2-1 Contacto; Plaza Sesamo; Jibani; Live Man. **Animated:** Man and His World; Dragon Ball.

**CSM Production** 623  
**Staff:** Jacques Rossignol.

**Daniel Television** 1261

**Deleco Communications Inc.** 1429  
28 E. Jackson Blvd., #1101, Chicago 60604  
**Staff:** Delmarie Cobb. **Program:** \*Street Life.

**DLT Entertainment Ltd.** 381  
31 W. 56th St., New York 10019

**Staff:** Donald Taffner; John Fitzgerald; Mark Cohen; Robert Peyton; Merritt Sticker; Genevieve Pitorro; Donald Taffner Jr.; Rod Murray; Mark Maxwell Smith; John Mann; Bill Allmendinger. **Programs:** Three's Company; Too Close for Comfort; The Benny Hill Show; World at War; \*Reilly, Ace of Spies; \*Edward and Mrs. Simpson.

**DSL Entertainment** 185  
**Staff:** Drew Levin.

**Dune** 623  
**Staff:** Robert Nador; Steve Hawes.

**Dutch TV Programs/HDTV** 1261

**Ebony/Jet Showcase** 1250  
320 South Michigan Ave., Chicago 60605

**EC Television** 623, 1023

**Enterprises Video Antenne 2** 186

**ESPN Inc.** 480  
605 Third Ave., 8th floor, New York 10158

**Staff:** Andrew Brilliant; Christopher Petersen; Mark Reilly; Richard Stone. **Programs:** \*1991 Indy Car Racing; \*Expedition Earth; \*Amazing Games.

**Features International** 624  
1011 Eden Way North, Chesapeake, Va. 23320

**Staff:** Steve Newton.

**Filmworld Television Inc.** 336  
685 Fifth Ave., New York 10022

**Staff:** Beverly Partridge; Deborah Dave. **Programs:** \*Resident Alien; Strange Paradise. *U.S. film packages:* Dimension I & II; Family Entertainment I & II; Shock Theatre I & II; \*Fatal Sky.

**Fishing the West Inc.** 136  
5484 S.E. International Way, Milwaukie, Ore. 97222

**Staff:** Lana Coon; Charles Goodloe. **Program:** Fishing the West.

**Fox/Lorber Associates Inc.** 1022  
419 Park Ave. South, 20th floor, New York 10016

**Staff:** *Domestic:* David Fox; Robert Miller; Stacey Garrett. *International:* Richard Lorber; Rena Ronson; David Linde; Denis Gutman; Susan Margolin; Paul Greifinger. **Programs:** *Domestic:* Overboard...Again!; King...Montgomery to Memphis; Legacy of a Dream. *Domestic/international:* Hunters in the Sky; Video Guide to Italy. *International:* Roger Ramjet; Let Them Live. *Feature packages:* Prayer of the Rollerboys; A Matter of Degrees; Iron and Silk; The Kings Road Entertainment Feature Collection; Cinema Brasil; Romance Theatre; The Discovery Program. *Children:* Kids-TV; Fairy Tales from Far-Off Lands. *Animated:* The Animation Collection. *Sports:* Ivan Lendl; Tennis My Way; Fantastic Fights of the Century; Garrincha, The People's Joy; This Is Pele. **Documentaries:** Blood in the Face; Our Time in Hell; The Eagle and the Turtle; The Brave Rifles.

**FR3** 183

**France Telecom STI** 623

**Staff:** Jean-Francoise Latour; Dominique Lamiche; Mariette Varga; Jean Claude Delmas; Claire Mialaret; Jean Pierre Coustel;

**Fremantle International Inc.** 1023  
660 Madison Ave., New York 10021

**Staff:** Paul Talbot; Julie Zulueta-Corbo; Josh Braun; Tony Gruner; David Champloupp. **Programs:** \*New Music Report; \*1991 Movie Awards. *Animated:* Curious George; The Berenstain Bears. *Drama:* Loving. *Movies:* Vanishing Act; Stillwatch; The Last

Days of Frank and Jesse James. *Game shows:* The Price Is Right; Family Feud; Blockbusters; Concentration; Password; Body Talk; Tic Tac Dough; \$25,000 Pyramid; The Dating Game; The Newlywed Game; Name That Tune; Let's Make A Deal. *Series:* Baywatch; Divorce Court; The Campbells; The Adventures of Black Beauty; Fugitive Samurai; TV 101; Mr. Wizard's World; The Galloping Gourmet; Candid Camera. *Specials:* Kennedy Center Honors; Las Vegas 75th Anniversary; People Magazine on TV; Tony Awards; Christmas In Washington; Kenny, Dolly and Willie. *Latin America:* Maniac Mansion; Ray Bradbury Theatre; Neon Rider; Hand of Stalin; Talkin' About AIDS; Mows; Tom Alone: The Rookies; News Hound; Firing Squad; Lost in the Barrens.

**Fries Distribution Co.** 163  
6922 Hollywood Blvd., Hollywood, Calif. 90028

**Staff:** Charles Fries; Ava Fries; Ave Butensky; Larry Friedrichs; Paula Fierman; Ami Hope Witt; Harvey Reinstein; Jon Ferro; Shannon Clark. **Programs:** \*Fries Frame 6; \*Fries Action Premiere; \*The International Magic Awards; \*The Mrs. America/USSR Pageant; \*The Spirit of Christmas; \*Your Easter Bonnet; \*The Victor Awards; Fries Frame 5: Star Showcase; Fries Dynamite.

**Gaylord/Syndicom Entertainment Group** 1062  
65 Music Square West, Nashville 37203

**Staff:** Jane Grams; Hal Buckley; Martin Clayton; Joyce Simmons; Lynn Murphy. **Programs:** Hee Haw; Prestige II; \*Tall Tales & Legends; Faerie Tale Theatre; \*Monster (mini-series); Babe Winkelman's Good Fishing; Explore; Phenomenal World.

**GE American Communications Inc.** 264  
4 Research Way, Princeton, N.J. 08540

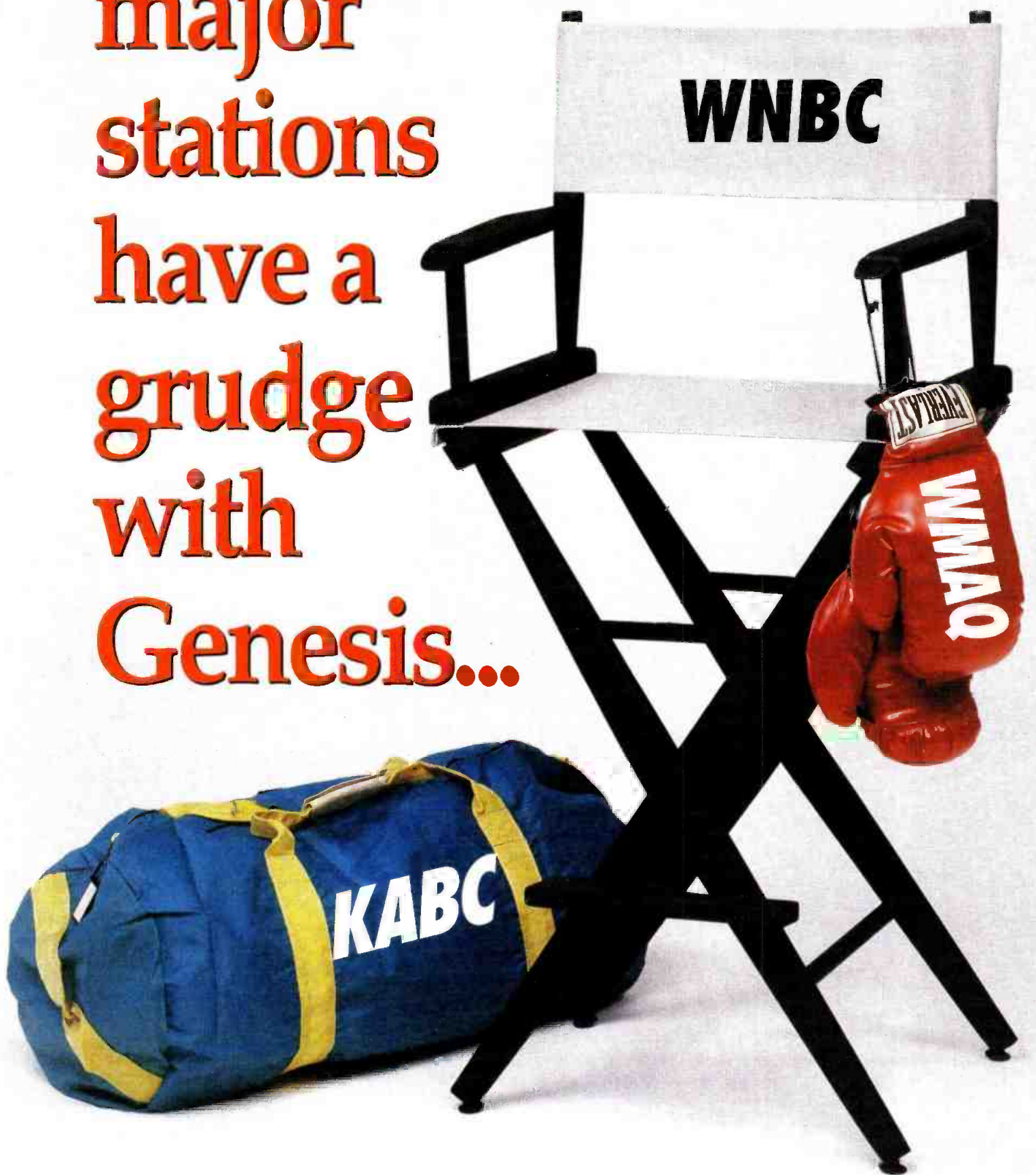
**Staff:** W. Neil Bauer; Andreas Georghiou; Robert Krzyzkowski; John McGrath; Susan Bennett. **Services:** Satellite-service provider.

**Genesis Entertainment** 1342  
30501 Agoura Rd., #200, Agoura Hills, Calif. 91301

**Staff:** Gary Gannaway; Wayne Lepoff; Douglas Friedman; Steve Saltman; Steve Smooke; Richard Firth; Leslie Gershman; Marcia Boyd; Karen Vinocor; J. Philip Oldham; Barry Wallach; Stanley Sherman; Diane Galella; Mitch Turner; Jerry Weaver. **Programs:** *Specials/weekly series:* Best of the National Geographic Specials; Birobidjan; Ode to Joy & Freedom: The Fall of the Berlin Wall. *Variety/music:* Classic Country Featuring Stars of the Grand Ole Opry. *First-run series:* \*Grudge Match; The Byron Allen Show; The Judge; El Juez. *Off-network series:* Highway to Heaven.

*International:* *Specials:* Rain Forest Imperative; A Twentieth Century Medicine Man; Birobidjan; The Search for Herod's harbor; Mark. *Variety, music:* Classic Country Featuring Stars of the Grand Ole

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Opry. *First-run series*: \*Grudge Match; The Judge; El Juez; The Byron Allen Show; The Great Escape.

**GGP/GGP Sports** 681  
400 Tamal Plaza, Corte Madera, Calif. 94925

**Staff**: David Peterson; Robert Horowitz; Henry Schneidman; Hillary Mandel; Leslie Lombre; Christopher Weis; Steve Morrow; Duncan Gould; Jay Elliot; Ted Griggs. **Programs**: \*Alberville '92; \*Barcelona '92; Dan dierdorf's Super Bowl Special; Winter Sports Weekend; NFL Pre-Season Special; Race for #1: Pre-Season Special; Race for #1: College Bowl Preview; Money Magazine Television; Escape from Alcatraz; GGP Skiing Magazine Ski Buyers Guide; Pan Am Winter Games; Plymouth Celebrity Ski Classic; Countdown to the Academy Awards; Countdown to the Final Four; Images of 1991; GGP Skiing Magazine; College Basketball Championship Special; \*How to Play the Tax Game & Win.

**Global News Services** 624  
1011 Eden Way N., Chesapeake, Va. 23320  
**Staff**: Lionel Williams; Steve Newton. **Programs**: \*African Update; \*news and feature service; special reports and programs.

**Global TV Network-Brazil** 1082

**Goodman Entertainment Group** 755

**Granada Television Int'l.** 437  
400 Madison Ave., #1511, New York 10017

**Great Chefs G.S.I. Inc.** 143  
P.O. Box 56757, New Orleans 70156-6757

**Staff**: John Shoup; Linda Nix; Larry Klingman; Charles Flood. **Programs**: \*Great Southern Barbecue; \*Barbecue American Style; A New Orleans Jazz Brunch; Don Menza in New Orleans; Les McCann in New Orleans.

**Group W Productions** 441  
3801 Barham Blvd., Los Angeles 90068

**Staff**: Derk Zimmerman; Don Loughery; Nancy Alspaugh; Sam Cue; Owen Simon; Ted Barajas; Ken Flower; Esther Greif; David Jacquemin; Barry Stoddard; Robert Liug; Doug Martz; Merry Marshall; Don Cosgrove; Richard Sheingold; Peter Gimber; Glen Burnside; Steve Parker; Elizabeth Koman; Rhonda Schulik; Scott Collins; Richard Greenhut; Michele Gault; Brock Kruzic; Patricia Brown; Michael Turner; Jeff Hoops; Tim Lavender.

**Programs**: *Reality*: Missing/Reward; \*On Scene; On Scene: Emergency Response. *Informational*: Home Again with Bob Vila. *Animated*: Teenage Mutant Ninja Turtles. *Game show*: \*Scrabble. *Children*: \*Way Cool. *Special*: Desperate Passage. *News*: Group W Newsfeed; The Entertainment Report.

**Group W TV Sales** 441  
90 Park Ave., New York 10016

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

3801 Barham Blvd., Los Angeles 90068

**Staff**: Becky Courtad; Lee Salas (West Coast sales).

**Groupe Images** 623

**Groupe Multimedia du Canada** 923

**Grundy Worldwide** 259  
(REG Grundy Prods. Inc.)  
9911 West Pico Blvd., #1200, Los Angeles 90035

**Staff**: Reg Grundy; Ian Holmes; Robert Lloyd; Robert Crystal; Robert Noah; Bill Mason; Robin Durst; Lou Wexner. **Programs**: *First-run series*: Embassy; It's a Knockout; Neighbours. *First-run mini-series*: Tanagera: Lion of Singapore.

**Hachette International Television** 623  
28 Rue Francois 1 er, 75008 Paris, France

**Staff**: Jean Rouilly; Andre le Guillou.

**Hamster Productions** 623

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

**Staff**: Bruce Paisner; William Miller; William Kunkel; Robert Corona; Leonard Soglio; Steve Weiser; Kathy Zeisel; Thomas Devlin; Samuel Gang; Stacey Valenza; Laurie Tritini; Michael Doury. **Programs**: *International: Animated*: \*The Legend of Prince Valiant; All New Popeye; Original Popeye; Popeye and Son; Animated Flash Gordon; Cool McCool; Beetle Bailey; Barney Google and Snuffy Smith; Krazy Kat; Defenders of the Earth; G-Force; Adventures of the Galaxy Rangers; Animated Specials; King Video Comics. *Features*: \*Evidence of Love; \*Sudie & Simpson; \*Lucky Day; \*Menu For Murder; \*The Fatal Image; \*Soul Thief; The King Features. *Series*: Original Blondie; Original Flash Gordon; Perspective on Greatness. *Other*: Feature Creatures; Hearst Reports; TV Time Capsules.

*Domestic: First-run series*: \*Family Works!; \*Marquee II; \*Neon Rider; \*Great Expectations. *Animated*: Original Popeye; Animated Flash Gordon; Cool McCool; Beetle Bailey; Barney Google and Snuffy Smith; Krazy Kat; Dinky Dog. *Off-network series*: Original Blondie. *Features, packages*: The Performers I, II, Marquee. *Other*: Hearst Reports; TV Time Capsules; Feature Creatures.

**Hollyberry Post & Production** 1418

**Home Team Inc.** 980

**HRP Inc.** 675  
805 Third Ave., New York 10022

**Staff**: Jay Walters; Peter Ryan; James Curtin; Steve Raffle; Dale Kendall-Browne. **Services**: Station representative firm: program information, consultation.

**Hypermedia PLC Vidikit** 1271

**I.A. Entertainment** 1118

**IBM** 1240  
21041 Burbank Blvd., Woodland Hills, Calif. 91367

**IDDH** 278  
124 Rue de la Boetie, Paris, France 75008

**IMA Production** 623  
11 Rue Christiani 75018 Paris, France

**Staff**: Georges Benayoun. **Programs**: \*Iz-kor, Slaves to Memory; El Espectador; The Hostage Speak; The Ramdah Family.

**Image Sud Nord** 623  
78 Ave. Raymond Poincare, Paris, 75116, France

**Staff**: Herve Coquerelle; Olivier Sieber.

**INI Entertainment Group Inc.** 240

**Initial Groupe** 623  
14 Rue Segulier, Paris 75006 France

**Staff**: Jean Cazes; Raymond Parizer.

**Innoventures Television Distribution** 1126  
599 Lexington Ave., #2300, New York 10022

**Staff**: Thomas Byrnes; Bette Alofsin; Brian Davidson; Tim Noonan; Fred Petrosino; Rick Weidner. **Programs**: \*Critical Decisions.

**Internal Revenue Service** 1119

**International Broadcast Systems Ltd.** 1041  
100 Crescent Court, 16th floor, Dallas 75201

**International TV** 337

**International TV Enterprises** 553  
420 Lexington Ave., New York 10017

**Ironstar Communications Inc.** 923  
65 Heward Ave., #107, Toronto, Ontario, M4M 2T5 Canada

**ITC Entertainment** 562  
12711 Ventura Blvd., Studio City, Calif. 91604

**Staff**: Wm. Christopher Gorog. *Domestic*: Ritch Colbert; Tony Dwyer; Brett Cervantes; Richard Easthouse; Daniel Menzel; Sam Peck; Jim Ricks Jr.; Mike Russo; Henry Urick; Paul Eagleton; Kevin Kroker. *International*: Jim Marrinan; Lynden Parry; Armando Nunez; Doralea Rosenberg; Lori Bardwil. **Programs**: *Domestic: Feature films*: \*Movie of the Month Network; \*Volume 10; \*Volume 9, 8. *International: Feature films*: \*Aftermath; \*The Brave Little Toaster; \*Fatal Sky; \*Kill Me Again; \*The Last To Go; \*Last Warrior; \*Lethal Charm; \*Rainbow Drive; \*San Antonio Cops; \*Stepfather II; \*Toxic Effect; \*UFO Cafe; \*Welcome Home Roxy Carmichael; \*Whispers; \*Zandalee; \*Zapped Again. *Mini-series*: \*Night of the Fox; \*People Like Us; \*Touch and Die. *Series*: \*Shark Island; \*Time of Your Life; Captain Scarlet and the Mysterons; Cloppa Castle; Joe 90; Munch Bunch; Secret Service; Stingray; Supercar; Thunderbirds 2086.

**Ivanhoe Communications** 270  
401 S. Rosalind Ave., #100, Orlando, Fla. 32801



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**JM Entertainment** 863  
133 East 58th St., 804, New York 10022

**Staff:** Jerry Molfese; Brian Molfese; Lydia Cunniff; Christina Ortiz; Stephanie Beatty; Dain Fritz; Brian Wynn; Ron Castelli. **Programs:** \*Red Hot & Cool; \*Baby Boomers; \*Dancin' on Air. **Specials:** \*Story of a People; \*A Laugh, a Tear; Frankie Avalon Presents; \*Making It in Hollywood; Bearwitness News Back to School; Great Bear Scare; The Bear Who Slept Through Christmas. **Specials:** \*Tukiki and His Search for a Merry Christmas; \*The Little Brown Burro; \*The New Misadventures of Ichabod Crane; \*Gettysburg "The Final Fury." **Sports specials:** Indy Challenge; Jockey; Thunder at the Wheel.

**JS and Friends** 1116

**J.A.C.** 623  
93 Champs-Elysees, Paris, France 75008

**JE International** 1261

**Jingle** 623  
Domaine de la Combe, Saint Yriex, 16710, France

**Staff:** Patrice Mazataud.

**John DeMol Producties B.V.** 1261

**Johnston, Zabor & Associates** 1437

**Juan Miguel Productions** 1121

**K.I.C.K. Productions** 1419

**Katz Television Group** 541  
One Dag Hammarskjold Plaza, New York 10017

**Staff:** John von Soosten; Bill Carroll; Mitchell Praver; Bill Hall; Ruth Lee; Joyce Rodriguez; Lisa Hollandender; Christina Bivona. **Services:** Consulting; research; programming information services.

**Kelly News & Entertainment** 881

**Keystone Communications, L.P.** 1114

**King World Productions** 1051  
1700 Broadway, New York 10019

**Staff:** Roger King; Stephen Palley; Jeffrey Epstein; Fred Cohen; Av Westin; Jonathan Birkhahn; Allyson Kossow; Stu Stringfellow; Dennis Franklin; Jeffrey Wolf; Diana King; Moira Farrell; Patsy Bundy; Leonard Spilka; Steve LoCascio; Paul Power; Michael King; Scott Towle; Erni DiMassa; Burl Hechtman; Donald Prijatelj; Randy Hanson; Bianca Pino; Lee Leddy; Diran Demirjian; Stephen Hackett; Gary Grandolph; Lee Keirsted; Michael Stornell; Jim Farah; Steve Herlihy.

**Programs:** \*Candid Camera; Inside Edition; Instant Recal; Jeopardy!; The Oprah Winfrey Show; Wheel of Fortune; The Little Rascals; Guns of Will Sonnett; Topper; Mr. Food. **Features, packages:** Spotlight Ten; The Epics; Popcorn Theatre; Classic Detectives.

**Koch Communications Inc.** 362  
1650 Broadway, #510, New York 10019

**Korn/Ferry Int.** 1440

**Services:** Management consulting firm; executive recruitment.

**La Cinq** 186

**La Sept** 186

**Landscape Channel Ltd.** 1373

**Larry Harmon Pictures** 275  
7080 Hollywood Blvd., #202, Hollywood, Calif. 90028

**Staff:** Larry Harmon; Susan Harmon; Jerry Digney; Marc Rashba. **Programs:** \*Local Bozo Show; \*Bozo's Schoolhouse; \*Bozo Cartoons; \*Laurel & Hardy Cartoons.

**LBS Communications Inc.** 241  
875 Third Ave., New York 10022

**Staff:** Henry Siegel; John Storrier; Paul Siegel; Jon Nottingham; Michael Weiden; Tony Intelisano; Rand Stoll; Steven Leblang; Louise Perillo; Joanne DeRicco; Bill Smither; Alan Winters; Lou Israel; Carl Dietze; Vincent Turco. **Programs:** *First-run series:* Family Feud; Memories—Then and Now; Baywatch; Club America; Pet Pals; TravelAmerica. *Children:* Spumoni; Police Academy: The Series; The Real Ghostbusters; The New Adventures of He-Man; Heathcliff; Mask; Inspector Gadget. Dragon Warrior. **Specials:** The Elvis Files; 10th Annual Country Showdown; Test Series; Medal of Honor: True Stories of America's Greatest War Heroes. **Features, packages:** LBS World Premiere Movies; It Nearly Wasn't Christmas; Hope Diamonds; It Came Upon the Midnight Clear. *Off-network series:* Peter Gunn (colorized); What's Happening!; Crazy Like a Fox; LBS Classics.

**Les Films D'Ici** 623  
12 Rue Clavel, Paris, 75019, France

**Staff:** Yves Jeanneau; Serge Lalou.

**Les Films du Village** 623  
5 Passage Montgallet, Paris, 75012, France.

**Staff:** Gabriel Chabannier; Yolande Robeveille.

**Litton Syndications Inc.** 147

**LMK Images** 623  
55 Rue Traversiere, Paris, 75012, France

**Staff:** Yves Eudes.

**Lo-Ad Communications** 1276

**Louisiana Film Commission** 539

**LPWA Inc.** 1172

**LWT International** 1141  
500 Fifth Ave., #1710, New York 10110

**Staff:** Sydney Perry; Suzanne Hayes; Melissa Green; Carol Lawhon; Celeste Champagne. **Programs:** *Documentaries:* Brave New Wilderness; Climate and Man; Clive James; Evil; Prince Charles at 40. **Specials:** An Audience with Victoria Wood; The Dame Edna Experience; The Dame Edna Experience II; An Audience with Dame Edna Everage; One More Audience with Dame Edna; The Trouble with Joan Collins; The Trouble

with Michael Caine. *Comedy:* Square Deal; Hale and Pace; The Management; First Exposure; The Two of Us; Hot Metal. *Drama:* Bust; The Charmer; Forever Green; Poirot; Piece of Cake; Scoop; Startrap; Stolen; Upstairs, Downstairs; Upstairs, Downstairs Lost Episodes; Wish Me Luck.

**M&M Syndications Inc.** 934  
1000 Laurel Oak Corp. Center, #108, Haddonfield-Berlin Rd., Voorhees, N.J. 08043

**M.A. Kempner Inc.** 336  
2151 W. Hillsboro Blvd., #110, Deerfield Beach, Fla. 33442

**M5** 623  
168 Rue Saint-Charles, Paris, 75015 France

**Staff:** Frank Soloveicik.

**Major League Baseball Productions** 1073  
1212 Ave. of the Americas, New York 10036

**MCA TV** 291  
100 Universal City Plaza, Universal City, Calif. 91608

**Staff:** Al Rush; Shelly Schwab; James Kraus; Mort Slakoff; Steve Rosenberg; Arthur Hasson; Paul Hoffman; Tom Maples; Bill Trotter; Mark Forgea; Tony Fasola; Ken Arber; Sara Rutenberg; Bobbi Fisher. **Programs:** \*Up Late with Ron Reagan; \*Rogin's Heroes; \*Hollywood Premiere Network; She Wolf of London; They Came from Outer Space; Shades of L.A.; \*Harry and the Hendersons; Amen; Out of this World; The New Lassie; Charles in Charge; The Munsters Today; The New Adam 12; The New Dragnet; My Secret Identity; My Talk Show; What a Dummy.

**Medallion TV Enterprises** 262  
8831 Sunset Blvd., #100, West Hollywood, Calif. 90069

**Staff:** John Ettlinger; Jim Stern; Shanna Gray. *International:* Dennis Livson; Shorty Raemakers; Bill Gilbert; Eric Conrad; Bob McKay. **Programs:** *Documentaries:* Report on Communion. *Variety/music:* More Than a Scarecrow; The Jan Peerce Story; Scrooge's Rock and Roll Christmas; Something Else. *Mini-series:* Gambling's Invisible Thieves. *First-run series:* The Making of... **Features, packages:** Phantom of the Opera; 75 World Titles; 105 Western Hemisphere U.S. and Canada Features; 62 Spanish Dubbed Features, first run for Western hemisphere. **Specials:** Elm St.: The Making of a Nightmare; Hollywood's Hidden Heroes; Action I, Action II.

**Metro-Goldwyn-Mayer Communications Co.** 663  
8670 Wilshire Blvd., Beverly Hills, Calif. 90211

**Staff:** Anthony Lynn; Doug Schwalbe; Catherine Ancian; Don Golden; Jack Brandon; Bill Wineberg; Jack Smith; Don Mirisch; Scott Gregg; Ada La Greca. **Programs:** In the Heat of the Night; thirtysomething; Young Riders; Against the Law.

**Metropole Television/M6** 196

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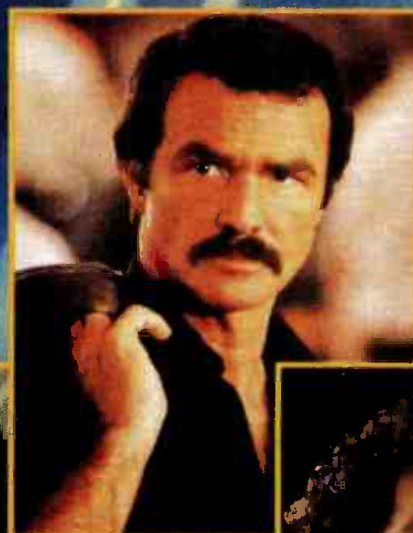
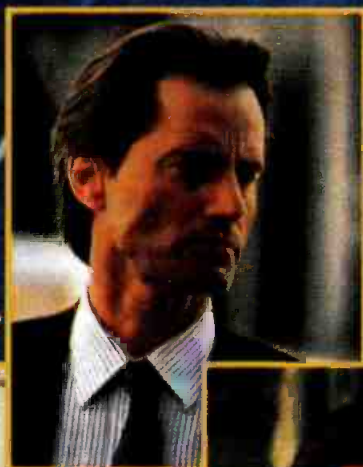
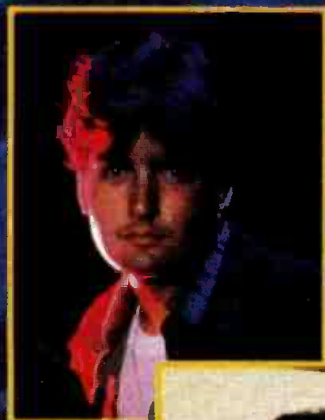
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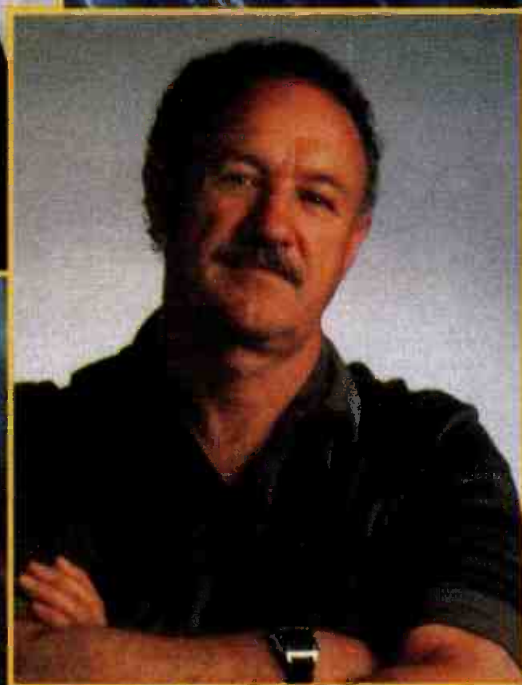
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**MG/Perin Inc.** 373  
**Mico/NHK Enterprises** 963  
**Ministere des Affaire** 623  
**Staff:** Claude Harel; Michel Lummaux.  
**MMT Sales Inc.** 280  
*150 E. 52nd St., New York 10022*  
**MSI Marketing USA** 1319  
*947 Second Ave., 2nd floor, New York 10022*  
**Staff:** Richard Salzburg; Alex Massis. **Programs:** \*Ferdy; \*Under Neptune's Flag.  
**MTM TV Distribution Group** 949  
*12001 Ventura Pl., #600, P.O. Box 7406, Studio City, Calif. 91604*  
**MTV Networks** 1363  
*1775 Broadway, 11th floor, New York 10019*  
**Muller Media Inc.** 354  
*23 East 39th St., New York 10016*  
**Multimedia Entertainment** 1434  
*75 Rockefeller Plaza, 22nd floor, New York 10019*  
**Staff:** Bruce Johansen; Steven Fadem; Lou Zaccheo; Diane Sass; Thomas Shannon; Richard Thrall; James Dauphinee; Nancy Cook; Norm Hayes; Michael Marsho; Edward Monahan; Gerry Philpott; Deborah Hackenberry; Tracey McCarthy; Julie Farin. **Programs:** Big Break; Donahue; Sally Jessy Raphael.  
**Multimedia Group of Canada** 923  
**NATPE Net** 265  
**NBA Entertainment** 1425  
*645 Fifth Ave., 15th floor, New York 10022*  
**NBDC** 623  
*48 Rue Montmartre, Paris 75002, France*  
**Staff:** Tim Newman; Alex Berger; Kirsten Cunningham.  
**NDR International (German TV)** 1033  
*Gazellenkamp 57, D-2000, Hamburg 54, West Germany 2000*  
**Nederlands HDTV Platform** 1261  
**Nederlandse Omroepprogramma Stichting** 1261  
**Nelvana Enterprises** 923  
*32 Atlantic Ave., Toronto, Ontario, Canada M6K 1X8*  
**Netherlands Broadcasting Services Corp.** 1261  
**New Line Television Distribution** 981  
**New Visions Syndications Inc.** 1019  
**New World Television** 633  
*115 East 57th St., New York 10022*  
**Staff:** John Feltheimer; Bob Peters; Tony Browne; Sandy Lang; Dorothy Hamilton; John Hess. **Programs:** \*The Three Musketeers; \*New World Premiere Movies; New World One-Four; New World Presents; Pretty Smart; Kid Pix Six-Pak; TV Gold; LCA Classics; Sledge Hammer; Life of Riley.

**Newport Connection** 257  
**News Travel Network** 874  
*1160 Battery St., #100, San Francisco 94111*  
**Nippon Animation Co. Ltd.** 816  
*10-11, Ginza 7-chome, Chuo-ku, Tokyo 104, Japan*  
**Staff:** Junzo Nakashima; Yasuhiko Matsuo-ka; Hiroko Karaki; Eri Ichikawa; Yoshiko Kobayashi. **Programs:** \*The Jungle Book; The Space Sagittarius; Conan and Friends; Elfie; The Alps Story; My Annette; \*Columbus; \*The Adventure of Manxmouse; Back to the Forest (Peter of Placid Forest).  
**Nis Film Distribution Holland** 1261  
**Northern Lights Communications Inc.** 1438  
*601 Lakeshore Parkway, #1275, Minnetonka, Minn.*  
**Staff:** Rick Fons; Jason Gould; Dennis Shitt; Jan Baaden Gee. **Programs:** People's Pick; People's Dialogue; Classic TV Trivia; Greatest Moments in American Sports History Trivia; Christian Growth Program.  
**Orbis Communications Inc.** 841  
*432 Park Ave. South, New York 10016*  
**Staff:** Robert Turner; John Ranck; Hilary Hendler; Frank Buquicchio; David Spiegelman; Michelle Kearney; Andrew Holtzman; James Blueweiss; Dale Parker; Adam Copland; Michael Baldwin; Terry Dolan; Sean O'Boyle; Neil Russell; Rae Sanchini; Thomas Frank; Jeffrey Kazmark. **Programs:** *First-run series:* \*The \$100,000 Pyramid; The Joker's Wild; Smash Hits. *Specials:* \*Over the Influence; \*Alice in Wonderland. *Feature film packages:* \*Orbis Premiere Movies III; \*Carolco III; Carolco I; \*The Treasury. *Series:* Comedy Tonight; Hangin' In; War Chronicles; Challenge; Horrible Night at the Movies.  
**Orion Television Entertainment** 363  
*1888 Century Park East, 6th floor, Los Angeles 90067*  
**Staff:** Gary Nardino; Bob King; Robert Os-waks; Neil Schubert; Joe Indelli; Larry Hutchings; Larry Lynch; Steve Mulderrig; Don Frehe; Tim Overmyer; Bob Sanitsky; Jerry Jameson.  
**Programs:** *First-run series:* The Chuck Wollery Show. *Off-network:* The Avengers; The Addams Family; The Best of Saturday Night Live; Cagney and Lacey; Mr. Ed; The Secret of the Black Dragon; Louisiana; The Blood of Others; Green Acres; The Adventure of Sinbad Jr.; Adderly; King. *Film packages:* Action 16; Ghoularama; Monsters on the Prowl; Chrome and Hot Leather; Films for the 80's; Filmways I; Starview I; Orion I, II, III, IV; Orion Premieres; Born Wild; Beach Blanket Biggies/Young Adult Theatre; The Winning Hand; The World of the Macabre; Films from the 70's.  
**Ourtown Television Production Ltd.** 362  
**Pacific Aust Communications** 1436  
**Pacific Entertainment Group** 932

**Palladium Entertainment** 1162  
*444 Madison Ave., 26th floor, New York 10022*  
**Pan American Satellite** 474  
**Pandora Inc.** 723  
*1010 Washington Blvd., Stamford, Conn. 06901*  
**Staff:** Tim Newman; Ray Yinger. **Programs:** Hot Tickets feature films.  
**Paragon International Inc.** 923  
*260 Richmond St. West, #405, Toronto, Canada M5V 1W5*  
**Paramount Domestic Television** 1463  
*5555 Melrose Ave., Los Angeles 90038*  
**Staff:** Mel Harris; Lucille Salhany; Steve Goldman; Frank Kelly; R. Gregory Meidel; Bob Sheehan; Vance Van Petten; Meryl Cohen; Joel Berman; Emiline Davis; Tom Fortuin; Howard Green; Charlotte Koppe; Jim Martz; Steven Nalevansky; Jack Wartlieb; Tom Connor; Bobbee Gabelmann; Maryann Schulze; Susan Blutman; Dick Montgomery; Stan Justice; Liz Firalio; John Nogawski; Mike Kerans; Richard Golden; Rob Wussler; Gerry Noonan; John Lee; Maura McDonough; Carole Zerbato; Al Rothstein; Mark Dvornik; John Morrow; Stuart Marcus; Susan Stamm.  
*International:* Bruce Gordon; Joe Lucas; Peter Cary; Patrick Stambaugh; Jean Pullen; George Mooratoff; Stephen Carey; Malcolm Orme; Kevin Keeley; Ramon Perez; Susan Bender.  
**Programs:** *First-run series:* The Arsenio Hall Show; Entertainment Tonight/This Week; Hard Copy; The Maury Povich Show; The Party Machine with Nia Peeples; Star Trek: The Next Generation.  
*Mini-series:* A Town Like Alice; Alice to Nowhere; Evita; Inside the Third Reich; Return to Eden; Space; Shogun; 16 Days of Glory; The Last Outlaw; Wallenberg: A Hero's Story; War and Remembrance; Washington: Behind Closed Doors; The Winds of War.  
*Specials:* The Brady Brides; Great Adventurers and Their Quests; Indiana Jones and the Last Crusade; The Kid Who Loved Christmas; Mary Hart Specials; Miss Teen USA Pageant; Miss USA Pageant; Miss Universe Pageant; A Very Brady Christmas; What's Alan Watching.  
*Series:* Angie; The Black Forest Clinic; Bosom Buddies; Brady Bunch; The Bronx Zoo; Brothers; The Cavanaughs; Cheers; Day by Day; Dear John; The Defenders; Dolphin Cove; Down Home; Duet; Family Ties; Friday the 13th: The Series; Greatest American Hero; Happy Days; Hardcastle and McCormick; His and Hers; Laverne and Shirley; Love American Style; The Lucy Show; Macgyver; Mannix; Marblehead Manor; Mr. President; Mission Impossible; \*Mission Impossible—New; Mork and Mindy; Odd Couple; Riptide; Special Squad; Star Trek; Taxi; War of the Worlds; Webster; Untouchables.  
*Features/film packages:* Portfolio XIII; Portfolio XII; Portfolio XI; Preview IV; Preview III; Preview II; Special Edition III; Special Edition II; Special Edition I.

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| TOP 15 SYNDICATED SHOWS | K2-11 Rtg w/o 10/1/90 | K2-11 Rtg Nov. '90 To Date* | % Increase  |
|-------------------------|-----------------------|-----------------------------|-------------|
| <b>VIDEO POWER</b>      | <b>1.3</b>            | <b>2.0</b>                  | <b>+54%</b> |
| G.I. Joe                | 2.8                   | 3.7                         | +32%        |
| Wake, Rattle & Roll     | 1.9                   | 2.5                         | +32%        |
| Jetsons                 | 1.6                   | 2.0                         | +25%        |
| Gummi Bears             | 3.4                   | 4.1                         | +21%        |
| Muppet Babies           | 4.5                   | 5.4                         | +20%        |
| Merry Melodies          | 4.6                   | 5.5                         | +20%        |
| DuckTales               | 6.3                   | 7.1                         | +13%        |
| Alvin & The Chipmunks   | 3.3                   | 3.7                         | +12%        |
| Chip 'N' Dale           | 8.2                   | 9.1                         | +11%        |
| Teenage Mutant Turtles  | 8.7                   | 9.4                         | +8%         |
| Talespin                | 8.7                   | 9.4                         | +8%         |
| Tiny Toons Adv.         | 8.8                   | 9.0                         | +2%         |
| New Adv. - HeMan        | 1.3                   | 1.3                         | —           |
| Super Mario Bros.       | 2.1                   | 2.1                         | —           |

\*Source: 10/29/90-11/18/90 NTI

| TOP 10 VIDEO POWER STATIONS | HH Rtg w/o 10/1/90 | HH Rtg Nov. '90 To Date* | % INCREASE |
|-----------------------------|--------------------|--------------------------|------------|
| NEW YORK WWOR               | 1.1                | 1.3                      | +18%       |
| LOS ANGELES KCOP            | 1.8                | 2.7                      | +50%       |
| CHICAGO WPWR                | 2.0                | 2.2                      | +10%       |
| SAN FRANCISCO KTVU          | 1.0                | 1.6                      | +60%       |
| DETROIT WKBD                | 1.9                | 2.5                      | +32%       |
| CLEVELAND WUAB              | 2.9                | 3.0                      | +3%        |
| ATLANTA WGNX                | 1.2                | 1.8                      | +50%       |
| ST. LOUIS KDNL              | 2.0                | 2.3                      | +15%       |
| INDIANAPOLIS WTTV           | 0.7                | 2.8                      | +300%      |
| MILWAUKEE WWTW              | 2.6                | 3.2                      | +23%       |

\*Source: NSI 10/29-11/23/90 vs. 10/1/90 (Cleveland Source/Arb)



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

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

**Staff:** David Allen; Harry Stecker; Bill Fagan; John Heise; Richard Kurlander; Bill Shaw; Jack Fentress; Ronald Martzolf; Gail Healy. **Services:** Television station representation.

**PGI Distribution Inc.** 1433  
*9808 Wilshire Blvd., #303, Los Angeles 90067*

**Staff:** Charles Falzon; Christina Thomas; Mel Giniger; Rosamaria Gonzalez. **Programs:** \*Sharky & George; \*Nova; \*Sweating Bullets; Degrassi High; Peter Strohm; Insight; Reflections; Naturewatch; Thieves in the Night; Lucy—The First 25 years; The First Valentine; The magic Boy's Easter; Frontline—The Noriega Connection.

**Pittsburgh International Teleport** 619

**Powersports American Prod.** 1421

**Premier Advertiser Sales** 1480  
*15 Columbus Circle. 28th floor, New York 10023*

**Prevue Networks Inc.** 1138

**Procirep Commission Television** 623  
**Staff:** Antoine Messina.

**Procivica TV** 1028  
*Cra. 41 N. 5 B-71, Cali, Colombia*  
**Staff:** Martha Lucia Soto. **Services:** Production of TV sports, news programs.

**Producciones J.E.S.** 1028  
*Calle 21, N. 42-A-10, Bogota, Colombia*  
**Staff:** Julio Sanchez Cristo. **Programs, services:** Musicals; satellite transmission of special events.

**Producciones Punch S.A.** 1028  
*Calle 43 N. 27-47, Bogota, Colombia*  
**Staff:** Sandra Bernal Garzon. **Programs:** Soap operas, Interviews, talk shows, journalistic and cultural programs.

**Production Masters Inc.** 918  
*321 First Ave., Pittsburgh 15222*

**The Program Exchange** 1123  
*375 Hudson St., New York 10014*

**Staff:** Allen Banks; Jack Irving; Chris Hollowell; Susan Radden; Beth Feldman; Diane Casse; Holly Friend; Esther Sloane. **Programs:** *Children's:* Dennis the Menace; The Woody Woodpecker Show; Scooby Doo; The Flintstones; Bullwinkle; Rocky and His Friends; Underdog; Uncle Waldo's Car-

toon Show; Tennessee Tuxedo and His Tales; Dudley Do-Right and Friends; Young Samson; Space Kidettes; Valley of the Dinosaurs; King Leonardo; The Beary Family; Inch High Private Eye; Wheelie and the Chopper Bunch; Goober & the Ghost Chasers; Where's Huddles; Buford Files/Galloping Ghost; Jana of the Jungle; Bisketts. *Off-network series:* Bewitched; I Dream of Jeannie; Abbott & Costello; The Partridge Family; The Brady Bunch; Laverne & Shirley; The Odd Couple; Mork & Mindy.

**Program Syndication Services** 1122  
*375 Hudson St., New York 10014-3620*

**Programlink** 271  
*708 Third Ave., New York 10017*

**Promark** 819

**Provideo S.A.** 1028  
*Cra. 13 N. 71-26, Bogota, Colombia*

**Staff:** Luis Stipanovic Venegas. **Programs, services:** TV commercials, audio-visual and dubbing technical and artistic work.

**Quarter Latin** 623  
*179 Ave. Ledru-Rollin, Paris 75012, France*

**Staff:** Michel Noll.

**Radio Netherlands Television** 1261

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**R.T.I. 1028**

*Ave. 19 N. 4-56 Piso 2, Bogota, Colombia*

**Staff:** Nicolas Marino Palacio. **Services:** Production, broadcasting, marketing, distribution of TV shows.

**Radiotelevision Espanola 274**

**Raspail et Associes 623**

*29 BD Des Italiens, Paris, 75002, France*

**Staff:** Quentin Raspail; Bernard Senicourt.

**Raycom/Prime Network 1323**

*P.O. Box 33367, 801 E. Trade St., Charlotte, N.C. 28233-3367*

**Staff:** Rick Ray; Dee Ray; Ken Haines; Meade Camp; Ann Miller; Ray Warren; Jim Duncan; Michael Fanning; John Lazarus; Greg McCastle; Peter Elam; Cindy Clemens. **Programs:** Atlantic Coast Conference Basketball; Big Ten Conference Basketball; Southwest Conference Football and Basketball; The Kickoff Classic; The Disney Pigskin Classic; Pacific Ten Conference Basketball; Metro Conference Basketball; Big Eight Conference Basketball; ACC Sports Center; Diet Pepsi Tournament of Champions; The Big Ten Game Day Preview; The Sunshine Football Classic; The Liberty Bowl; The Freedom Bowl; Iowa Football; The Hayden Fry Show; The John Mackovic

Show; The Fred Akers Show; The Lou Henson Show; The Gene Keady Show; The Tom Davis Show. **Specials:** Killers at the Box Office; The Lords of Hollywood; The Innocent of Hollywood; Night Creatures.

**Raymond Horn Syndications 1322**

*38 W. 32nd St., #1610, New York 10001*

**Staff:** Bernie Schulman; Henry Howell; Ron Nummi; Ann Nummi; Mariam Heine; Chuck Wicker; Will C. Morgan; Raymond Horn; Gloria Horn. **Programs:** Rhythm & Blues; King All America Classic; Bravo: Latin Music Awards; Black Filmmakers Hall of Fame; Brown Sugar; Outstanding; Caribbean Spice; The Senior Report; America's Black Forum; Travel Adventure; On the Beam; Sports Line; R.P.M.; Making a Difference; Women (with Theresa Brown); Great Years.

**Reel Movies International 1120**

*8235 Douglas Ave., #770, Dallas 75225*

**Staff:** Tom T. Moore; Carol Smith; John Foster; Dominique Mougnot. **Programs:** \*Reel Christmas; \*Reel War; \*Reel Westerns; \*Reel Academy Awards.

**Republic Pictures Corp. 763**

*12623 Beatrice St., Los Angeles 90066*

**Staff:** Russell Goldsmith; Chuck Larsen; Glenn Ross; Lee Wedemeyer; Bob Moore; Diane Levin; Linda Lieberman; Lisa Woodcock; Diana Foster; Gene Lavelle. **Pro-**

**grams:** *Features, packages:* All Nite Movie; Republic Premiere One; Color Movies II; \*Color Movies III; John Wayne Collection; Hollywood Stars; Hollywood One; Action-Packed Package; Classic Comedy; Republic Serials; Home of the Cowboys; Serial Movies; Holiday Features; Animated Features; Animated Cartoons. **Specials:** Cliffhanger Serial Specials; \*Hondo in 3-D. **Off-network series:** Bonanza; Get Smart; The High Chaparral; Victory at Sea; Car 54: Where Are You?.

**Republic Pictures International 763**

*15821 Ventura Blvd., Encino, Calif. 91436*

**Staff:** Larry Sugar; Joe Levinsohn; Ryan Shiotani. **Programs:** *First-run series:* Beauty and the Beast. *Made-for-TV movies:* \*Son of the Morning Star; \*Separate But Equal; \*Love, Lies and Murder; \*Bare Essentials; \*Fire: Trapped on the 37th Floor; \*Lucy & Desi: Before the Laughter; Class Cruise; Fulfillment; Liberace; Indiscreet; Jesse; Mistress; Promised a Miracle; When the Time Comes; Eye on the Sparrow; Family Sins. *Off-network series:* Bill Cosby Show; I Spy; Bonanza; Get Smart; The High Chaparral; Dr. Kildare; T.H.E. CAT. **Special:** Cliffhanger Serial Specials. **Other:** Travel Tips; Hollywood Stars; Champions; Favorite Holiday Features; Horror Features; Republic Cowboys; Science Fiction Features; Loving You; Theatrical Cartoons.

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

**Saito Productions** 623  
25 Rue Jussieu, Paris 75005, France

**Samuel Goldwyn Television** 571  
10203 Santa Monica Blvd., Los Angeles 90067

**Staff:** Richard Askin; J. Michael Byrd; Gary Perchick; Jeri Sacks; Richard Bornstein; Julie Resh; Bill Featherstone; Casey Lanken; Audrey Chan; Michelle Abbrecht; Luz Castro-Bran; Bob Quintero. **Programs:** *First-run series:* American Gladiators; \*Gamepro. **Packages:** \*Samuel Goldwyn Theatre; November Gold, 2, 3.

**Sat-Alive! Television** 1281

**Scott Entertainment** 255  
P.O. Box 554, Westbury, N.Y. 11590

**Staff:** Scott Sobel. **Programs:** *Features, packages:* \*Drive-In Theater; The Movie Classics; Haunted Hollywood. *Off-network series:* Nostalgia Network One; Golden Years of Television.

**Select Media Communications** 931  
885 Third Ave., #1220, New York 10022

**Staff:** Mitch Gutkowski; Claire Scully; Marc Juris; Carol Blank; Linda Yaccarmo; Michael Haigney; Paul Fiore; Pam Politano; Heidi Torpey; Joe Sangillo. **Programs:** *Inserts:* Today in Music History; Whodunit?; Intermission; Quick Schtick; Breathtaking Moments; Heartbreak; Ask Professor Nutrition; Seaside; My Favorite Book; The Real Scoop; \*The Inside Scoop; \*Behind the Wheel; Music Quiz; \*Earth News; \*How Sweet It Is. *Magazine, talk:* \*The Soap Show; Insport. *Specials:* The Horror Hall of Fame.

**Seitel** 735  
575 Fifth Ave., New York 10017

**Staff:** Don Robinson; Ray Johns; Janeen Bjork; Lanie Shankman; Tom Bumbera; Randal Sterling; Dan Griffin. **Service:** Consulting.

**SFM Entertainment** 285  
1180 Ave. of the Americas, 10th floor, New York 10036

**Programs:** Witness to Survival; Allen & Rossi's 25th Anniversary Special; Benny Carter: A Symphony in Riffs; In Our Image; National Academy of Dance; America's Dance Award; Care Bears; The Digital Discovery Series; The Infinite Voyage; Zoobilee Zoo; Crusade in the Pacific; Crusade in Europe; The Indomitable Teddy Roosevelt; The March of Time; Sea World Special; Unclaimed Fortunes; Pinocchio in Outer Space; Pillar of Fire; Ford's Theatre Celebration; SFM Holiday Network.

**Shapiro Glickenhau TV** 142

**SI Communications** 1167

**Silverbach-Lazarus Group** 854  
9911 W. Pico Blvd., PH-M, Los Angeles 90035

**Staff:** Alan Silverbach; Herb Lazarus; Toby Rogers; George Blaug; Nicole Wonica. **Programs:** *Series, first-run:* The Littlest Hobo; Hillary's Adventurers; Go West—Sing West; Blood Sweat and Tears; Go Fish Australia. *Off-network series:* Cimarron Strip. *Mini-series:* A Fortunate Life; Body Business; Great Bookie Robbery; Tracy; Petrov; Glass Babies; Term of His Natural Life. *Features:* An Indecent Obsession; Skin Deep; I Can't Get Started; High Country; Double Sculls; Fighting Back; Full Circle Again; Visual One. *Specials:* Ivan the Terrible: The Demjanjuk Dossier; Everest—The Australian Challenge; The Last Days of Marilyn Monroe; The Video History of the Civil War; Gettysburg; The Best Christmas Pageant Ever; Terror!; Abracadabra; Images by Animation.

**Silverspur Syndication** 970

**SLB Associates** 1332

**Snap Marketing Resources Plus** 267

**Societe Francaise de Production** 623  
36 Rue Des Alouettes, Paris Cedex 19, 75935, France

**Soloflex/53rd Street Adver.** 1246  
570 NE 53rd Ave., #200, Hillsboro, Ore. 97124

**Spectrum** 1434  
75 Rockefeller Plaza, 22d floor, New York 10019

**Staff:** Joseph Cifarelli; Richard Bailey; Valerie DeSanri. **Programs:** Donahue; Sally Jessy Raphael; Big Break.

**Stars Production Services** 648  
3003 Moffett Lane, Houston 77489

**Strengtholt Televideo International B.V.** 1261

**Studio Hamburg Produktion Fur Film & GMBH** 1033  
Jenfelder Allee 80, 2000 Hamburg 70, West Germany

**Sunbow International** 370  
130 Fifth Ave., New York 10011

**Staff:** Tom Griffin; C.J. Kettler; David Wollos; Robert Watson; Ellen Postman. **Programs:** \*Bucky O'Hare; \*The Transformers; \*Kid's Songs; Youthquake; Flour Babies; All That Glitters; Private Affairs; Insport; The Horror Hall of Fame; The Milton Bradley Game Show; The Adventures of Commander Crumbcake; A Matter of Conscience; World of Adventure. *Animation:* The Wonderful World of Strawberry Shortcake3; Strawberry Shortcake in the Big Apple City; Puff the Magic Dragon; Puff the Magic Dragon in the Land of the Living Lies; Puff the Magic Dragon and the Incredible Mr. Nobody; Peter and the Magic Egg; Dorothy in the Land of Oz. *Children's series:* The Transformers; Jem; My Little Pony n' Friends; G.I. Joe: International Heroes; Su-

per Show; Inhumanoids; Visionaries. *Animated children's specials:* My Little Pony I & II; Bigfoot and the Muscle Machines; Robotix; Charmkins; The Glofriends Save Christmas. *Specials:* The Secret World of the Very Young. *Feature films:* My Little Pony: The Movie; The Transformers: The Movie; G.I. Joe: The Movie.

**Sylvester Communications Int'l.** 1426

**System TV** 623  
27-29 Rue des Poissonniers, Neuilly-Sur-Se 92200 France.

**Staff:** Daniele Renou; Jean-Francoise Denis.

**Tele-Hachette** 623  
32 Rue Francoise 1ER, Paris 75008, France

**Staff:** Jean-Loup Arnaud.

**Tele-Images** 623  
64 Rue Pierre Charron, Paris 75008, France

**Staff:** Marie France Han; Harva Michel.

**Telefilm Canada** 923

**Telemax** 623

**Telemundo Group Inc.** 1362

**Telepool** 1033

**Telerep Inc.** 470  
875 Third Ave., New York 10022

**Staff:** Alfred Masini; Steven Herson; Thomas Tilson; Larry Goldberg; Andrew Feinstein; James Robinson; James Monahan; Joseph Isabella; Mac Lorimer; Edward Kroninger; David Hills; John McMorrow; Lanie Richberger; Cathy Nobile.

**Television Latina Inc.** 822  
550 Biltmore Way, 9th floor, Coral Gables, Fla. 33134

**Staff:** Benjamin Perez; Rafael Vazquez. **Programs:** *TV Novels:* Paraiso; Maribel; La Revancha; Fabiola; Virginia; Maria; Maria; La Sombra de Piera. *Series:* El Enviado; Que Chicas!; Adda. *Specials:* Miss Venezuela; Sabado Sensacional.

**Television Program Enterprises (TPE)** 1462

875 Third Ave., New York 10022

**Staff:** Al Masini; Philbin Flanagan; Mary Jane Hastings; Noreen Donovan; Harvey Gamm; Rick Goldman; Rick Meril; David Morris; Bethany Gorfine. **Programs:** *First-run series:* Preview: The Best of the New/The Next Seven Days; Lifestyles of the Rich and Famous; Star Search; Runaway with the Rich and Famous; Entertainment Tonight/This Week; The Byron Allen Show. *Off-network series:* Fame, Fortune & Romance. *Animated:* Denver, the Last Dinosaur. *Specials:* International Star Search 1990; The Rich and Famous 1990 World's Best; The Dayton International Airshow; Supermodel of the World, 1990; Republic Colorized Movie Classics. *Mini-series:* Blood Feud; Emma: Queen of the South Seas; Ford: The Man and the Machine; Hold the Dream; Hoover vs. the Kennedys; The Sec-

the SOAP show

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**Toei Animation Co. Ltd.** 974  
*20695 S. Western Ave., #112, Torrance, Calif. 90501*

**Staff:** Mary Jo Winchester; Yoshinobu Karamatsu; Yukio Hayashi; Hitoshi Kondo; S. Sasaki; Katja Fendley. **Programs:** *Animated:* \*Wee Wendy; Sally the Witch II; The Secret of Akko-chan; Lomien-Man; New Maple Town Story; Lady, Lady; Bukkuri Man; Saint Seiya; Ninju Akakage; Silver Fang; Dragon Ball; Maple Town; Ge Ge Ge No Kitaro; Modern Kid; Step, Jun!; Ken the Great Bear Fist; Gugu Ganmo; Little Memole; Wingman; Stop! Hibari!; Great Mazinger; Getta Robot; Little Big Nose; Mr. Muscleman; Love In Rock 'n' Roll; The Pumpkin Wine; Patalliro; Super Gal Asari; Dr. Sulump; Tiger Mask II; Hello Sandybell; Genki, The Boy Champ; Lalabel, the Magic Girl; Galaxy Express 999; Grand Prix; Balatak; Jet Mars; Gakeen, the Magnetic Robot; Jeeg, the Steel Robot.

*Animated specials:* Ken, The Great Bear Fist; Mr. Muscleman—The Final Match!; Seven Superman vs. Space Outlaws; Dr. Manbo & Zibako—From Outer Space with Love; Two Year Vacation; Chief Hippo's Zoo Diary; Arsen Lubin vs. Sherlock Holmes;

Galaxy Express 999—Queen Emeraldous, the Eternal Traveler; Captain Future—The Brilliant Race Over the Solar System.

**Tokyo Movie Shinsha Co., Ltd.** 435  
**Total Video** 771  
*136 E. 57th St., New York 10022*

**Staff:** John Andariese; Jon Feller; Jere Patterson. **Programs:** Cinemagic; \*Golfing America; Greatest Sports Legends; Super Sports Follies.

**Travelview International** 1428

**Tribune Entertainment Co.** 1441  
*435 N. Michigan Ave., #1982, Chicago 60611*

**Staff:** Sheldon Cooper; Don Hacker; David Sifford; Clark Morehouse; Joseph Antelo; Bob Cesa; Carol Forace; Peter Marino; George Hankoff; Mel Smith; George Paris; Greg Miller; Allan Grafman; Bill Lyall; Tanya Neimark; Lynn Lazaroff; Michael Adinamis; Bob Cambridge.

**Programs:** \*Now it Can Be Told; Tribune Premiere Network; Geraldo; The Joan Rivers Show; Soul Train; Soul Train Music Awards; Monsters; Tales from the Darkside; Charles in Charge; The Hollywood Christmas Parade; The Stellar Awards; Chicago Cubs Television Network; G.I. Joe; U.S. Farm Report; A Child Called Jesus; TV NET; Columbia Night at the Movies; Pegasus II; The Stellar Awards: A Gospel Music Tribute to Dr. King; \*Puzzle Game.

**TRT/FTC Communications** 1431

**Turner Program Services** 641  
*One CNN Center, Box 105366, Atlanta 30348-5366*

**Staff:** Jack Petrik; Henry Gillespie; W. Russell Barry; John Walden; Robert Schuessler; David Skillman; Rich Goldfarb; Ken Christensen; Robert Rierson; Beth Gould; Terry Kiely; Cliff Matis; Bob Morris; Paul Williams; Dennis Juravic; Steve Orr; Carol Bomberger; Karen Louque-Sands; Tom Todd; Diane Lasek; Gary Anderson; Fred Burrows; George Case; John Barbera; Lou LaTorre; Joe Liva; Randy Freer; Margaret Mollo.

**TPS International:** Howard Karshan; Sidney Pike; Bill Wells; Greg Eli; Ross Portogeis; MaryAnn Pisante; Francisco Serrador; Jean Viana; Lillian Noriega; Rich Hylen. **Programs:** The Wonder Years; Captain Planet and the Planetees; Turner Pictures I—The Legends; Cousteau Rediscovery of the World; National Geographic; On Assignment; Color Classic Network V; The Best of Color Classics II; Tom & Jerry; Warner Bros. Cartoon Library; CNN Newsource: Live Edition; Headline News: Local Edition.

**TV Horizons** 241  
*875 Third Ave., New York 10022*

**Twentieth Television** 481

**Staff:** Barry Diller; Jonathan Dolgen; Michael Lambert; Leonard Grossi; Fred Bierman; Benson Begun; Robert Fleming; Patricia Jennings; George Gubert; J. Mathy Wasserman; Kenneth Richards; Stephen Friedman; David Grant; David Witus; Antony Bauer; Matthew Jacobson; Timothy Mudd; Daniel Greenblatt; Joseph Mirabella; Edward Seslowsky; Barbara Van Buskirk; Paul Franklin; Jeff Stern; Michael Newsom; David Ozer; John Campagnolo; David Campbell; James Griffiths; Douglas Lee; Lucy Hood; Sam Weinstein; William

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**Programs:** *First-run series:* A Current Affair; A Current Affair Extra; Personalities; Pump It Up!; Kick It! *Off-network:* Mr. Belvedere; Small Wonder. *Catalogue series:* Animal Express; Audubon Wildlife Theater; Btman; Daniel Boone; Dobie Gillis; Fall Guy; Green Hornet; Land of the Giants; Lost In Space; M\*A\*S\*H; That's Hollywood; Trapper John; Vega\$; 9 to 5. *Movie packages:* Big 36; Carry On; Century 5-15; Charlie Chan; Fox IV, V, VI, VII; Fox Mystery Theatre; Golden Century; Laurel and Hardy; Mark I, II, III; MPC-20; Planet of the Apes; Premiere Two, Three, Plus; Special 41; Super 41, 65; Time Tunnel.

*Specials:* Anatomy of a Crime; Assassins Among Us; Blind Alley; The Cancer Confrontation; Charles Dickens Classics; Divorce, Kids in the Middle; Fox Movietone News; Future Shock; Goldonoy—The World to Dance In; Hollywood: The Gift of Laughter; Inside Russia; Jane Goodall and the World of Animal Behavior; The Making of M\*A\*S\*H; The President's Command Performance; Sex, Teen-age Style; Summer Solstice; Time of Man; The Undersea World of Jacques Cousteau; War to End All Wars.

*Mini-series:* The Far Pavilions; Fox Mini-series I; Flying Doctors; Jamaica Inn; Mussolini & I; Roughnecks; Sara Dane; Spearfield's Daughter; Wild Times. *Children's:* Crusader Rabbit; Doctor Dolittle; Fantastic Voyage; The Hardy Boys; Journey to the Center of the Earth; Return to the Planet of the Apes.

*Other:* The Ann Sothern Show; Bracken's

World; Broken Arrow; Circus; Expedition Danger; The Ghost & Mrs. Muir; Incredible World of Adventure; Judd for the Defense; Julia; Lancer; Miller's Court; The Monroes; Movin' On; Nanny and the Professor; Peyton Place; Room 222; The Untamed World.

*International:* A Current Affair; Alien Nature; America's Most Wanted; Anything But Love; Attack of the Killer Tomatoes; babes; Bobby's World Cop Rock; COPS; Doogie Hoswer, M.D.; Dynasty; Fall Guy; Fantasy Island; Fox's Peter Pan & the Pirates; Good Grief; Hooperman; In Living Color; L.A. Law; M\*A\*S\*H; Mr. Belvedere; 9 to 5; Piggsburg Pigs; Sister Kate; Small Wonder; The Kennedys of Massachusetts; The Simpsons; Those Were the Days (Movietone News); Totally Hidden Video; Tracey Ullman; Trapper John; True Colors; Working It Out; Zoo U; Voyage to the Bottom of the Sea.

**U.S. Army Reserve 1318**  
7110 Rainwater Pl., Lorton, Va. 22079

**Unidyne Communications 1149**  
2250 Columbia St., San Diego 92101

**Staff:** William Alfredo; Christopher Conway; Jim Johnson; Donald Tool. **Services:** AD-Vents Quik Cash Cards; promotions; direct mail sweepstakes brochures; marketing plans.

**United American Video Corp. 1435**

**USPA 623**  
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**Services:** More than 30 companies (see separate listings) representing producers, program distributors, HDTV and cable representatives, French public offices in charge of audiovisual affairs.

**Viacom Enterprises 1442**  
1515 Broadway, New York 10036

**Staff:** Sumner Redstone; Frank Biondi Jr.; George Smith Jr.; Mark Weinstein; Thomas Dooley; Henry Schleiff; Gus Lucas; Robert Tucci; Katherine Hogan; Paul Calame; Cecilia Holloway; Jill Newfield; Michael Gerber; Dennis Gillespie; Arthur Kananack; Paul Lefcovich; Paul Kalvin; Peter Newman; Dennis Emerson; Frank Flanagan; Anthony Guido; Elissa Lebeck; Eric Veale; Howard Berk; Sean Deneny; Ellen Eisenberg; Lynn Fero; Douglas Knight; Scott Kolber; Helen Nesbit; Lisa Merians; Gerald Pinks; Bruce Pottassh; Kim Schlotman; Betsy Vorce; Peter Yaman; Kathryn Linclau; George Faber; James Latham; Brunella Lisi; Robin Mansfield; Nancy Morrison; Charles Segars; Joseph DiSalvo; Don Salem; Anne Rodgers; Brooks Carroll; Peter Preis; Bob Mahlman; Bill Marcus; John Attebery; Tannya Evans; Betsy Green; Marlyndia Salas; Ken Doyle; Noranne Frisby; Josh Ballenger; Joseph Kiselica; Sid Beighley; Craig Smith; Thomas Tannenbaum.

*International:* Peter Press; Bruce Boro; Noreen Brittenham; Anthony Manton; Alameda Jau'; Alastair Banks; Hiro Kuno; Manfred Metzger.

**Programs:** *First-run series:* \*Realities with David Hartman; \*Lightning Force; Mighty Mouse & Friends; Superboy; Super Force; Super Mario Bros. Super Show; This Morning's Business; *Off-network series:* \*Matlock; \*Roseanne; A Different World; All in the Family; The Andy Griffith Show; The Beverly Hillbillies; The Bob Newhart Show; Cannon; Clint Eastwood in Rawhide; Rawhide; The Cosby Show; The Dick Van Dyke Show; Family Affair; Gomer Pyle U.S.M.C.; Gunsmoke; Have Gun Will Travel; Hawaii

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Five-O; Hogan's Heroes; The Honeymooners; I Love Lucy; The Life and Times of Grizzly Adams; Marshall Dillon; The Mary Tyler Moore Show; My Three Sons; Perry Mason; Petticoat Junction; The Phil Silvers Show; The Rookies; The Twilight Zone; The Wild, Wild West.

**Animated:** Terrytoons; Harlem Globetrotters; The Alvin Show. **Features/packages:** Viacom Features I-XIII, 14; \*Black Magic; Exploitable III, 4; Family Entertainment; Guts and Glory; Gasp; The Legend Group; Movie Greats; Perry Mason Features; Thematics; Young and Reckless; TV Net (Tonight Only).

**Ventura Entertainment Group 1440**

**Video Media Marketing 771**

**Video Ordnance-Great Events 882**

**The Video Tape Co. 237**

**Video Yesteryear 268**  
Box C, Sandy Hook, Conn. 06482

**Videofashions 882**  
One West 37th St., New York 10018

**Staff:** Marlene McGinnis Cardin; Anne Adami. **Programs:** Videofashion fashion TV magazine, international and \*domestic distribution.

**VTR & Associates Inc. 1427**

**Wall Street Journal Television 774**  
200 Liberty St., 14th floor, New York 10281

**Staff:** Susan Strekel; Robert Rush; Michael Connor. **Programs:** The Wall Street Journal Report; The Wall Street Journal Business Briefs.

**Warner Bros. Domestic TV Distribution 150**  
10202 W. Washington Blvd., Culver City, Calif. 90232

**Staff:** Dick Robertson; Keith Samples; Jim Burke; Mary Voll; John Louis; Chris Smith; Scott Carlin; Jeff Hufford; Mark O'Brien; Jacqueline Hartley; Eric Strong; William Hague; Jillian Lines; Karl Kuechenmeister; Marc Solomon; Jim Harder; Bruce Rosenblum; Robert Jennings; Jim Moloshok; Marty Iker; Cynthia Stanley-Lee; Jim Paratore; Barbara Brogliatti.

**Programs:** \*Jenny Jones; \*Getting Even; Tiny Toon Adventures; Merrie Melodies Starring Bugs Bunny & Friends; The Jesse Jackson Show; Trump Card; The People's Court; Love Connection; Best of Love Connection; Alvin & the Chipmunks; \*Murphy Brown; Full House; A.L.F.; Growing Pains; Head of the Class; The Hogan Family; Night Court; Perfect Strangers; Mama's Family; It's a Living; Knot's Landing; Dallas; Eight Is Enough; The New Dick Van Dyke/Mayberry R.F.D.; More Real People; My Favorite Martian; Here's Lucy; The Blue Knight; Matt Houston; Private Benjamin; The Dukes of Hazzard; Alice; Welcome Back, Kotter; Chico and the Man; F-Troop; Superman; Batman/Superman/Aquaman; Harry O; Wonder Woman; Kung Fu; The Waltons; The FBI; Tarzan; Maverick; Hollywood Wives; Bare

Essence The Thornbirds; \*Volume 29; \*Premiere Edition Two; \*Encore One; Volume 28; Premiere Edition.

**WDR International 1033**

**Western International Syndication 1040**  
8544 Sunset Blvd., Los Angeles 90069

**Staff:** Ronald Glazer; Chris Lancey; Mark Rafalowski; Michael McHugh; Kirk D'Amico. **Programs:** It's Showtime at the Apollo; Island Pictures I; Fight Back! with David Horowitz; The Secret Files of J. Edgar Hoover; The Krypton Factor; \*First & Ten.

**WesternWorld/VTC 237**  
10523-45 Burbank Blvd., N. Hollywood, Calif. 91601

**Westinghouse Broadcasting International 441**

3801 Barhama Blvd., Los Angeles 90068

**Staff:** Catherine Malatesta; Joseph Matesevac; Claudia Avila; Giselle Richards. **Programs:** Teenage Mutant Ninja Turtles; It's a Wacky World; Ticket to Paradise; Daredevils of the World; Those Incredible Animals; The Royal Report; The Mad Housers; Horror/Adventure Classics; WBI Sports; On Scene: Emergency Response; Missing/Reward; Group W Newsfeed; The Entertainment Report; Home Again with Bob Vila; LifeQuest; There Really Is a Santa Claus; America's Music; Shakespeare Plays; After School Specials; Desperate Passage; Couch Potatoes; Stage and Drama specials; children's programs; animated movies; PM Magazine; Rendezvous; Takin' Off; Travel Shorts; Weekend Travel Update; Mac and Mutley.

**Features:** Mafia Princess; Fatal Judgment; Lost in London; Ban Ban Kid; The Christmas Kid; Emerald of Artatama; Madigan's Millions; Devil's Angel; Tall Women; A Thousand and One Nights; Vengeance of Pancho Villa; The Ravine; Outback; Squeeze the Flower; Witch without a Broom; Baxter; Eagle in a Cage; One Day in the Life of Ivan Denisovitch; Amsterdam Affair; Limbo Line; The Man Outside; Violent Enemy; Why Would Anyone Want to Kill a Nice Girl Like You?. **Series:** The Coral Jungle; Call It Macaroni; The Wil Shriner Show; Hour Magazine.

**World Events Productions Ltd. 177**  
4935 Lindell Blvd., St. Louis 63108

**Staff:** Edward (Ted) Koplar; Susan Cho; David Luttrell; Edward Ascherman; Glenda Gabriel; Jeffrey Bernthal; Jack Galmiche. **Programs:** \*First Encounters; \*Starfire Champion; \*Vulcano: Tales of the Killer Whale. **Services:** ; \*Interactive Systems Inc., now finalizing international broadcasting licenses for VEIL System.

**World Wrestling Federation 1129**  
1055 Summer St., Stamford, Conn. 06905

**Staff:** Vincent McMahon; Linda McMahon; Richard Glover; Basil DeVito; Ann Bojack; Edward O'Donnell; John Howard; Joseph Perkins. **Programs:** Sports/entertainment: WWF Superstars of Wrestling; WWF Wrestling Challenge; WWF Wrestling Spotlight.

**Specials:** Saturday Night's Main Event.

**Worldvision Enterprises Inc. 174**  
660 Madison Ave., 3rd floor, New York 10021

**Staff:** John Ryan; Rita Scarfone; Alan Winnikoff; Don Micallef; Steve Hackett; Marty Weisman; Ed O'Brien; Paul Danylik; Karl Middelburg; Brian O'Sullivan; Gary Butterfield; Phil Martzolf; Bill Baffi; Gary Montanus; Randy Hanson.

**Programs:** Domestic product: first-run: \*A Question of Scruples; \*Wake, Rattle & Roll; \*Future Stuff; \*Better Your Home; \*Voice of the Heart; \*Sword of Honour; \*After Hours; \*Hanna-Barbera Superstars 10. **Animated series:** The Greatest Adventure: Stories from the Bible; The Yogi Bear Show; Smurfs' Adventures; Funtastic World of Hanna-Barbera; The Jetsons. **Additional series:** Starring the Actors; Shark's Paradise; Return to Eden; Starting from Scratch; Yogi's First Christmas.

**Off-network:** The Streets of San Francisco; The Love Boat II; The Love Boat; Little House on the Prairie; Barnaby Jones; That Girl; Douglas Fairbanks Presents; Dark Shadows; The Doris Day Show; N.Y.P.D.; Ben Casey; The Mod Squad; Combat; The Fugitive; The Rebel; Wendy and Me; People's Choice; The Invaders; One Step Beyond; Flying "A" Series; Man from Atlantis.

**Features:** Prime I, II, III, IV, V, VI, VII, VIII; Hanna Barbera Superstars 10. **Other:** Banana Splits; Yogi's First Christmas; World of Super Adventure; Fun World of Hanna-Barbera; Discovery; George of the Jungle; Harvey/Casper; Jackson Five; Jerry Lewis; Josie & the Pussycats; Josie & the Pussycats in Outerspace; King Kong; Lancelot Link—Secret Chimp; Douglas Fairbanks Presents; High Road; It Pays to be Ignorant; Mickey Rooney; Next Step Beyond; On the Mat; Range Rider; The Rebel; Take My Word for It. **Children's:** Rambo; Centurions; Chuck Norris Karate Kommandos. **Movies:** Saturday at the Movies.

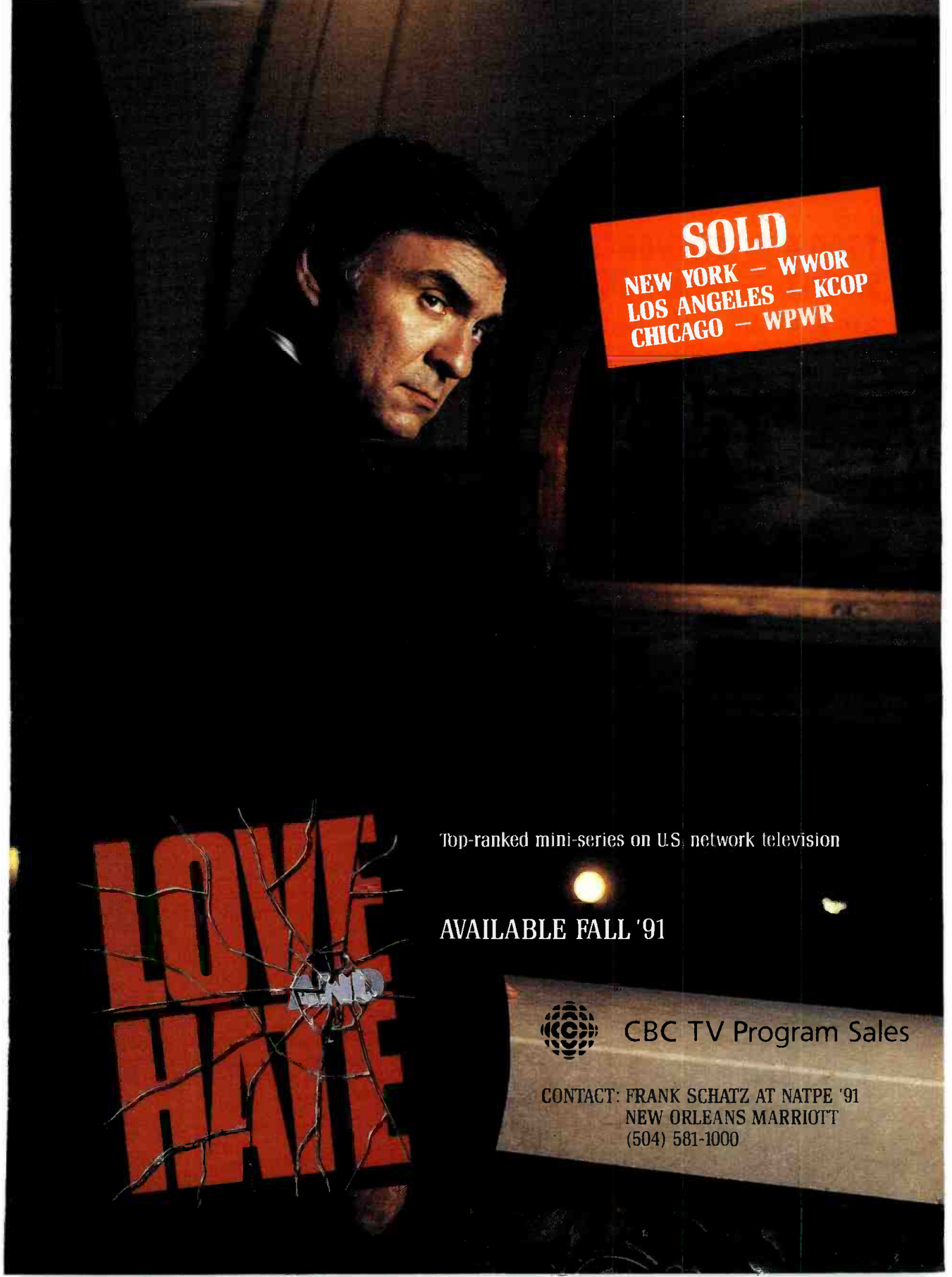
**Specials:** Shark's Paradise; A Christmas Carol; Amahl & the Night Visitors; Bay City Rollers; Children of the Gael; Echo 1; Herbie Mann/Roland Kirk; Fabulous Sixties; Irish Rovers Special; Is It Christ?; Jack Nicklaus at Home of Golf; Last Nazi; Musical Ambassadors; New Fangled Wandering Minstrel Show; The Night the Animals Talked; Raphael; Roberta Flack/Donny Hathaway; Ron Lucian's Lighter Side of Sports; Russian Festival of Music & Dance; Sunshine Specials; A Little Bit of Irish (Bing Crosby); World of Miss World; The Bobby Vinton Show; An Evening with Irish Television; Against the Wind; Holocaust.

**Yorkshire Television 553**  
32 Bedford Row WC1R 4HE London, England

**ZDF 1033**

**Zodiac Entertainment Inc. 1134**  
610 Fifth Ave., New York 10020

**Programs:** \*Widget; \*The Mr. Bogus Show; \*Gossip and Fame Show.



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# RADIO

## 1990 RADIO FINANCIAL REPORT REVEALS SLIGHT DECREASE IN LOCAL ADVERTISING

*NAB-BFMA survey also shows slight increase in national/regional advertising*

**T**he National Association of Broadcasters 1990 Financial Report shows that the percentage of radio stations' revenue that came from local advertising was down slightly (from 77.6% in 1987 and 77.9% in 1988) to 76.9% in 1989. The contribution of national and regional ads was up slightly to 21.5%, from 1988's 20.4% and 1987's 20.9%. For all stations responding to the NAB-Broadcast Cable Financial Management Association survey, on average, 1.6% of time sales were derived from network compensation, versus 1.7% in 1988 and 1.6% in 1987.

Expenses also showed little variation from 1988 levels. The biggest change was the increase in news expenses, which had been declining (4.2% in 1987 and 3.9% in 1988), to 4.5% in 1989; sales expenditures remained unchanged from 1988 at 19.4%; advertising and promotion expenses were also unchanged from 1988 at 9.9%; programming and production declined from 21.3% in 1988 to 20.8% in 1989; engi-

neering expenses dropped from 4.4% to 4.3%, and general and administrative expenses inched up from 41.0% in 1988 to 41.1% in 1989.

Using 1987 as a basis for comparison, certain variables decreased for daytime AM stations. Total net revenue average in 1987 was \$203,049; in 1988, it was \$194,201, and in 1989, it was \$179,025—a negative 6.1% average annual change.

Total expenses for daytime AM stations in 1987 were an average \$195,079; in 1988, they were \$192,783, and in 1989, they were \$188,607—a negative 1.7% average annual change. Cash flow for daytime AM showed a large negative average annual change—31.2%—from \$35,842 in 1987 to \$35,845 in 1988 and \$16,978 in 1989.

Full-time AM stations reflected the same patterns as daytimers, except they showed positive changes in cash flow. Total net revenue in 1987 was \$1,020,025; in 1988, it was \$892,637, and in 1989, \$1,006,660—a negative av-

erage annual change of 0.7%. Total expenses in 1987 were an average \$966,086; in 1988, they were \$801,680, and in 1989, \$902,707—a negative average annual change of 3.3%. For fulltime AM stations, cash flow increased at an average annual rate of 8.2%—from \$171,907 in 1987 to \$181,052 in 1988 and \$201,136 in 1989.

AM/FM stations showed positive average annual changes in all three categories. Total net revenue in 1987 was \$1,224,037; in 1988, it was \$1,222,213, and in 1989, \$1,339,949—a 4.6% average annual change. Total expenses also increased for AM/FM combinations from \$1,203,254 in 1987 to \$1,157,406 in 1988 to \$1,286,448 in 1989—an average annual change of 3.4%. Cash flow improved by an average annual change rate of 16.9%. In 1987, AM/FM combinations had an average cash flow of \$242,823; in 1988, \$290,286, and \$331,811 in 1989.

Stand-alone FM's showed increases in all three categories as well. Total net revenue in 1987 was an average \$1,330,227; in 1988, it was \$1,333,123, and in 1989, it was an average \$1,536,129—an average annual change of 7.5%. Total expenses in 1987 were an average \$1,250,231, \$1,225,949 in 1988, and \$1,457,622 in 1989—an average annual change of 8.0%. Cash flow improvements for stand-alone FM's were not quite as strong as for AM/FM combinations, but still posted a 14.1% average annual change—from 1987's \$291,156 to \$321,468 in 1988 to \$378,758 in 1989.

The NAB noted once again that this year's financial report, like last year's, included weighted tabulations that should improve the reliability of the annual survey, which has suffered from low response rates. Another technique used again this year was "imputation." Imputation involves estimating the missing questionnaires using completed questionnaires. Cash flow is defined as pre-tax profits plus depreciation, plus amortization and interest. Copies of the report are available through NAB. —lc

### SILLERMAN NEW FOOTBALL PLAYER

**R**obert F.X. Sillerman, the New York communications entrepreneur whose broadcast holdings include radio stations covering seven of the top 10 markets, has been awarded the franchise for the New York Knights of the new World League of American Football.

Sillerman is chairman and chief executive officer of The Sillerman Companies, a communications management firm which has investments in cable television programming and satellite-delivered music, as well as radio and TV, with an aggregate value of approximately \$1.5 billion.

"Nearly a dozen top-caliber investment groups expressed serious interest in owning the franchise," said League President Mike Lynn. "[Sillerman] is a native New Yorker who has experienced outstanding success in the media business. We believe he will be a great asset to the league."

The first major sports league in history to compete on two separate continents on a weekly basis, the World League will launch next March and features 10 charter teams in five countries. In the U.S., ABC Sports will televise the games each Sunday throughout the season and the USA Network will carry prime time contests on Saturday and Monday nights. Dick Brescia Associates, which has radio rights to the league, is in the process of setting up a network.



## PHILLY STATION GIVING 'POWER' TO THE PEOPLE

*WUSL(FM) has found that while it has increased its community outreach and tailored its format, it's also been moving up steadily in the ratings*

**P**ower over AIDS," "Power over Drugs" and "Power over Violence" are just three of the community concerns of TAK Communications' WUSL(FM) Philadelphia. In an effort to get the City of Brotherly Love to live up to its name, the urban-formatted outlet has taken to the streets, the schools and the concert arenas to deliver its messages. Along the way, "Power 99" has picked up a Presidential Private Sector Award and top-ranked Birch numbers.

The last two years have been ones of marked improvement for "Power 99" in the Birch ratings. It posted a 7.8, Monday-Sunday, 6 a.m.-midnight, for persons 12-plus in the Birch summer 1989 survey. Since then it has climbed steadily to its current Birch fall 1990 number of 11.8 in the same category.

The station is also the flagship of TAK Communications, which purchased it in 1987 for \$32 million (BROADCASTING, Dec. 22, 1986). Bruce Holberg, general manager of the station and president of the TAK radio group, has been with the station since 1982. And even though TAK is in default on loans totaling \$168 million, Sharad Tak has reportedly filed papers with the FCC to transfer the ownership of WUSL to a different entity, one wholly owned by himself (BROADCASTING, Dec. 24, 1990).

When Holberg joined the station in 1982, the station, then owned by LIN Broadcasting, was airing a country format and "had no money," said Holberg. "I came into the market and saw that there was a significant format hole between the existing black stations and the CHR's. There was a fair amount of audience sharing between the two, but there really wasn't a station that combined the best elements of both," he said. The best elements being, he added, rhythmic music with a CHR-type format.

Holberg enlisted the aid of WRKS-FM New York program director Don Kelly as a consultant, and together they developed a format plan for the station. At the time of their urban debut, rap music was making headlines. The station quickly embraced rap, said Holberg, because it suited their image of being "cutting edge." The station also rotated music fairly quickly through its categories, he said.



Bruce Holberg

WUSL was to discover, down the road a few years, that it had a decision to make. It could continue to target the younger demographic group of 18-34 or age with its audience. The station opted for the latter approach. "We found that rap was demographically very polarizing, and we began downplaying rap—maybe two years ago," Holberg said. "At this point, we are calling it a no-rap workday. Generally we have evolved into a very sophisticated, dayparted, dance music-based radio station."

The station playlist includes artists such as Anita Baker, John Gilly, Janet Jackson, Paula Abdul and Whitney Houston. The station is dayparted heavily, said Holberg, and the pace of records through the categories has slowed. "As you age a radio station," said Holberg, "you have to be very careful to maintain a basis in familiarity."

The station is targeting workplace listening—not necessarily offices—at places as diverse as schools and hair salons. The on-air presentation has matured as well, said Holberg. "We are an

adult contemporary station, but we certainly are more in line with a broad spectrum CHR approach." As to their image, he said, "We would like to be thought of as a young adult, fun dance music station with strong community ties."

As WUSL's programming approach has evolved, its involvement with the community has grown as well. The station tries to maintain its fun and entertaining image even while trying to do the right thing community-wise. For instance, the station sponsors free concerts annually, featuring artists such as Paula Abdul, that have had serious themes attached to them. "The powerhouse concerts," said Holberg, have been titled "Power Over AIDS," "Power Over Drugs" and "Power over Violence."

In 1989, WUSL won a Presidential Private Sector Award for its efforts in the war on drugs. Among the activities that earned the station recognition was the development of a "crack hotline." Listeners can call the station hotline anonymously and report neighborhood crack houses. The station then turns the information over to the city.

The disk jockeys also make appearances in the community. Stanley T., the evening personality, is making the rounds of Philadelphia high schools with a "stop the violence" presentation. On the day before Thanksgiving, station personnel and listeners were joined by the mayor of the city, Wilson Goode, at a candlelight vigil across from City Hall to raise awareness of on-going efforts to overcome violence caused by drugs, racism and inter-group conflict and abuse.

The station's morning team has improved steadily in the ratings, as has the station's overall performance. "Carter and Sanborn" put on what Holberg described as a "funny and topical" show. The station airs two newscasts an hour in morning drive, the only daypart in which it broadcasts news. —tc

# POWER 99fm<sup>®</sup>



# RIDING GAIN

## RETURN WITH US NOW

Art Fleming, the original host of the television game show *Jeopardy*, has renewed his contract as host of *When Radio Was*. Fleming has been the host since the show went national in January 1990. *When Radio Was* (which started as a midwestern radio show) is a weekly rebroadcast of radio classics such as *The Shadow*, *Fibber McGee and Molly*, with the recent additions of *The Aldrich Family*, *Crime Classics* and *The Price Of Fear with Vincent Price*. The series is syndicated by Dick Brescia Associates and is carried by 104 stations.

## NEW CLASS

The FCC has created a Technician Class for amateur radio licenses that does not require Morse code proficiency. The Novice Class retains the five words-per-minute Morse code requirement. The commission also adopted rules that make it easier for handicapped persons to get amateur radio licenses in other classes by allowing exemptions from the five words-per-minute requirement.

## MONEY MATTERS

*American Forum with Marc Bernier*, a magazine-style money and consumer program, made its debut on WBZS(AM) Orlando, Fla., on Dec. 3, 1990. Bernier is the former executive producer and substitute host for Walt Disney World's "Steve Crowley's American Scene."

The two-hour program is carried on Satcom 1R and Galaxy II, and has 15 affiliates on the Omni Radio Network.

## CHALLENGING OPPORTUNITIES

National Endowment for the Arts challenge grants, which require a minimum match of \$3 in new or increased nonfederal contributions for each dollar given, have been awarded for fiscal 1991 and include \$50,000 to Pacific Public Radio's KLOM(FM) Long Beach, Calif., to expand its reach with a new transmitter and distribution over cable TV; \$750,000 to National Public Radio to promote artistic and production creativity, and \$1 million to Public Television

Playhouse/American Playhouse to increase production of works by American playwrights as original feature films for national broadcast.

## HISTORICAL PRESENTATIONS

National Public Radio will be celebrating Black History month in February with programming highlighting African American history and contributions. Bassist Milt Hinton is the subject of an encore presentation of *Bass Lines: The Reflections of Milt Hinton*. *Bass Lines* (which is also the title of Hinton's book) is a retrospective of the jazz musician's life for the past 60 years from his hometown of Vicksburg, Miss., to his travels through segregated America. The program consists of 28 three-minute segments with introductions by saxophonist Branford Marsalis.

The music of Duke Ellington, Alberta Hunter, Stevie Wonder and other artists will be featured in a four-part series, *Songs Tell The Story*, on the documentary show *Horizons*. Songs written and performed by African Americans from the pre-Civil War era through 1900 are featured.

## HEAD CONSULTANT

Jay Albright, country programmer and radio consultant, will head consulting division for Seattle-based format syndicator Broadcast Programming. Albright has programmed country formats for Broadcast Programming in addition to running his own consultancy firm, Let's Talk Inc.

## CLASSICAL ROLLOUT

The Florida Philharmonic Orchestra has chosen radio to make its national debut. The Florida Philharmonic, with underwriting by Florida-based Alamo Rent-A-Car, will broadcast eight, hour-long broadcasts over the Classical Music Network's 30 affiliates, once a week from Jan. 14 to March 4.

The programs will include selections by Berlioz, Britten, Schubert, Ravel, Tchaikovsky, Mahler, Beethoven, Sibelius, Debussy, Bartok and Walton, with James Judd conducting.



## SEAL OF APPROVAL

The Radio Advertising Bureau has accredited five sales executives from the CBS Radio Representatives' Chicago office as Certified Radio Marketing Consultants. Bottom row (l-r): Donna Kroft, Lisa von der Sitt, Deborah O'Bryon, account executives. Top row, l-r: Raif D'Amico, central regional manager, Val M. Carolin, Chicago sales manager, George Walthius and Mike Mahone of the RAB, Scott Packard, account executive. Since its initiation in 1973, more than 3,000 radio salespeople have received CRMC accreditation.

# CABLE

## YEAR-END EVENTS ALTER CABLE CHANNELS

*Merger of two comedy services and demise of SNN have operators waiting to see what develops*

**T**he cable landscape was altered a bit late in 1990 with a couple of major programming changes, the largest being the comedy channel merger, and on a lesser note, the demise of Mizlou's Sports News Network, which Landmark Communications plans to rejuvenate. The few cable operators who carried the 2.6 million-subscriber service are taking a wait-and-see attitude on SNN, while operators are waiting for further word on what changes Comedy TV will herald.

The latest to emerge from the merger of MTV's HA! and HBO's The Comedy Channel is that Comedy TV will pay MTV Networks a fee when the service shares a channel with MTV's VH-1. About one million HA! subscribers currently share channel space with VH-1; some co-carriage with VH-1, which has more than 37 million subscribers, will continue, but VH-1 will have a cap on how many of its subscribers it will share with Comedy TV, according to Marshall Cohen, MTV Networks executive vice president.

Robert Kreek, who resigned as president of Fox Cable to head the new comedy venture, began his new position Jan. 2, although the channel itself will not be up and running until February at the earliest. Kreek is working out of HA!'s New York offices which, like The Comedy Channel, remains in operation until Comedy TV is operational. Although Cohen said the day following the merger many cable operators called to express interest and were assigned appointment dates with Comedy TV reps, affiliate contracts and the rate card have not been finalized.

Although advertising sales are being handled directly by Comedy TV, Larry Divney, formerly Comedy Channel's senior vice president, advertising sales and marketing, has been hired to head that department. Affiliate sales will be handled under the banner of MTV Networks, with Mark Rosenthal, MTV's

executive vice president, affiliate sales and marketing, overseeing the operations. Legal and finance operations will be conducted out of HBO. The future of the nearly 200 Comedy Channel and 60 HA! staffers will be Kreek's task.

Landmark Communications is report-

### HOCKEY'S ESPN'S GOAL

It is now on the record. ESPN is "strongly interested" in picking up the NHL when its contract with SportsChannel America runs out at the end of the current hockey season, said Steven Bornstein, ESPN president.

Bornstein added, however, that ESPN's carriage of the NHL would "have to make sense with our other requirements." He said ESPN would not be able to replicate its in-depth NFL carriage of three years ago, but would still be able to carry both regular season and playoff games. Bornstein would not comment on reports that ESPN and Prime Network have discussed the possibility of sharing the NHL package ("Closed Circuit," Dec. 17, 1990).

ESPN has room for some NHL games, but it will be a tight squeeze and require some scheduling compromising on the part of the NHL. During May for example—playoff time for the NHL—ESPN has baseball doubleheaders Tuesday and Friday nights, as well as games on Wednesday and Sunday nights.

Bornstein said that the current economic environment and a market that's "not real strong" are concerns in going after the NHL, since a soft advertising climate could make the traditionally money-losing NHL even more costly.

edly finishing up the paperwork that will finalize its purchase of SNN's assets from parent Mizlou Communications, which has filed for bankruptcy. Landmark has tentative plans to make available to operators who were carrying SNN an alpha-numeric service that offers sports information. Landmark is looking at two services, which likely are Sports Tracker and Tribune's Sports Plus. Operators do not have to commit to carry Landmark's new service to be entitled to carry the interim service, which will be offered free of charge.

TeleCable, which is a Landmark subsidiary and which carried SNN in 80,000 households, will leave the channel open in two systems, and in the third, will expand Prime Network, which had shared a channel with SNN. TeleCable plans to relaunch the new SNN when Landmark launches it.

Most MSO's that have been carrying SNN are not rushing to fill that channel and appear to be giving Landmark the chance to relaunch the network. John Adduci, director of marketing and programming for Adelphia, said: "We really like the concept of a sports news network," and the company plans to leave the channel blank. Adelphia carried SNN in about 40% of its subscriber base or about 400,000 subscribers.

Rick Rosencrans, marketing director at Columbia International, said of SNN: "We like the service," and they had wrapped it around regional sports networks on the MSO's 200,000 subscriber base. Because it was part time, Rosencrans said there is no rush to reprogram, as the company will wait to see what Landmark develops.

Prime Cable in Las Vegas has replaced SNN with Tribune's Sports Plus on an interim basis, giving Landmark until March for a relaunch. SNN's Los Angeles affiliate United Artists, in the San Fernando Valley, has no plans to do anything with the blank channel.

Cablevision Industries, which had

125,000 SNN subscribers, has used the SNN channel space in three systems to make AMC and VH-1 full time channels, said Mike Egan, vice president, programming. In three other systems, the channel remains blank, awaiting what Landmark will do, he said.

Although ATC had signed an affiliate deal with SNN, it was not carrying the network on any systems, a spokesman said.

On the comedy front, the merger that caught the industry by surprise has also made planned launches of the service problematic. Cox Cable pulled back from several Jan. 1 launches of HA!, not wanting to launch a service only to face the possibility of confusing subscribers by superceding it with another in several months. Adduci said Adelphia will probably go ahead with some planned

launches of HA! and The Comedy Channel, which are each in about 100,000 Adelphia homes, since they are tied to rate increases and subscribers have already been notified of the change.

The Times Mirror system in Providence, R.I., one of the few systems carrying both networks, has not determined what new network may be launched when the two channels become one. —SDM, MS

## NFL RATINGS DOWN 5% FOR ESPN

**E**SPN's NFL ratings finished 5% lower than last year's ratings and the cause could be everything from more football games on television to the strength of ESPN's schedule to warm winter weather, according to Steven Bornstein, president, ESPN, which just completed the first year of a four-year contract, on the heels of a three-year deal with the NFL.

ESPN's eight games, which cover the last half of the season, averaged a 9.7 Nielsen rating in its 57.2 million subscriber universe, and a 10.9 full coverage rating, which includes the playing teams' broadcast markets. That's down from a 10.2 cable rating and 11.3 full coverage rating for NFL in 1989. Bornstein said the lower ratings were not a significant decrease and said the broadcast networks were down as well. "This year we're facing the same problems everyone is facing," he said, professing optimism that ratings will continue to

grow over the next few years. "We hopefully have seen the low side of the ratings," Bornstein said.

But ESPN fared better in advertising than did the broadcast networks, according to Jack Bonanni, senior vice president, advertising sales. Since only 5% off in projections, Bonanni said ESPN was able to offer make-goods as it went along. The network had managed to sell 97% of its NFL inventory at what Bonanni termed "moderately discounted prices" compared to the broadcasters who had "substantial" price cuts. While

ESPN was not able to achieve the CPM (cost-per-thousand) levels it had anticipated, Bonanni said ESPN would look to impose moderate, although not excessive, CPM increases next season.

Bonanni said ESPN was prepared for the advertising conditions because it anticipated softness in the market due to the addition of TNT's eight games in the first half of the season. TNT, which underdelivered its audience by 10%, achieved a 8.2 cable average in its 50 million subscriber universe and a 10.4 full coverage rating. —SDM

## ESPN'S FOOTBALL UNIVERSE (57.2 million households)

| Week | Team                                      | Cable<br>Rating/Share | Full<br>Coverage<br>Rating |
|------|---|-----------------------|----------------------------|
| 9    | S.F. 49ers at Dallas Cowboys              | 11.9/17               | 13.1                       |
| 10   | Pittsburgh Steelers at Cincinnati Bengals | 8.2/12                | 9.4                        |
| 11   | Seattle Seahawks at S.D. Chargers         | 6.9/10                | 7.4                        |
| 12   | Green Bay Packers at Minnesota Vikings    | 9.4/14                | 11.1                       |
| 13   | Philadelphia Eagles at Miami Dolphins     | 11.4/17               | 12.5                       |
| 14   | Chicago Bears at Detroit Lions            | 9.6/15                | 11.2*                      |
| 15   | Denver Broncos at Seattle Seahawks        | 8.4/14                | 9.5*                       |
| 16   | Pittsburgh Steelers at Houston Oilers     | 12.5/19               | 13.3                       |

Notes: \*estimate. Games 11 and 14 were blacked out in home teams' local market. Full coverage rating includes playing teams' broadcast markets. Ratings are Nielsen numbers.

## CABLECASTINGS

Heritage managers were to stay on during a five-year transition period. The early closing places the future of Heritage's corporate headquarters staff of 90 in doubt. Heritage Chairman Phil Hoak has already relocated to Dallas and is running Heritage's broadcast arm. James Cownie, president, has let it be known he will stay in Des Moines and will look for other opportunities. David Oman, Heritage vice president, said it is likely a handful of employees will stay with TCI, which will open an Iowa state office, but "how many

and who remain to be seen."

Larry Carleton, executive vice president and chief operating officer, TCI Management Group, said Heritage's Nile Campbell will be staying on to run TCI's Iowa office.

TCI owns the Dubuque, Iowa, system and will group Heritage's Iowa properties with its WestMarc properties, which will give TCI 350,000 subscribers in the state. Executives at the new state office will be integrated into TCI's north central division, operated by Larry Woods.

## TCI TO ABSORB HERITAGE BY MARCH

The remnants of Heritage Communications will be fully absorbed into Tele-Communications by the end of March, both companies said last week, one year earlier than anticipated in the 1987 TCI buyout of Heritage. The two companies said planning had proceeded more rapidly than anticipated and the consolidation could thus happen sooner.

When TCI bought Heritage,



## *C-SPAN in the Classroom — Call On Us*

### *Innovation*

Soon after its debut in 1979, C-SPAN took the innovative step of offering its programming — free and without copyright restrictions — for use in the classroom. For the first time, teachers and students had a front row seat to the complete workings of Congress.

### *Electronic Field Trips*

Today, C-SPAN and C-SPAN II together offer 48 hours of programming each day. Teachers can lead their students on electronic field trips through the halls of Congress, the British House of Commons and to live call-in programs with the nation's top journalists.

As an active member of Cable in the Classroom, C-SPAN continues to support the use of cable television as an educational tool. In 1987, the network added a free service to teachers called "C-SPAN in the Classroom." Offered at no cost to educators, "C-SPAN in the Classroom" provides a toll-free educator's hotline, special seminars and more — all part of our commitment to education.

### *Education Month*

Our commitment continues. This January, we plan an entire month of activities and programming aimed at bringing the strength of that commitment directly to students, teachers, viewers and the cable television industry. C-SPAN employees will visit individual cable systems in order to explore together the unique opportunity C-SPAN's programming offers to teachers and students.

Call on us to help spread the word about using C-SPAN as an educational resource. Together we can offer your community a world of opportunities in the classroom.

For more information about "Education Month" or "C-SPAN in the Classroom," contact your C-SPAN marketing representative at (202) 737-3220.

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# THE CABLE NETWORK PROGRAMING UNIVERSE

## BASIC SERVICES

|  |   |   |  |   |  |
|--|---|---|--|---|--|
| <p><b>Network</b><br/>Subscribers<br/>Ownership</p>  | <p><b>ESPN</b><br/>57,200,000<br/>Capcities/ABC<br/>(80%), Hearst Corp.<br/>(20%)</p>                                 | <p><b>CNN</b><br/>56,702,000<br/>Turner Broadcasting<br/>(Ted Turner 60.7%,<br/>TCI 9.85%, Time<br/>Warner 8.25%)</p>     | <p><b>WTBS</b><br/>55,515,000<br/>Turner Broadcasting<br/>(Ted Turner 60.7%,<br/>TCI 9.85%, Time<br/>Warner 8.25%)</p> | <p><b>USA Network</b><br/>54,100,000<br/>Paramount 50%<br/>MCA 50%</p>  | <p><b>Discovery Channel</b><br/>53,200,000<br/>TCI (35%), Cox Cable<br/>(24.5%), Newhouse<br/>(24.5%), United<br/>Cable (14%),<br/>management (1%)</p>   |
| <p><b>Nickelodeon</b><br/>53,200,000<br/>Viacom</p>  | <p><b>Nick at Nite</b><br/>53,200,000<br/>Viacom</p>  | <p><b>MTV</b><br/>52,900,000<br/>Viacom</p>   | <p><b>C-SPAN</b><br/>52,100,000<br/>Cable operated<br/>supported</p>   | <p><b>Nashville Network</b><br/>51,911,000<br/>Gaylord<br/>Broadcasting</p>   | <p><b>Family Channel</b><br/>51,695,000<br/>International Family<br/>Entertainment Inc.<br/>(Pat, Tim Robertson,<br/>employees 82%, TCI<br/>18%)</p>   |
| <p><b>Lifetime</b><br/>51,284,000<br/>Capcities/ABC<br/>(33%), Viacom (33%),<br/>Hearst (33%)</p>    | <p><b>TNT</b><br/>51,152,000<br/>Turner Broadcasting<br/>(Ted Turner 60.7%,<br/>TCI 9.85%, Time<br/>Warner 8.25%)</p> | <p><b>A&amp;E</b><br/>49,600,000<br/>Capcities/ABC<br/>(38.1%), Hearst<br/>(38.1%), NBC (23.8%)</p>                       | <p><b>Weather Channel</b><br/>47,176,000<br/>Landmark<br/>Communications</p>   | <p><b>Headline News</b><br/>44,708,000<br/>Turner Broadcasting<br/>(Ted Turner 60.7%,<br/>TCI 9.85%, Time<br/>Warner 8.25%)</p>               | <p><b>VH-1</b><br/>38,700,000<br/>Viacom</p>   |
| <p><b>QVC Network</b><br/>37,000,000<br/>Comcast (27.7%),<br/>TCI (26.3%),<br/>Time Warner (11%)</p> | <p><b>FNN</b><br/>35,400,000<br/>Infotech (46%)</p>   | <p><b>WGN-TV</b><br/>32,600,000<br/>Tribune<br/>Broadcasting</p>  | <p><b>BET</b><br/>29,400,000<br/>Bob Johnson (52%),<br/>TCI (32%),<br/>HBO (16%)</p>                                   | <p><b>AMC</b><br/>29,000,000<br/>Rainbow<br/>Programing<br/>Holdings 50%<br/>(i.e. Cablevision<br/>Systems, 25%; NBC<br/>25%) and TCI 50%</p> | <p><b>C-SPAN II</b><br/>22,500,000<br/>Cable operator<br/>supported</p>  |
| <p><b>FNN Sports</b><br/>21,000,000<br/>Infotech (45%)</p>   | <p><b>Prevue Guide</b><br/>19,435,000<br/>United Video (70%),<br/>Scripps-Howard<br/>(30%)</p>                        | <p><b>Learning Channel</b><br/>18,000,000<br/>Infotech (51%),<br/>Appalachian<br/>Community Service<br/>Network (29%)</p> | <p><b>CNBC</b><br/>17,800,000<br/>NBC (50%),<br/>Cablevision<br/>Systems (50%)</p>                                     | <p><b>HSN I</b><br/>17,750,000<br/>Home Shopping<br/>Networks</p>   | <p><b>E!</b><br/>17,500,000<br/>HBO, Warner Cable,<br/>Warner Comm., ATC,<br/>Cox Cable, United<br/>Cable, Continental,<br/>NewChannels,<br/>Comcast (10% each),<br/>management,<br/>employees (10%)</p> |
| <p><b>Eternal Word</b><br/>17,000,000<br/>Eternal Word<br/>Television</p>                            | <p><b>Travel Channel</b><br/>16,200,000<br/>TWA Airlines (97%),<br/>cable operators<br/>(3%)</p>                      | <p><b>NuStar</b><br/>15,600,000<br/>Lenfest Group</p>   | <p><b>WWOR-TV</b><br/>13,500,000<br/>MCA</p>   | <p><b>JC Penney TV</b><br/>13,500,000<br/>JC Penney</p>   | <p><b>Trinity</b><br/>13,200,000<br/>Trinity Broadcasting<br/>Network</p>  |

|   |  |   |   |   |  |
|---|--|---|---|---|--|
| <b>Nostalgia TV</b><br>12,300,000<br>Michael Marcovsky (23.5%), Jonathan Park (23.5%) | <b>Country Music Television</b><br>11,500,000<br>Jim Guercio (50%), Robert Sillerman (50%) | <b>Univision</b><br>11,062,692<br>Hallmark Cards Inc.           | <b>Prime Time Tonight</b><br>10,000,000<br>TCI (35%), Landmark (35%), Cox (12.5%), Newhouse (12.5%), Cable Video Entertainment (5%) | <b>Mind Extension University</b><br>10,000,000<br>Jones International | <b>WPIX</b><br>9,600,000<br>Tribune Broadcasting     |
| <b>Acts</b><br>9,400,000<br>Southern Baptist Radio & TV Commission                    | <b>HA!</b><br>8,000,000<br>Viacom  | <b>VISN</b><br>7,700,000<br>National Interfaith Cable Coalition | <b>Inspirational Network</b><br>7,600,000<br>Morris Cerullo World of Evangelism   | <b>Comedy Channel</b><br>7,500,000<br>Time Warner                     | <b>HSN II</b><br>5,250,000<br>Home Shopping Networks |

## PAY SERVICES

|   |   |  |   |
|---|---|--|---|
| <b>HBO</b><br>17,300,000<br>Time Warner   | <b>Showtime</b><br>7,400,000<br>Viacom      | <b>Cinemax</b><br>6,400,000<br>Time Warner       | <b>Disney Channel</b><br>5,665,000<br>Walt Disney Co. |
| <b>Bravo</b><br>5,000,000<br>Rainbow Programing Holdings (NBC 50%, Cablevision Systems 50%) | <b>Movie Channel</b><br>2,800,000<br>Viacom | <b>Playboy</b><br>350,000<br>Playboy Enterprises |   |

## INTERACTIVE

|   |
|---|
| <b>Video Jukebox Network</b><br>11,000,000<br>VJN Partners 51.3% (includes CEA, Newhouse)<br>TCI 9.8% |
|---|

## PAY-PER-VIEW SERVICES

|   |   |   |  |  |  |
|---|---|---|--|--|--|
| <b>Viewer's Choice I&amp;I</b><br>(I) 8,000,000<br>(II) 2,433,000<br>ATC, Cox, TeleCable, Continental, Viscom, Newhouse, Disney, Comcast, Times Mirror, Warner Bros. (10% each) | <b>Request I&amp;I</b><br>(I) 7,500,000<br>(II) 3,500,000<br>Reiss Media Enterprises (50%), Group W (50%) | <b>Playboy at Night</b><br>4,000,000<br>Playboy Enterprises | <b>Spice</b><br>3,000,000<br>Graff PPV | <b>Drive-In Cinema</b><br>1,200,000<br>Graff PPV | <b>Cable Video Store</b><br>1,000,000<br>Graff PPV |
|---|---|---|--|--|--|

Notes: FNN and Learning Channel are in midst of being sold, with Hearst Corp. having the early inside track for TLC  
United Video superstations figures for WGN-TV and WPIX(TV) include local DMA cable households, plus TVRO and SMATV  
Nickelodeon and Nick at Nite numbers are the same, based on the single Nielsen rating report to which parent MTV Networks subscribes  
Pending owner is Opryland (majority partner) and Group W (minority partner)  
Merger of comedy channels will result in approximately 15,000,000 subscribers for new Comedy Television network

# BUSINESS

## GROWING SIMILARITY BETWEEN AFFILIATES AND INDIES

*Latest survey of the television station business shows affiliates doing slightly worse on average, independents better*

**A** recently released financial survey of television stations confirms in detail what some industry observers have suspected: that affiliates and independents are beginning to look more alike. Among areas of growing commonality are network compensation, program spending and cash flow margins.

It is likely that financial results for 1990, once they are released, will show further movement toward affiliate-independent similarity. Mark Fratrick, vice president, economist, for the National Association of Broadcasters, said ques-

tionnaires may be mailed out as early as this week. The annual survey is sponsored by the NAB, along with the Broadcast Cable Financial Management Association (BCFM). The 1989 results reflect responses by 738 stations out of 1,074 contacted.

Compared to two years earlier, also an off election year, the 1989 results mark a jump in compensation by Fox Broadcasting to its independent stations. At 2.5% of net revenue, compensation for those independents is still only half as important to those independents as it is for affiliates. But two years ago com-

penetration for independents was virtually nonexistent.

Another area where the television stations are becoming more alike is in programming expenditures. As some networks have slightly reduced the hours they are programming and as some affiliates have preempted more programming, the amount of money spent on non-network programming has increased. This was especially true of spending on broadcast rights from syndicators and other independent suppliers, which as a portion of net revenue increased almost 20% to 14.1%. That is still far below the 42.7% of net revenue that independents pay for broadcast rights, down from 44.4% in 1987 when news and other programming costs are added in, the gap between affiliates and independents narrows to just over 20% of net revenue. For comparison, news and programming costs were combined into the same line item because the NAB noted that "a few television stations included their news department costs with their programming and production costs and their advertising and promotion costs with their sales department costs."

Also narrowing but still wide is the gap between the cash flow margins reported by affiliates and independents. Margins of the latter jumped 28%, but at 13.6%, they are still only about one-third the margins reported by affiliates. The average margin of independents is boosted by those stations in the top-10 markets where the average is 20%. Only 25% of all independents had margins better than 11%. By contrast, cash flow margins reported by affiliates were more evenly spread. Affiliate margins of 50% or better extended, on average, through the top-30 markets and more than half of all affiliates had margins of better than 30%.

Trends that both affiliates and independent stations shared included increased interest expense—noticeably so for affiliates—and slight decreases, as a percentage of net revenue, in spending on sales, advertising and promotion. —GF

### AFFILIATES AND INDEPENDENTS LOOKING MORE ALIKE

(As percentage of net revenue\*)

|                           | Affiliates |       | Independents |       |
|---------------------------|------------|-------|--------------|-------|
|                           | 1987       | 1989  | 1987         | 1989  |
| Network compensation      | 5.8%       | 5.3%  | 0.2%         | 2.5%  |
| Total news-programing     | 32.4%      | 34.7% | 57.3%        | 56.2% |
| Broadcast rights          | 11.8%      | 14.1% | 44.4%        | 42.7% |
| Sales-adv-promo           | 10.5%      | 10.3% | 13.6%        | 12.4% |
| Interest expense          | 4.1%       | 7.6%  | 4.7%         | 4.9%  |
| Depreciation-amortization | 8.5%       | 8.7%  | 7.7%         | 7.2%  |
| Cash flow**               | 39.0%      | 38.1% | 10.6%        | 13.6% |

\*From 1989 and 1990 NAB-BCFM Television Financial Report.

\*\*Cash flow is pre-tax profit plus depreciation, amortization and interest expense.

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# CHANGING HANDS

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

**WLOL-FM** Minneapolis, Minn. Sold by Emmis Broadcasting to Minnesota Public Radio for \$12 million. Price includes a \$7 million, 10 year promissory note; \$3 million to be paid through fund raising and \$2 million through the proposed sale of **KNOW(AM)**. Seller, headed by Doyle Rose, is completing the sale of **KXXX-FM** San Francisco to Bedford Broadcasting and also owns radio stations in New York, Chicago, Los Angeles, Washington, St. Louis and Indianapolis. Buyer is headed by William H. Kling and is licensee of 16 FM's and 1 AM noncommercial radio station. **WLOL** has a CHR format on 99.5 mhz with 100 kw and antenna 880 feet above average terrain.

**KYAK(AM)-KGOT(FM)** Anchorage, **KIAK-AM-FM** Fairbanks, all Alaska, and **KTRW(AM)-KZZU(FM)** Spokane, Wash. Sold by Olympia Broadcasting to Harbor Broadcasting Corp. for \$3.1 million-\$3.5 million, subject to adjustments and escrow agreements. The sale is the latest at Olympia since it filed for bankruptcy last June ("In Brief" June 18, 1990). Of Olympia's two remaining stations, **KXXR(FM)** Kansas City, Mo., is on the block and **KRZR(FM)** Fresno, Calif., granted by the FCC for \$1.62 million ("For the Record" Oct. 1, 1990), is expected to close soon. Olympia Broadcasting is headed by James Ireland. Arcus Communications Inc., headed by Gary Capps, will operate the stations on behalf of Harbor Broadcasting, a new company formed through Arcus and Pacific Harbor Capital Inc. The company has no other broadcast interests. **KYAK** is a full-

## PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$0 □ 0

FM's □ \$12,185,000 □ 4

AM-FM's □ \$3,300,000 □ 3

TV's □ \$0 □ 0

Total □ \$15,485,000 □ 7

Year to Date:

AM's □ \$107,427,754 □ 377

FM's □ \$504,792,921 □ 244

AM-FM's □ \$365,862,727 □ 218

TV's □ \$829,676,900 □ 91

Total □ \$1,807,760,302 □ 930

For 1989 total see Feb. 5, 1990 BROADCASTING.

timer with a modern country format on 650 khz with 50 kw. **KGOT** has a contemporary hit format on 101.3 mhz with 100 kw and antenna 66 feet below average terrain. **KIAK(AM)** is a fulltimer with a modern country format on 970 khz with 5 kw. **KIAK(FM)** has top 40 format on 102.5 mhz with 25 kw and antenna 89.5 feet below average terrain. **KTRW** has country format on 970 khz with 5 kw day and 1 kw night. **KZZU** has a CHR format on 92.9 mhz with 81 kw and antenna 2,080 feet above average terrain. Broker: Elliot Evers of Media Venture Partners.

## AFFILIATION SWITCHES IMPACT NETWORK NEWS

*Recent trend shows station/network initiating changes will see marked improvement in network news ratings; other stations in market ride coattails*

**O**ver the past three years, there have been a number of affiliation switches. Presumably, stations doing so see benefits from allying with the stronger network, but an analysis by BROADCASTING of news ratings data show that most of the benefit accrues to the network and some late local news. Local early news ratings seem to see little change.

The changes in network news and lack of change in local does not come as

any great surprise to general managers. "Since the change, one thing is pretty clear to me: The affiliate changes have affected network news," said Jeff Ulrich, operations manager, **WROC-TV** Rochester. Ulrich said he did not expect to see substantial changes in local and syndicated programing. As for keeping the audience up-to-date, Ulrich said the station promoted heavily for the November 1989 book.

*continues on page 99*

# SOLD!

**WJLQ-FM/WCOA-FM**, Pensacola, Florida has been sold by Norman S. Drubner to **BREM Broadcasting**, Edmond J. Muniz, Principal for \$2,230,000.

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# FOCUS ON FINANCE

Quiet year's end found media stocks mixed. One of biggest gainers, Pinelands, is still trading on "when-issued" basis but closed last Wednesday at 19 1/2%, up 40% since trading began prior Thursday. As first reported in BROADCASTING ("Top of the Week," Dec. 31), investors perceive MCA spin-off company (whose NYSE symbol is PL) as having weak anti-takeover protection. Group owner-publishing stocks were mixed. Among those gaining were A.H. Belo, Scripps-Howard and Media General, all up 7%. Latter

company reported that investor Mario Gabelli had increased his holdings to 23.22%. Park Communications was up 10%, to 16 1/2. Most agency stocks showed increases for week, including Grey, up 5%, and Foote Cone & Belding, up 12%. Pre-NATPE anticipation did little for programing stocks. One studio, Paramount, had unusually heavy trading last Wednesday, closing up 4%, at 42 3/4. Nikkei wire report, denied by Paramount, had asserted that studio was proposing to sell film unit. MSO stocks were also mixed.

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

|  | Closing<br>Wed<br>Jan 2 | Closing<br>Wed<br>Dec 26 | Net<br>Change | Percent<br>Change | P/E<br>Ratio | Market<br>Capitali-<br>zation<br>(000,000) |
|--|-------------------------|--------------------------|---------------|-------------------|--------------|--|
|--|-------------------------|--------------------------|---------------|-------------------|--------------|--|

## BROADCASTING

|                            |         |         |         |        |      |       |
|----------------------------|---------|---------|---------|--------|------|-------|
| A (BHC) BHC Comm.          | 45      | 44      | 1       | 02.27  | 11   | 1,288 |
| N (CCB) Cap. Cities/ABC    | 459 1/8 | 470     | -10 7/8 | -02.40 | 16   | 8,146 |
| N (CBS) CBS Inc.           | 172 5/8 | 174 1/4 | -1 5/8  | -00.94 | 13   | 4,125 |
| A (CCU) Clear Channel      | 10 5/8  | 10 3/4  | -1/8    | -01.17 | -119 | 61    |
| O (JCOR) Jacor Commun.     | 2 1/4   | 2       | 1/4     | 02.50  | -1   | 19    |
| O (OSBN) Osborn Commun.    | 6 1/2   | 6 1/2   |         | 00.00  | -9   | 45    |
| O (OCOMA) Outlet Comm.     | 8 1/2   | 8 7/8   | -3/8    | -04.73 | 10   | 58    |
| A (PR) Pricc Commun.       | 3/16    | 3/16    |         | 00.00  |      | 1     |
| O (SAGB) Sage Bcsg.        | 1       | 1       |         | 00.00  | -1   | 3     |
| O (SCRIP) Scripps Howard   | 44 1/2  | 41      | 3 1/2   | 08.53  | 15   | 423   |
| O (SUNNC) SunGroup Inc.    | 3/4     | 3/4     |         | 00.00  | -1   | 5     |
| O (TLMD) Telemundo         | 5 1/4   | 5 1/8   | 1/8     | 02.43  | -2   | 117   |
| O (TVXGC) TVX Group        | 9 3/8   | 9 3/8   |         | 00.00  |      | 68    |
| O (UTVI) United Television | 28 1/2  | 28 1/2  |         | 00.00  | 3    | 309   |

## PROGRAMING

|                            |         |         |        |        |     |        |
|----------------------------|---------|---------|--------|--------|-----|--------|
| O (ATV) ACTV Inc.          | 2 1/4   | 2 1/4   |        | 00.00  |     | 1      |
| O (ALLT) All American TV   | 2 5/8   | 2 5/8   |        | 00.00  |     | 5      |
| N (CRC) Carolco Pictures   | 8 1/2   | 8 3/8   | 1/8    | 01.49  | 13  | 253    |
| O (DCPI) Dick Clark Prod.  | 3       | 3       |        | 00.00  | 18  | 24     |
| N (DIS) Disney             | 101 1/2 | 101 1/2 |        | 00.00  | 17  | 13,497 |
| O (FNNIE) FNN              | 2 3/8   | 2 3/8   |        | 00.00  | 7   | 43     |
| A (FE) Fries Entertain.    | 5/8     | 3/8     | 1/4    | 66.66  |     | 1      |
| A (HIII) Heritage Ent.     | 5/8     | 3/4     | -1/8   | -16.67 | -1  | 6      |
| N (HSN) Home Shop. Net.    | 4 3/4   | 3 3/4   | 1      | 26.66  | 10  | 338    |
| O (IBTVA) IBS              | 1 3/8   | 1 3/8   |        | 00.00  | 17  | 4      |
| N (KWP) King World         | 24 1/2  | 24 1/8  | 3/8    | 01.55  | 11  | 916    |
| O (KREN) Kings Road Ent.   | 3/32    | 3/32    |        | 00.00  |     | 0      |
| N (MCA) MCA                | 69 1/4  | 67 7/8  | 1 3/8  | 02.02  | 25  | 5,103  |
| A (NNH) Nelson Holdings    | 2 3/8   | 3 1/4   | -7/8   | -26.93 | -2  | 14     |
| O (NNET) Nostalgia Net.    | 9/16    | 9/16    |        | 00.00  |     | 3      |
| N (OPC) Orion Pictures     | 13 1/4  | 13 7/8  | -5/8   | -04.51 | 34  | 312    |
| N (PCI) Paramount Comm.    | 40 7/8  | 42      | -1 1/8 | -02.68 | 28  | 4,951  |
| N (PLA) Playboy Ent.       | 3 7/8   | 3 3/4   | 1/8    | 03.33  | 19  | 70     |
| O (QNTXQ) Qintex Ent.      | 1/8     | 1/8     |        | 00.00  |     | 26     |
| O (QVCN) QVC Network       | 4 1/4   | 4       | 1/4    | 06.25  | -10 | 69     |
| O (RVCC) Reeves Commun.    | 6 3/4   | 6 3/4   |        | 00.00  | -16 | 85     |
| O (RPICA) Republic Pic.'A' | 6 1/2   | 6 1/2   |        | 00.00  | 36  | 27     |
| A (SP) Spelling Ent.       | 3 3/8   | 3 5/8   | -1/4   | -06.90 | 24  | 120    |
| O (JUKE) Video Jukebox     | 5 5/8   | 5 7/8   | -1/4   | -04.26 | -45 | 55     |
| O (WONE) Westwood One      | 1 3/4   | 1 3/4   |        | 00.00  | -1  | 25     |

|  | Closing<br>Wed<br>Jan 2 | Closing<br>Wed<br>Dec 26 | Net<br>Change | Percent<br>Change | P/E<br>Ratio | Market<br>Capitali-<br>zation<br>(000,000) |
|--|-------------------------|--------------------------|---------------|-------------------|--------------|--|
|--|-------------------------|--------------------------|---------------|-------------------|--------------|--|

## BROADCASTING WITH OTHER MAJOR INTERESTS

|                           |        |        |        |        |     |        |
|---------------------------|--------|--------|--------|--------|-----|--------|
| N (BLC) A.H. Belo         | 32     | 30     | 2      | 06.66  | 23  | 560    |
| A (AK) Ackerly Comm.      | 2 5/8  | 3 1/4  | -5/8   | -19.24 | -3  | 40     |
| N (AFL) American Family   | 19 1/8 | 19 1/8 |        | 00.00  | 14  | 1,556  |
| O (ACCMA) Assoc. Comm.    | 29     | 28 1/2 | 1/2    | 01.75  | 73  | 531    |
| N (CCN) Chris-Craft       | 25 1/4 | 25 1/8 | 1/8    | 00.49  | 2   | 640    |
| O (DUCO) Durham Corp.     | 28     | 28 1/2 | -1/2   | -01.80 | 14  | 241    |
| N (GCI) Gannett Co.       | 36 1/8 | 36 7/8 | -3/4   | -02.10 | 15  | 5,826  |
| N (GE) General Electric   | 57 3/8 | 57 3/8 |        | 00.00  | 12  | 50,984 |
| O (GACC) Great American   | 1 3/4  | 1 3/4  |        | 00.00  |     | 61     |
| A (HTG) Heritage Media    | 3 3/8  | 3      | 3/8    | 12.50  | -4  | 135    |
| N (JP) Jefferson-Pilot    | 37     | 37 7/8 | -7/8   | -02.40 | 9   | 1,353  |
| N (LEE) Lee Enterprises   | 24 3/4 | 25 1/2 | -3/4   | -02.95 | 14  | 595    |
| N (LC) Liberty            | 41 1/8 | 41     | 1/8    | 00.30  | 9   | 320    |
| O (LINB) LIN              | 61 1/2 | 62     | -1/2   | -00.81 | -17 | 3,185  |
| N (MHP) McGraw-Hill       | 52 5/8 | 52 5/8 |        | 00.00  | 111 | 2,561  |
| A (MEGA) Media General    | 18 3/4 | 18 3/4 |        | 00.00  | 22  | 474    |
| N (MDP) Meredith Corp.    | 22     | 23 3/4 | -1 3/4 | -07.37 | -19 | 427    |
| O (MMEDC) Multimedia      | 68 1/2 | 67 1/2 | 1      | 01.48  | 17  | 764    |
| A (NYTA) New York Times   | 20 5/8 | 20 3/8 | 1/4    | 01.22  | 45  | 1,551  |
| N (NWS) News Corp. l.t.d. | 7 7/8  | 7 5/8  | 1/8    | 03.27  | 4   | 2,047  |
| O (PARC) Park Commun.     | 16 1/2 | 16     | 1/2    | 03.12  | 17  | 331    |
| O (PLTZ) Pulitzer Pub.    | 18 1/4 | 18 1/4 |        | 00.00  | 7   | 191    |
| O (STAUF) Stauffer Comm.  | 120    | 120    |        | 00.00  | 48  | 144    |
| N (TMC) Times Mirror      | 26 3/4 | 26 1/4 | 1/2    | 01.90  | 16  | 3,373  |
| N (TRB) Tribune Co.       | 35 1/4 | 34 1/2 | 3/4    | 02.17  | 13  | 2,272  |
| A (TBSA) Turner Bestg.'A' | 11 3/8 | 12 1/2 | -1 1/8 | -09.00 | -83 | 1,864  |
| N (WPO) Washington Post   | 198    | 194    | 4      | 02.06  | 12  | 2,334  |
| N (WX) Westinghouse       | 28 1/2 | 28 5/8 | -1/8   | -00.44 | 8   | 8,332  |

## CABLE

|                             |        |        |        |        |     |       |
|-----------------------------|--------|--------|--------|--------|-----|-------|
| A (ATN) Acton Corp.         | 5 1/8  | 3 3/4  | -1 3/8 | -36.66 | -3  | 5     |
| O (ATCMA) ATC               | 36 1/4 | 36 1/4 |        | 00.00  | 34  | 3,953 |
| A (CVC) Cablevision Sys.'A' | 15 1/2 | 15 1/8 | 3/8    | 02.47  | -1  | 335   |
| A (CTY) Century Comm.       | 7 1/8  | 6 7/8  | 1/4    | 03.63  | 6   | 449   |
| O (CMCSA) Comcast           | 13 1/8 | 12 1/2 | 5/8    | 05.00  | -8  | 1,411 |
| A (FAL) Falcon Cable        | 7 1/4  | 7 3/8  | -1/8   | -01.70 | -5  | 47    |
| O (JOIN) Jones Intercable   | 7      | 7 1/4  | -1/4   | -03.45 | -4  | 90    |
| N (KRI) Knight-Ridder       | 45 3/4 | 45 5/8 | 1/8    | 00.27  | 13  | 2,289 |
| T (RCL.A) Rogers.'A'        | 7 1/2  | 7 1/2  |        | 00.00  | -17 | 349   |
| O (TCAT) TCA Cable TV       | 15     | 13 1/2 | 1 1/2  | 11.11  | 58  | 326   |
| O (TCOMA) TCI               | 13 1/4 | 13 3/8 | 1/8    | 02.76  | -19 | 4,761 |
| N (TWX) Time Warner         | 85 3/4 | 87 7/8 | -2 1/8 | -02.42 | -6  | 5,050 |
| O (UAECA) United Art.'A'    | 12 1/2 | 12 7/8 | -3/8   | -02.92 | -18 | 1,808 |
| A (VIA) Viacom              | 26 1/4 | 26     | 1/4    | 00.96  | -86 | 2,775 |

# STOCK INDEX (CONT.)

Closing Wed Jan 2    Closing Wed Dec 26    Net Change    Percent Change    P/E Ratio    Market Capitalization (000,000)

## EQUIPMENT & MANUFACTURING

|   |                         |    |      |    |      |         |        |      |        |
|---|-------------------------|----|------|----|------|---------|--------|------|--------|
| N | (MIND) JM               | 85 | 3/4  | 86 | 1/4  | 1/2     | 00.58  | 14   | 19,144 |
| N | (ARV) Arvin Industries  | 17 | 1/8  | 16 | 3/8  | 3/4     | 02.23  | 15   | 307    |
| O | (CBL) C-Cor Electronics | 3  | 5/8  | 3  | 5/8  |         | 00.00  | 3    | 15     |
| O | (CTEX) C-Tec Corp.      | 14 | 1/2  | 15 | 5/8  | - 1 1/8 | -07.20 | -30  | 257    |
| N | (CHV) Chyron            |    | 9/32 |    | 5/16 | - 1/32  | -10.00 |      | 3      |
| A | (COH) Cohn              | 10 | 1/2  | 10 | 1/4  | 1/4     | 02.43  | 7    | 20     |
| N | (EK) Eastman Kodak      | 41 | 5/8  | 41 | 7/8  | - 1/4   | -00.60 | -43  | 13,585 |
| N | (HRS) Harris Corp.      | 19 | 7/8  | 19 | 7/8  |         | 00.00  | 6    | 797    |
| N | (IV) Mark IV Indus.     | 8  | 3/4  | 8  | 7/8  | - 1/8   | -01.41 | 2    | 129    |
| O | (MATE) Matthews Equip.  | 1  | 1/2  | 1  | 5/16 | 3/16    | 16.66  | 65   | 7      |
| O | (MCDV) Microdyne        | 3  | 1/8  | 2  | 3/4  | 3/8     | 13.63  | 39   | 11     |
| O | (MCOM) Midwest Comm.    | 1  |      | 1  | 1/16 | - 1/16  | -05.89 | 3    | 3      |
| N | (MOT) Motorola          | 52 | 3/8  | 53 | 1/4  | - 7/8   | -01.65 | 13   | 7,003  |
| A | (PPI) Pico Products     |    | 5/16 |    | 5/16 |         | 00.00  |      | 1      |
| N | (SFA) Sci-Atlanta       | 12 | 1/2  | 13 |      | - 1/2   | -03.85 | 7    | 291    |
| N | (SNE) Sony Corp.        | 43 |      | 44 | 1/4  | - 1 1/4 | -02.83 | 23   | 14,687 |
| N | (TEK) Tektronix         | 18 | 1/2  | 18 | 3/4  | - 1/4   | -01.34 | -6   | 534    |
| N | (VAR) Varian Assoc.     | 30 | 1/2  | 31 | 1/4  | - 3/4   | -02.40 | -148 | 598    |
| O | (WGNR) Wiegner          |    | 3/8  |    | 3/8  |         | 00.00  | -2   | 2      |
| N | (ZE) Zenith             | 6  | 5/8  | 7  |      | - 3/8   | -05.36 | -2   | 187    |

Closing Wed Jan 2    Closing Wed Dec 26    Net Change    Percent Change    P/F Ratio    Market Capitalization (000,000)

## SERVICE

|   |                         |     |     |     |     |             |        |     |        |
|---|-------------------------|-----|-----|-----|-----|-------------|--------|-----|--------|
| O | (AFTI) Am. Film Tech.   | 3   | 1/2 | 3   | 1/2 |             | 00.00  | 11  | 34     |
| O | (BSIM) Burnup & Sims    | 8   | 7/8 | 9   | 3/8 | - 1/2-05.34 | 104    | 118 |        |
| A | (CLR) Color Systems     | 2   | 1/2 | 2   | 3/8 | 1/8         | 05.26  | -2  | 22     |
| N | (CQ) Comsat             | 24  |     | 22  | 3/8 | 1 5/8       | 07.26  | 7   | 418    |
| N | (CDA) Control Data      | 8   | 7/8 | 8   | 3/4 | 1/8         | 01.42  | -2  | 372    |
| N | (DNB) Dun & Bradstreet  | 42  | 1/8 | 42  | 1/8 |             | 00.00  | 15  | 7,686  |
| N | (FCB) Foote Cone & B.   | 20  | 1/4 | 18  | 3/4 | 1 1/2       | 01.08  | 9   | 202    |
| O | (GREY) Grey Advertising | 130 |     | 130 |     |             | 00.00  | 11  | 146    |
| O | (IDBX) IDB Commun.      | 6   | 1/4 | 6   | 3/4 | - 1/2       | -07.41 | 75  | 42     |
| N | (IPG) Interpublic Group | 35  |     | 35  | 1/4 | - 1/4       | 00.71  | 15  | 1,205  |
| N | (OMC) Omnicom           | 23  | 1/8 | 22  |     | 1 1/8       | 05.11  | 10  | 577    |
| O | (RTRSY) Reuters         | 40  | 1/2 | 37  | 3/4 | 2 3/4       | 07.28  | 17  | 16,273 |
| N | (SAA) Saatchi & Saatchi | 2   |     | 1   | 3/4 | 1/4         | 14.28  | -1  | 277    |
| O | (TLMT) Telemation       |     | 1/2 |     | 3/8 | 1/8         | 33.33  |     | 1      |
| O | (TMCI) TM Commun.       |     | 1/4 |     | 1/4 |             | 00.00  | -1  | 5      |
| A | (UNV) Unitel Video      | 5   | 7/8 | 5   | 3/4 | 1/8         | 02.17  | -9  | 8      |
| O | (WPPGV) WPP Group       | 2   | 3/4 | 2   | 1/4 | 1/2         | 22.22  |     | 92     |

Standard & Poor's 400    383.02    387.09    -4.07    -1.1%

Continued from page 97

For example, in Rochester, N.Y., NBC dropped WROC-TV and picked up WHEC-TV in August 1989. In the next ratings period in November, NBC saw its ratings for *NBC Nightly News* make a marked improvement (see chart, page 108) from a 5/11 on WROC-TV in May 1989 to a 13/25 on WHEC in November 1989. (All ratings and demographics cited are from Nielsen Media Research.) Its share of women 25-54 also went from an eight to a 25. CBS, on the other hand, saw ratings for its evening news go from a 15/30 on WHEC in May 1989, to a 7/13 on WROC-TV in November 1989. Also, its share of women 25-54 fell from a 29 to a 13 for the same ratings period.

WHEC's local news at 11 p.m. did not benefit immediately from the change and fell from a 14/36 in May 1989 to a 13/32 in November.

NBC also benefitted in Knoxville, Tenn., where after a September 1988 switch, NBC saw its *Nightly News* make a huge gain in the local ratings from the May 1988 book to the November 1988 book. And again, it was *CBS Evening News* that took a loss during the 1988 affiliate change in Knoxville. That trend has continued: for the November 1990 book, *CBS Evening News* earned a 6/10

while NBC scored a 23/39. During the initial five months, ratings for ABC's *World News Tonight* remained steady in the 17/32 range.

Late night local news for WBIR rose slightly from a 14/40 for May 1990 to a 14/42 in November 1990.

*CBS Evening News* was the beneficiary of a Jan. 1, 1989, affiliation switch from UHF WTVX-TV West Palm Beach, Fla., to former ABC affiliate VHF WPEC-TV there. The show was doing a 5/9 in November 1988 on WTVX. In February 1989, on WPEC, the show jumped to an 8/15. The WPEC local news ratings remained almost flat for that month at

6/14 for 5:30 p.m. news and 7/13 for 6 p.m. news. Local news on WTVX also kept most of its audience for the same time periods with a 4/9 and 4/8, respectively. Late news for WPEC rose sharply from a 3/9 in November to a 7/17 in the February book.

The change in affiliation also brings new audiences to the stations but it can be a slow process. According to Neil Kavin, president and general manager of ABC affiliate WHAS-TV Louisville, Ky., the station saw a loss of older viewers as one of the results of its Au-

continues on page 108

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# WASHINGTON

## FCC RULES: THE FORCE IS WITH THEM

*Commission appears to be getting tougher about enforcing its regulations, getting 'more bang for the buck' from national audits and inspections*

**F**or two days and one night in late November, the FCC's Joe DiSciopio drove around the Denver area in an unmarked government-issue car looking at radio and television towers. His goal: to identify those without the proper paint—alternating bands of white and aviation orange—and signal lights mandated by the FCC rules.

His efforts were duplicated by another employe of the Denver field office and by scores of others in offices across the country.

By the time the surprise inspections ended, more than 1,000 towers had come under FCC scrutiny. Of those, 160 were found to be in apparent violation of the painting or lighting requirements. And as a result, the FCC sent notices of fines totaling \$350,000 to the FCC licensees that use the towers.

The nationwide inspections were the last in a series the FCC conducted last year (and expects to continue this year) and another indication of the get-tough approach the FCC of Chairman Alfred Sikes is taking in the enforcement of FCC rules and regulations.

The approach is in marked contrast to those of Sikes's two predecessors, Mark Fowler and Dennis Patrick, who preferred to rely on the power of markets rather than on the strong arm of the government.

"Absolutely" says Jeff Baumann, executive vice president and general counsel, National Association of Broadcasters, when asked whether the Sikes FCC is stricter. "From the start, they made no secret that they were going to enforce the rules on the books."

Sikes's enforcement efforts have cut a wide swath, snagging broadcasters, cable operators and telephone companies.

In addition to the towers, the FCC has deployed agents without warning to check cable systems for signal leakage, radio stations for compliance with the NTSC emission standards, and TV and radio stations for compliance with the political broadcasting rules, particularly

the requirement they charge political candidates their "lowest unit rate" for spots.

At the same time, acting on complaints, the FCC has issued a steady stream of fines against broadcast stations for broadcast indecency and for violation of the EEO rules requiring stations to put in place a program for increasing minority employment.

With newly tightened "character" standards for holding broadcast licenses, the FCC has demonstrated a renewed willingness to take away licenses by declining to renew them or by starting license revocation proceedings.

The agency has also unleashed its auditors on the books of telephone companies it regulates. In the most celebrated case to date, the agency early last year ordered Nynex to refund \$35.5 million to its ratepayers and to pay a fine of \$1.4 million, alleging Nynex operating subsidiaries and an unaffiliated company were involved in a scheme that inflated the costs upon which the telco's rates are based.

(In the past several months, the FCC has announced the shutting down of several "pirate" or unlicensed radio stations. But FCC Field Operation Bureau Chief Richard Smith said there has been

no new "crackdown" on such stations. Although the FCC's Office of Public Affairs may be making more of them of late, he said, FCC actions against pirates has been "fairly consistent" over the years. The FCC is knocking off pirates at a rate of about one a month—the same pace as when he was a field agent in the early 1970's, Smith said.

The FCC commitment to enforcement is also showing up in the budget. The downsizing of Smith's office, which conducted the audits and is generally responsible for policing the commercial spectrum, for instance, has been reversed. "We hope we have bottomed out and are starting back up," said Smith.

According to Smith, FOB's "peak year" was 1979, when it employed some 500 people and spent around \$1 million for new equipment. But during the deregulatory 1980's, he said, personnel steadily dwindled to today's 377 and annual capital budgets went as low as \$58,000.

With a larger share of the agency's budget, Smith said, the FOB will be able to hire help for short-staffed offices, although it will not be able to reopen offices in large markets like Cincinnati, Pittsburgh and St. Louis. A healthy capital budget of \$651,000 will enable it to retire some of the oldest monitoring and direction-finding gear. "Some of our fixed direction finding equipment goes back to World War II," said Smith.

According to Smith and FCC General Counsel Robert Pettit, the pace of FCC enforcement is not necessarily greater than it has been in the past, but its impact may be greater due to the use of the nationwide inspections or audits. "You get more bang for the buck," said Pettit. "You get people's attention," he said. "You alert them to the fact that they are supposed to be complying with certain regulations or the law in a certain area. That's exactly what happened in the political broadcasting area. I bet we get the highest compliance rate in this election



Richard Smith

cycle we've ever had."

The initial audit and the "model" for all subsequent ones had nothing to do with broadcasting or cable. It targeted so-called alternative operator service providers, which interconnect institutions and public facilities with local and long-distance telephone networks.

With complaints about the AOS mounting at the agency, the FCC last April decided to check simultaneously nearly a thousand operations at airports and hotels and other institutions throughout the country. "Surprisingly, it worked," said Smith. "We didn't realize how great it was going to be. It worked so well we said: 'Hey, maybe we should do this in other areas.'"

According to Smith, the inspections are intended to do more than just ferret out scofflaws. "We would like to get compliance through education to the extent we can," he said. "So we try to have an educational element," he said. "We hand out literature and try to get press coverage. Generally, increasing the awareness in a given area is helpful toward getting compliance."

The audits also identify areas where licensees may be confused about the rules, said Pettit. "One of our obligations is to be quite clear as to what's required of licensees," he said. "That's a responsibility that we take quite seriously."

Because broadcasters have complained about the political broadcasting rules, Pettit said, the FCC is undertaking a campaign to educate broadcasters about them. "You will probably see a new primer on the rules to make them as clear as possible."

In some cases, said Smith, the data collected from the audits could lead to a rulemaking to clarify or revamp the rules to facilitate compliance.

The audit of 30 radio and television stations to see if they were, in accordance with federal law and FCC implementing rules, offering political candidates their "lowest unit charge" for campaign spots found widespread violations. What the auditors found is that most of the stations were charging political candidates far more than their best commercial advertisers in apparent violation of the rules.

The audit has yet to yield any fines, but, according to Milton Gross, chief of the political programming branch of the Mass Media Bureau's enforcement division, his office has sent letters of inquiry to 23 of the stations seeking additional information and "a few more" such letters may be on the way. In other enforcement areas, the letters are prelude



Chuck Kelley

to notices of apparent liability and fines. Fines are a "distinct possibility," said Chuck Kelley, chief of The Mass Media Bureau's enforcement division.

Thus far, the biggest money maker for the federal treasury has been the tower inspection. The \$350,000 in fine notices were sent to the scores of broadcast, common carrier and private radio licensees using the improperly painted or lighted towers. Under FCC rules, the users of the towers, not the owners, are liable for paying the fines.

In contrast to the political broadcasting audit and tower inspections, the NTSC and signal leakage inspections found widespread compliance.

The NRSC standard, established by broadcasters and receiver manufacturers and incorporated into rules by the FCC, is aimed at mitigating adjacent-channel interference among stations in the hopes of encouraging the manufacture of wideband—higher fidelity—AM radios.

In July, FCC agents checked the emissions of 374 of the stations "somewhat at random" and found a "very high" level of compliance, said Smith. "We were pleasantly surprised," he said. "It was almost perfect."

Likewise, FCC officials went out to about 70 cable systems around the country last summer to see if they were adhering to strict new standards governing "signal leakage"—the radiation of signals shared with the aviation services. Compliance was "pretty good," Smith said, although one California system was ordered to shut down due to excessive leakage.

Smith and Kelley warned that additional audits affecting broadcasters are in the offing. "There is another area or two that we may look at fairly soon," said Smith, careful not to give away what areas and lose the element of surprise. "These are areas where we are getting some complaints," he said.

Also, they said, the FCC is likely to conduct follow-up audits in areas where it found high levels of noncompliance in the initial audits. Another audit for compliance with the political rules is certainly a possibility, said Chuck Kelley, chief of the Mass Media Bureau's enforcement division. But it would not occur until after another significant election, he said. "I don't want to say two years; it could be a year," he said. "There are elections going on all the time somewhere."

On the other hand, the FCC can more or less put behind it areas like NTSC, where it found "good compliance," Kelley said. "we will not spend a lot of time coming back and reviewing those."

The mass inspection is not suitable for enforcement of all kinds of rules—broadcast indecency, for instance. "Our intention is not to hold the agency out as monitoring broadcast stations around the country to try to determine whether they are engaging in what we, back in Washington, might view initially as being indecent," said Kelley. "We have been relying on audiences in the various com-

## LONG ARM OF SHORTWAVE LAW

**F**CC field offices levied \$147,000 in fines during a two-day nationwide crackdown on illegal users of the shortwave band. All 35 FCC field offices participated and found violators in all 50 states and the District of Columbia, with the largest concentrations being in Florida, California, Michigan, Texas and Arizona. An FCC spokesman said the number of violators was likely in the thousands. Most violators were using frequencies adjacent to Citizens Band and 10 meter amateur band, as well as the 25 mhz to 28 mhz band that is allocated for business and U.S. Government use. Improper use of these bands causes interference with proper users, the spokesman said, and, when unauthorized users employ high power levels, interference with television signals. This is the FCC's first widespread enforcement on the band and was prompted by the widespread abuse of the frequency by numerous, highly organized, illegal "networks" that have formed both nationally and internationally.

munities throughout the country to tell us when they think there is something that is inappropriate to air and to document it," he said. "Then we follow through on their complaints."

The Sikes FCC has shown none of the reluctance to go after a station's license that characterized the Fowler and Patrick regimes. It plans to start revocation proceedings against a Georgia broadcaster this week (see story below). Since Sikes took office in August 1989, the FCC has also denied the renewals of KQEC(TV) San Francisco and WBBY(FM) Westerville, Ohio, for alleged "misrepresentation" and the commission began revocation proceedings against WKSP(AM) Kingstree, S.C.

More than anything else, the Sikes FCC's assault on broadcast indecency exemplifies its commitment to enforcement. In his 17 months in office, Sikes has overseen the indecency actions

against 11 radio stations. Of those, eight have paid fines ranging from \$2,000 to \$10,000 and three are still defending themselves. The latest to be hit: Infinity Broadcasting for a 1988 broadcast of the Howard Stern show that was aired simultaneously on Infinity-owned stations in New York, Philadelphia and Washington.

The FCC's EEO actions flow not from complaints, but from the license renewal process. Following the shift in the focus of FCC enforcement from numbers of minority employees to efforts to attract them in November 1987, the FCC began taking a hard look at license renewal applications—first of television and later of radio stations.

According to Glenn Wolfe, chief of the EEO branch of the Mass Media Bureau's enforcement division, KYFC-TV Kansas City, Mo., in November 1988 became the first station to be hit with a

fine (\$10,000) for lax EEO efforts under the new policy. Last year, the branch fined 38 radio stations, some commonly owned, a total of \$282,000.

The NAB has deep concerns about the FCC's handling of the political broadcasting audit, believing the agency has been "insensitive" to the cost the targeted stations have had to bear in legal fees and in gathering the information the FCC has requested, said Baumann. It also believes the FCC's character policy standard may be unduly tough, Baumann said.

But for the most part the association's response has not been to protest, but to educate its members about the rules and how they can comply with them, he said. The FCC is simply doing its job, Baumann said. "I don't want to see broadcasters fined," he added, "but the FCC has a right and an obligation to enforce its rules." —NAJ

## FCC TO BEGIN LICENSE REVOCATION AGAINST GEORGIA BROADCASTER

*Communications lawyers in and out of FCC believe proceeding may undermine distress sale policy*

**A**t this Thursday's open meeting (Jan. 10), the FCC is expected to begin license revocation proceedings against Timothy Brumlik, licensee of WXFL(TV) Albany, Ga. Brumlik is currently serving three-and-a-half years in a federal prison in Southern Florida after pleading guilty to a single count of money laundering, which was said to have been in connection with a cocaine transaction. He has had an application to transfer the station for \$3.5 million to current general manager Manny Cantou.

As part of his plea bargain, other charges were dropped including attempting to import 300 kilograms of cocaine and using a 1,100-acre property in Florida as a drop-site for drugs (BROADCASTING, Sept. 25, 1989).

At the time of his arrest, he owned 55% of WTSG(TV), now WFXL, Albany, and had FCC approval for license transfer of WGNM(TV) Macon, Ga. At the "urging" of the FCC Brumlik chose not to close on the \$102,500 deal, said Brumlik's communications attorney, Aaron Shainus of Baraff, Koerner, Olender & Hochbergh. Brumlik purchased WXFL in October 1987 for \$2.25 million. He had applications to purchase WLTT-TV Caguas and WSUR-TV Ponce,

both Puerto Rico, from Teleonce Corp. for \$23 million, and WPGX-TV Panama City, Fla., from Raymond James for \$950,000. He had been approved by a federal bankruptcy judge to purchase Media Central's WKCH-TV Knoxville. All of those applications, except WXFL have since been dismissed by the commission.

Brumlik has petitioned the FCC to allow a distress sale prior to designation, something the commission rarely does, said Shainus. But Shainus believes, as do some at the commission, that the FCC intends to prevent Brumlik from divesting the property, even under normal distress sale policy guidelines, and may disqualify Cantou from the hearing. The FCC distress sale policy allows a broadcaster faced with loss of license to sell the license after its designation for hearing to a minority for no more than 75% of its market value. Shainus said the policy "is non-discretionary...the commission can't pick and choose" which cases to deny the distress sale benefit, and to do so "is illegal." He said, "obviously, it's a political decision for the commission."

Brumlik's conviction in September came as the commission sought to clarify

its character-qualification policy by including drug trafficking convictions as grounds for revoking or denying a broadcast license (BROADCASTING, Oct. 2, 1989). Those guidelines, adopted in May 1990, grew out of the commission's desire to revoke the license of WKSP(AM) Kingstree, S.C., and to prevent its majority shareholder Gregory Knop from obtaining a new FM at Kingstree. In November 1987, Knop pleaded guilty in federal court to charges of conspiracy to possess with the intent to distribute cocaine (BROADCASTING, Oct. 2, 1989).

The Drug Abuse Act of 1988, which could strip Brumlik from federal benefits such as an FCC license, would not apply in Brumlik's case because its implementation is still in the formative stage—comments were filed in October (BROADCASTING, Oct. 22, 1990).

FCC attorneys agree that the commission will be dealing with policies that may not be compatible and runs the risk of undermining the distress sale policy that it has itself vigorously defended, and that was upheld in July by the U.S. Supreme Court (BROADCASTING, July 2, 1990).

Shainus said he will appeal any decision to deny Brumlik the benefits of the distress sale policy. —PJS

# TECHNOLOGY

## BROADCASTERS PAN FAA INTERFERENCE REDUCTION PROPOSALS

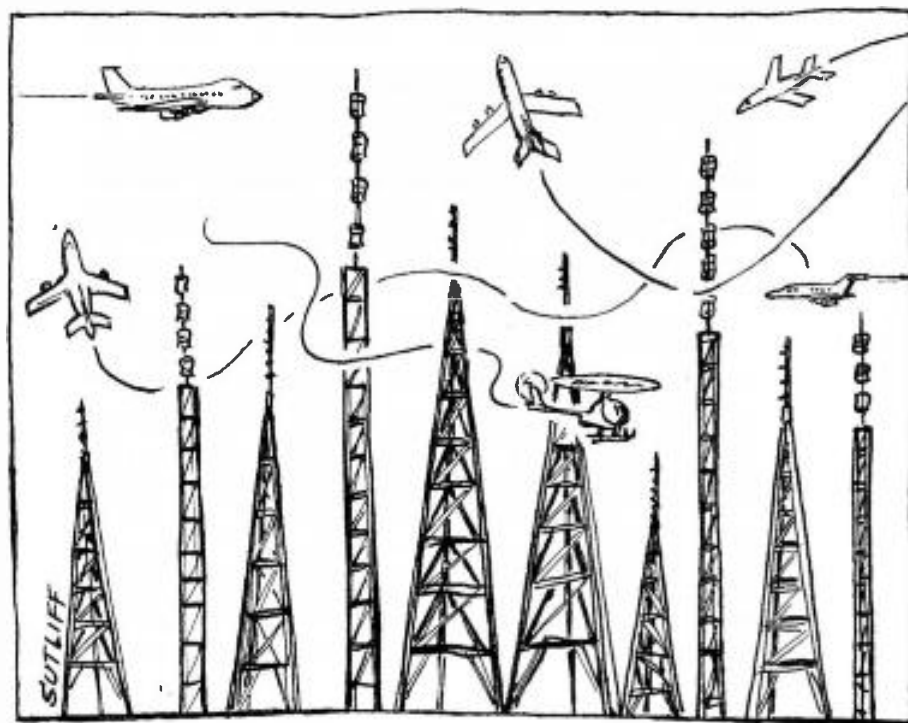
*TV, radio stations join cellular telephone companies, land-mobile radio industry against proposed FAA electromagnetic interference rules; FCC calls for cooperation between agencies in development of technical standards*

**T**he Federal Aviation Administration is now considering new rules that could severely disrupt TV and radio stations' ability to make changes in their transmission facilities. Strict FAA rules are already in place to avoid RF interference to air traffic control communications and to avoid physical obstruction of airlines by tall structures, such as broadcast towers. Few suitable broadcast tower locations exist, especially in large cities with one or more large airports. New proposed guidelines could make FAA approval for new communications towers nearly anywhere in the U.S. impossible.

The FAA airspace system as it now stands is safe, Gerald Markey, manager of the FAA's spectrum engineering division, told BROADCASTING last week. "If there is interference, we ask the FCC to shut down the facility, change power or do whatever," he said. The new rules are aimed at accommodating communications and aeronautical spectrum users, he said. "We can understand broadcasters' concerns, but as far as we're concerned, we're just trying to close some loopholes and make it better."

"These proposed rules wholly fail to serve the public interest," said the National Association of Broadcasters and the Association for Maximum Service Television (MSTV) in a joint filing to the FAA. "Moreover, because of one-sided input into the formulation of the proposed rules, the FAA dramatically underestimated the burdens and impact of its proposals on communications licensees in its flawed regulatory impact evaluation."

Congress passed amendments to the Federal Aviation Act in 1978 requiring the FAA to consider electromagnetic interference (EMI). In response to the congressional mandate, the FAA prepared a computer model outlining possible electromagnetic interference from broadcast towers. The FAA proposed changes to



its rules governing spectrum management (Part 77) last fall based in part on that model's predictions (although it is not included in the proceeding).

Broadcasters have condemned the model as untested and too strict, predicting interference in cases where it is not likely to occur. Broadcasters and the FCC both say the FAA has not worked closely enough with the commission in the formulation of the proposals. Officials from both agencies have been meeting monthly since mid-1990 to discuss EMI issues, but FCC input appears to have had little influence on the FAA's plans.

Several broadcasting companies and associations were among approximately 50 filings last week in response to the FAA's plans. The administration also received negative comments from the land-mobile radio and cellular telephone industries, which could also be severely affected by

the EMI proposals. Markey said the FAA will take time to review the comments and that action on the proposals is not imminent. However, the decision will be based largely on last week's comments because there will be no reply comments in the proceeding.

Comments from state aviation regulators, associations representing pilots and other organizations concerned with air navigation spectrum use, tended to dwell more on the need for broadened FAA authority over physical obstructions. Many did not mention the EMI proposals.

The Aircraft Owners and Pilots Association, Frederick, Md., for example, referred briefly to the EMI proposals to express general agreement with them without explanation. But it supported general strengthening of FAA authority to remove airspace obstructions of all kinds under Part 77. "AOPA has long

held the view that Part 77 is a weak regulation that has resulted in much of the nation's airspace being restricted from use by lessening the airspace system and airport capacity," the group said.

A common complaint from opponents of the EMI proposals was the lack of adequate coordination with the FCC, as was called for in the FAA's 1987 amendments. "Since its establishment, the FCC has developed and refined its expertise in the area of RF interference and spectrum management allocations. Indeed, the FCC is the federal agency with expert knowledge of potential RF interference, which encompasses EMI, and thus should not be ignored," said Dow, Lohnes & Albertson in joint comments for Cox Enterprises Inc. and seven other station groups.

In its own comments, the FCC said more discussion is needed between the two agencies and requested "that no final rules be adopted pending inter-agency discussions, coordination and conclusion of a mutually satisfactory memorandum of understanding between the FCC and the FAA." The commission said the EMI rules, as now written, "may be overly burdensome on the public in view of the increased number of FAA notifications they require even though many of the notifications would deal with installations with negligible risk of interference."

Although officials from the FCC have met often with the FAA to discuss electromagnetic radiation, "there is an urgent need for the FAA to work closer with the commission in forming technical standards needed to prevent such interference in view of the related jurisdiction of both agencies. The commission believes that any technical standard used for judging a proposed facility that would cause interference should be explicit and subject to notice and comment," the FCC said in its comments.

NAB and MSTV also called for stronger ties. "We strongly urge the FAA to take advantage of the FCC's expertise and resources to develop...rules and standards that adequately protect aeronautical frequencies from interference while providing broadcast services fair and just access to spectrum allocated to broadcasting."

FAA opponents had several other objections on both legal and technical grounds. Much of the technical objection to the EMI proceeding centers on requiring FAA notification for "any initial or modified operation, including a change in frequency or effective radiated power, of a transmitting station located

within 3,000 feet of an air navigation or communications aid." Several commentators said the phrase 'any...modified operation' was too vague. "There is no need for notification of changes such as replacement of a transmitter or antenna where neither frequency, ERP or antenna pattern is changed. There are a myriad of modifications of facilities which have no effect upon radiation characteristics. Clearly, the FAA has no regulatory concern or authority over such changes," said Fletcher, Heald & Hildreth, a communications law firm representing King Broadcasting Co. and Nationwide Communications Inc. The consulting engineering firm of Lahm, Suffa & Cavell Inc., Fairfax, Va., said the rule "could, in theory, require notification by every mobile radio [including cellular telephone] user that may pass near an airport control tower or radio transmitting/receiving site."

CBS Inc. called the FAA's EMI proposals "radical solutions where less extreme answers exist. The notice fails to consider the extent to which potential EMI could be eliminated by increasing shielding around air navigation devices or by other improvements to air navigation devices." CBS referred to an earlier FCC tentative decision that shielding devices on air navigation receivers would be the most effective solution. "The

FAA, without citing any study, tentatively concludes that much more drastic measures are required, including encroaching upon the FCC's jurisdiction, without proving any basis for disagreeing with the FCC," CBS said.

Pepper & Corazzini, a Washington communications law firm, was among many commentators that brought up the potential economic hardship that could result if broadcast stations are forced to make adjustments to transmission facilities due to new FAA rules. "Contracted purchases of equipment and advanced construction alone can represent the commitment of upwards of \$100,000 for AM and FM stations, and millions of dollars in the case of TV stations," it said.

Broadcasters worried about possible revenue due to reduced power and smaller service areas. "Given the precarious situation many radio and television stations now find themselves in, this reduction in revenues could be the death knell for some broadcasters," NAB-MSTV said.

NAB and MSTV also raised several legal and procedural objections to the way the FAA has presented its EMI proposals. Perhaps the most serious, they said, is that the FAA's strict technical interference model was not published with the rulemaking notice. The Federal

## LOOKING FOR HDTV RF DATA

**M**icro Communications Inc. (MCI), Manchester, N.H., has conducted a survey of UHF stations nationwide to determine what must be done to convert a typical station's RF (radio frequency) system for high-definition television transmission. MCI sought "to find out what the cost of converting to high-definition TV in the next few years is going to be," said Jennie E. Allen, MCI advertising and sales manager.

Chief engineers at 100 UHF stations out of 800 that were sent questionnaires in November responded to the survey. (MCI may later conduct a similar survey for VHF and low-power stations.) Each station was asked to identify the type of transmitter used, how much power it uses, antenna type, the age of the system and other types of RF equipment used (switchers, combiners, diplexers). MCI also asked stations if they planned system and power upgrades or moves to new locations in the future.

Results of the survey are now being tabulated, but what MCI has found so far is a confusion among station engineers about HDTV conversion. "They're excited about HDTV, but they really don't have a good idea of how much it's going to cost them. A lot of them think it's going to cost them a lot more than it actually is to convert," Allen said. Many chief engineers, she said, were not aware of the recent CBS study estimating RF conversion costs ranging between \$741,000 and \$1.481 million, depending on station size and the date of conversion (BROADCASTING, Oct. 29, 1990). Total cost of both RF and studio conversion over several years will be between \$5.8 million and \$11.6 million, according to the CBS study.

MCI will release the results of its survey when it has completed its analysis, Allen said. In addition, MCI President Thomas J. Vaughan will deliver a technical paper on RF conversion for HDTV in April at the National Association of Broadcasters convention in Las Vegas.

-RMS



Administrative Procedure Act "states that there must be Federal Register publication of general notice of the proposed rule. No such notice has ever been given for the technical standards...No legal authority has been cited, either in this proceeding or others, for promulgation of the technical standards at issue." NAB-MSTV said.

The Land Mobile Communications Council (LMCC), rarely an ally of NAB and MSTV in spectrum-related proceedings, agreed the FAA proposal is confusing and could lead to unnecessary construction of new facilities. "Should the confusion and delays in project construction discussed above take place, LMCC and its membership are greatly concerned that the public welfare could be seriously undermined." Like the aviation spectrum users, land mobile radio services "are vital not only to American industry and competitiveness, but to the safety, security and well being of the general public," LMCC said. The group proposed a compromise in which future issues of radio frequency interference with aeronautical services, including EMI, be settled by the FCC while physical air hazard problems created by communications towers are settled by the FAA.

Another FAA opponent, the Cellular Telecommunications Industry Association, also feared harmful effects from the new rules. "Given that the FCC rules require a clearance from the FAA before most cellular facilities can be constructed, delays arising from the proposed rules also will cause substantial delays in the construction of cellular systems to the clear detriment to a public that has come to rely on cellular," it said.

The EMI plan "penalizes many segments of the economy with new and unnecessary burdens in the interest of improving air safety," according to the United States Telephone Association. "Many amendments proposed [by FAA] will impact the deployment of new telecommunications technologies and services throughout the economy, while not providing a significant net benefit to air safety."

Before reading the comments last week, the FAA's Markey responded to some of the criticisms made by communications spectrum users in recent months. He said the interference model on which the proposals are based "has been scrutinized and we're not aware of any discrepancies in the model...We are honestly trying to make it better, even though it might not look that way. We're not trying to stymie the broadcasting industry by any means." **-RMS**

## INTERACTIVE VOICE TECHNOLOGY.

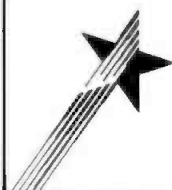
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# SATELLITE

## SKYPIX TO SUBSIDIZE SALE OF FIRST HALF-MILLION RECEIVERS

*Prospectus details estimated costs and earnings for midpower DBS service: satellite payments and portions of prospective \$200 million startup equity to be spent on marketing, equipment licensing*

**S**kyPix Corp., with a 1991-92 plan to spend more than \$85 million marketing its proposed midpower Ku-band direct broadcast satellite (DBS) service and more than \$30 million to subsidize the sale of 550,000 consumer receivers, expects to turn a profit by its second year in operation, according to a private placement prospectus which sources said has raised more than \$17 million of its \$20 million target.

Most of that startup capital has already been devoted to acquiring satellite capacity to deliver SkyPix's proposed 80-channel, direct-to-home, pay-per-view movie service, according to the fact sheet prepared by Seattle-based Cope Brothers Capital Inc.

However, SkyPix maintained last week that a second offering (at \$1,000 per share) will, by the end of the first quarter of 1991, garner significant portions of an additional \$200 million startup equity by the end of March. Much of that money, said the document, would go toward a two-year advertising and marketing blitz as well as toward the swift ramp-up of home receivers.

Specifically, an estimated \$86.4 million of that equity would go toward advertising and marketing; \$32 million toward subsidizing the sale of 10,000 complete home equipment systems and 540,000 receiver-decoders; and \$35 million toward paying Seattle-based Starscan for rights to use Compression Laboratories Inc. digital video compression technology—a system that SkyPix claims will allow it to deliver eight channels per satellite transponder to 24- to 36-inch dishes, beginning next summer, six months later than first projected last summer (BROADCASTING, Aug. 20).

SkyPix President Brian McCauley declined to comment on specific elements of the document except to caution that the strategic partners it believes will invest in SkyPix by March 1991 will exert

influence over all elements of the business plan, making any numbers in any prospectus subject to change. Cope Brothers President James Cope confirmed that his company had generated the document and also stressed the potential for changes in disclosure.

Last month, Comsat Video Enterprises backed off from considering a \$125 million investment in SkyPix (BROADCASTING, Dec. 10). With the defection of its largest suitor, SkyPix efforts to raise the \$200 million apparently remain at square one nearly five months after its initial announcement. However, McCauley said "a large handful" of other major investors will soon reach final agreements to become strategic equity partners. Stockholm-based Kinnevik, with interests in European DBS, cable and SMATV operations, Scandinavian broadcast TV and cellular businesses on several continents, said it is "definitely interested" in becoming a major SkyPix investor.

The Cope Brothers document, which includes a disclaimer warning against assuming accuracy, said SkyPix was required to pay \$14.1 million to Hughes Communications up front for satellite capacity—a \$4.5 million downpayment on the lease of 10 transponders aboard Hughes's SBS-6 satellite and 12 tran-

sponders aboard follow-on satellite Galaxy IV (BROADCASTING, Oct. 1, 1990) and an irrevocable \$9.6 million letter of credit to guarantee payment for the first six months of the lease. (CVE maintains options to lease six other SBS-6 transponders, and President Robert Wussler has said his company continues to pursue other midpower DBS options.)

Another \$3.5 million estimated development costs through Jan. 20, 1991, would bring the total spent by next month to \$17.6 million, slightly more than SkyPix has actually been able to raise so far, said one well-placed source.

SkyPix and Hughes have both declined comment on rumors that SkyPix failed to meet any payments to Hughes. McCauley has maintained that SkyPix has sufficient funds to operate through 1991, and Hughes confirmed his claim that relations between the two companies remain "excellent."

In the \$200 million second stock offering, SkyPix seeks minimum investments of \$1 million per investor. Starscan was issued 164,572 shares of class A common stock in the first offering. An additional 68,571 shares of class B stock have been reserved for management in the second offering. If all the initial \$20 million and \$200 million additional equity were raised, it said, total Starscan

### SkyPix's Five-year Financial Projections

|  | 1990   | 1991   | 1992  | 1993  | 1994  | 1995    |
|--|--------|--------|-------|-------|-------|---------|
| U.S. TV HH (millions)                      | 92.4   | 93.7   | 95.1  | 96.4  | 97.7  | 98.9    |
| Subscribers (000)                          | 0      | 740    | 1,940 | 3,140 | 4,340 | 5,540   |
| Penetration                                | 0.0%   | 0.8%   | 2.0%  | 3.3%  | 4.4%  | 5.5%    |
| Revenues (millions)                        | \$0    | \$136  | \$406 | \$663 | \$919 | \$1,176 |
| Earnings (millions) before interest, taxes | (\$14) | (\$79) | \$76  | \$215 | \$335 | \$497   |

*August 1990 projections were based on January 1991 rollout, which is now not expected until summer 1991. With a two-year plan to spend more than \$85 million on advertising and marketing and more than \$30 million to subsidize the sale of half a million consumer receiver-decoders, SkyPix expects to reach a breakeven 700,000 subs at the one year mark.*

stock would represent 51% of the equity capitalization of SkyPix.

With \$154-million working capital, said the document, SkyPix plans to spend \$63.5 million on advertising, \$15 million on "product promotion" and \$7.9 million on "marketing promotional materials" through 1992. The business plan has also called for subsidizing the sale of 500 complete home receive systems (receiver-decoders, antennae and

installation) in 1990, another 10,000 in 1991, and the sale of 500,000 receiver-decoders, all for a total of \$32 million.

As of last August, when the Cope Brothers issued the fact sheet, SkyPix projected that, despite a projected \$93 million in negative earnings in 1990 and 1991, it will have 740,000 subscribers and positive cash flow within 12 months after launch. Revenue projections of \$17.80 per sub, per month, were based

on the assumptions that 80% of subs will purchase four movies per month at \$4 each; 25% of subs will pay \$10 per month for subscriptions services; 15% of subs will buy a pay-per-view special event every two months; and 10% of subs will spend \$10 per month on "special interest video." SkyPix projected that by next September, it will be signing on 100,000 new subscribers per month. —PDI

"Datebook" continued from page 34.

*Broadcast Engineers, chapter 15.* New York Times Building, New York. Information: David Bialik, (914) 634-6595.

**Feb. 13-15**—*Cable Television Public Affairs Association* forum '91. Keynote speech: Ted Turner, Turner Broadcasting System; other speakers: FCC Commissioner Ervin Duggan, NCTA Chairman Jerry Lindauer, Ritz-Carlton Buckhead, Atlanta. Information: (703) 276-0881.

**Feb. 27-March 1**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

**Feb. 28-March 1**—"Cable Television Law: Living with Reregulation," program sponsored by *Practising Law Institute*. PLI Training Center, New York. Information: (212) 765-5700.

## MARCH 1991

**March 1**—Deadline for entries in *Guillermo Martinez-Marquez Photojournalism Award*, open to Hispanic journalists. Information: (202) 783-6228.

**March 4-6**—Basic Videodisk Design/Production Workshop, sponsored by *Nebraska Videodisk Group, University of Nebraska-Lincoln*. Information: (402) 472-3611.

**March 5**—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn (McClellan Highway), Boston. Information: (212) 254-4800.

**March 5**—*West Virginia Broadcasters Association* call on Congress. Washington. Information: (304) 344-3798.

**March 6**—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Seminary Plaza, Arlington, Va. Information: (212) 254-4800.

**March 6-9**—22nd annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

**March 7**—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Crabtree, Raleigh, N.C. Information: (212) 254-4800.

**March 7**—*National Association of Black Owned Broadcasters* seventh annual communications awards dinner. Sheraton Washington, Washington. Information: Ava Sanders, (202) 463-8970.

**March 8**—Deadline for applications for summer faculty workshop in communications policy, sponsored by *Annenberg Washington Program*. Information: (202) 393-7100.

**March 8-10**—*Society of Professional Journalists*,

*Atlanta chapter, region three conference.* Atlanta. Information: (404) 496-9957.

**March 9**—Green Eyeshade Southeastern regional journalism awards banquet of *Society of Professional Journalists, Atlanta chapter*. Hotel Nikko, Atlanta. Information: (404) 496-9957.

**March 9-10**—Third annual West Coast regional conference of *National Association of College Broadcasters*. University of Southern California, Los Angeles. Information: (401) 863-2225.

**March 11-13**—*North Central Cable Television Association* annual convention and trade show. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

**March 12**—*American Advertising Federation* government affairs conference. Willard hotel, Washington. Information: (202) 898-0159.

**March 13**—*International Radio and Television Society* Gold Medal Award dinner. Waldorf-Astoria, New York. Information: (212) 867-6650.

**March 13-16**—*Native American Journalists Association* seventh annual conference. Landmark Inn, Denver.

**March 14**—16th annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

**March 15**—Deadline for entries in Clarion Awards, sponsored by *Women in Communications*. Information: (703) 528-4200.

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

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

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

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

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

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

**March 21**—*Federal Communications Bar Associ-*

*ation* monthly luncheon. Speaker: Craig McCaw, president, McCaw Communications. Washington Marriott, Washington. Information: (202) 833-2684.

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

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

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

**March 27**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

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

## APRIL 1991

**April 2**—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/South Denver, Denver. Information: (212) 254-4800.

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

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

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

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

**April 8-11**—*Electronic Industries Association* spring conference. Washington. Information: (202) 457-4900.

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

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

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

**April 10-13**—*National Broadcasting Society, Al-*

## AFFILIATE SWITCHES EFFECTS ON NETWORK NEWS

| News                   | Old Station | Rating/<br>Share | New Station | Rating/<br>Share |
|------------------------|-------------|------------------|-------------|------------------|
| Louisville, Ky.        |             |                  |             |                  |
| CBS Evening News       | WHAS        | 18/38            | WLKY        | 9/17             |
| NBC Nightly News       | WAVE        | 10/22            | WAVE        | 14/26            |
| Rochester, N. Y.       |             |                  |             |                  |
| NBC Nightly News       | WROC-TV     | 5/11             | WHEC        | 13/25            |
| CBS Evening News       | WHEC        | 15/30            | WROC-TV     | 7/13             |
| ABC World News Tonight | WOKR        | 17/35            | WOKR        | 20/37            |
| Knoxville, Tenn.       |             |                  |             |                  |
| NBC Nightly News       | WTVK        | 4/17             | WBIR        | 23/40            |
| CBS Evening News       | WBIR        | 22/41            | WTVK        | 5/8              |
| ABC World News Tonight | WATE        | 14/26            | WATE        | 17/30            |

Notes: All information is from ratings book prior to switch and just after switch. Louisville information is from 1990; Rochester from 1989 and Knoxville from 1988. Source: Nielsen Media Research.

gust 1990 affiliation change from CBS to ABC and some of the station's demographics have fallen. Said Kuvin: "What we saw in November was that overall ratings are not as strong as they used to be... The areas we expected to get hit in we got hit—morning game shows and the lead soap operas. We knew we would be giving up mornings and early afternoons." The station has also suffered on weekends with the

loss of NFL football. "But," Kuvin added, "we can start building from a base that is far more advantageous to us." According to Kuvin, WHAS was the only station to show any gain in prime time numbers.

Numbers for WHAS's 11 p.m. news also did not benefit from the switch, going from a 16/34 in May to an 11/30 in November.

Ratings for local early news does not

appear to fluctuate as dramatically as those for network news. In May 1990, then CBS affiliate WHAS(TV) had a 20 rating and 42 share for its 6 p.m. local news. Now, as an ABC affiliate, the numbers fell somewhat to a 19/33 for November. As an ABC affiliate, WLKY(TV) Louisville had an 8/17 for its 6 p.m. news. Now, as a CBS affiliate, the station earned an 8/14 in the November book. However, affiliation switches may have nothing to do with changes in the ratings. Since May 1990, two additional 5 p.m. newscasts have been added to the marketplace and may have taken audience away from the other stations' 6 p.m. newscasts. That may also be why WAVE(TV) saw its 6 p.m. local news go from an 11/22 in May to a 17/30 in November.

The affiliation change for WHEC(TV) Rochester also failed to hamper the station's local news efforts. The station scored an 18/36 for its 6 p.m. local news in May 1989 as a CBS affiliate. In November, as an NBC affiliate, the station was almost flat at 18/33. WROC, which changed from an NBC affiliate to a CBS affiliate, saw its 6 p.m. local news ratings improve slightly from a 4/8 in May 1989 to a 5/9 in November. Unchanged ABC affiliate WOKR(TV) saw its numbers also improve slightly from 18/37 to a 20/36. —M

pha Epsilon Rho, 49th annual convention. Sheraton Universal Hotel, Los Angeles. Information: G. Richard Gainey, (803) 777-3324.

**April 12-14**—"TV News: The Cutting Edge," sponsored by *Scientists Institute for Public Information*, Bloomingdale, Ill. Information: Barbara Rich, (212) 661-9110.

**April 13-15**—*Broadcast Education Association* 36th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

**April 15-18**—HDTV World Conference and Exhibition, sponsored by *National Association of Broadcasters*, to be held concurrently with NAB annual convention (see item below). Hilton Center, Las Vegas. Information: (202) 429-5300.

**April 15-18**—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

**April 18**—*Broadcast Pioneers* breakfast, during NAB convention (see listing above). Las Vegas Hilton, Las Vegas. Information: (212) 586-2000.

■ **April 18-19**—"Cable Television Law: Living with Reregulation," program sponsored by *Practising Law Institute*, Hyatt Embarcadero, San Francisco. Information: (212) 765-5700.

■ **April 19-21**—Southern regional conference of *National Association of College Broadcasters*, Georgia State University, Atlanta. Information: (401) 863-2225.

**April 19-24**—*MIP-TV*, international television program market, Palais des Festivals, Cannes, France. Information: (212) 750-8899.

**April 21-24**—*Broadcast Financial Management Association* 31st annual convention, Century Plaza, Los Angeles. Information: (708) 296-0200.

**April 22-25**—*National Computer Graphics Association* 12th annual conference and exposition, McCormick Place North, Chicago. Information: (703) 698-9600.

**April 23**—*International Radio and Television Society* newsmaker luncheon, Waldorf-Astoria, New York. Information: (212) 867-6650.

**April 29-30**—"Spectrum Allocation and Management," sponsored by *Annenberg Washington Program*, Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

## MAY 1991

■ **May 5-11**—31st annual Golden Rose of Montreux festival for light entertainment television programs, sponsored by *Swiss Broadcasting Corp.* and *City of Montreux, Switzerland*. Information: John Nathan, (212) 223-0044.

**May 6-9**—Nebraska Interactive Media Symposium, "A New Decade of Technology," forum for exploring strengths of various interactive formats, sponsored by *University of Nebraska-*

*Lincoln*, Nebraska Center for Continuing Education, Lincoln, Neb. Information: (402) 472-3611.

**May 12-14**—*Pacific Telecommunications Council* mid-year seminar, "The Telecommunications and Travel Industry Interface and its Role in National and Regional Development," Bali Beach Resort, Indonesia. Information: (808) 941-3789.

**May 13**—George Foster Peabody luncheon, sponsored by *Broadcast Pioneers*, Plaza Hotel, New York. Information: (212) 586-2000.

**May 13-15**—Pay Per View '91 annual convention, sponsored by *Cable Television Administration and Marketing Society*, Marriott World Center, Orlando, Fla. Information: Bob Westerfield, (703) 549-4200.

**May 14**—*International Radio and Television Society* Broadcaster of the Year luncheon. Recipients: Robert MacNeil and Jim Lehrer, MacNeil/Lehrer NewsHour, Waldorf-Astoria, New York. Information: (212) 867-6650.

**May 15-18**—*American Association of Advertising Agencies* annual meeting, Greenbrier, White Sulphur Springs, W. Va. Information: (212) 682-2500.

**May 15-19**—Annual public radio conference, sponsored by *National Public Radio*, Sheraton, New Orleans. Information: (202) 822-2090.

**May 16-19**—*American Women in Radio and Television* 40th annual convention, Omni, Atlanta. Information: (202) 429-5102.

# FOR THE RECORD

As compiled by BROADCASTING from Dec. 27 through Jan. 2 and based on filings, authorizations and other FCC actions.

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

## OWNERSHIP CHANGES

### Applications

■ **WKNI(AM) Lexington, AL (BAL901203EJ):** 620 khz; 5 kw-D, 99 w-N.—Seeks assignment of license from Doris Harrison to Creative Broadcasting Co. Inc. for \$220,000. Seller is headed by Doris W. Harrison, and has no other broadcast interests. Buyer is headed by Creative Equity Inc. (100%). Jeff Pierce and Bill Glass, and has no other broadcast interests. Filed Dec. 3.

■ **KWSS(FM) Gilroy, CA (BALH901210GK):** 94.5 mhz; 1.15 kw; ant. 2,580 ft.—Seeks assignment of license from Nationwide Communications Inc. to Shamrock Broadcasting Inc. for KMGC(FM) Dallas in station swap; Shamrock also to receive \$11 million (see KMGC[F]M Dallas below). Filed Dec. 10.

■ **KRCQ(FM) Indio, CA (BAPH901211GT):** 102.3 mhz; .66 kw; ant. 570 ft.—Seeks assignment of CP from Ty Stevens Broadcasting Ltd. to Mirage Broadcasting Corp. for no cash consideration; purpose is to convert CP holder into a corporation. Seller and buyer, which is same entity, is headed by Ty Stevens, Andrew Reimer and Barry Gorfine. Reimer has interests in Canaline Broadcasting Co., licensee of KTYD(FM) Sanata Barbara. Filed Dec. 11.

■ **KOCM(FM) Newport Beach and KSRF(FM) Santa Monica, both California (KOCM: BALH901130HN; 103.1 mhz; 2 kw; ant. 300 ft.; KSRF: BALH901130HF: 103.1; 3 kw; ant. 265 ft.)**—Seeks assignment of license from Ocean Broadcasting Inc. to Brentwood Communications Ltd. for \$17.675 million. Seller is headed by Jack Siegal, Steve Hazy and Leonard Weinberg and has no other broadcast interests. Buyer is headed by Kenneth J. Roberts. Roberts was sole stockholder of Mandeville Broadcasting Co. Inc., formerly licensee of KROQ-FM Pasadena, CA. Roberts was also party to proceedings involving renewal applications for KROQ-FM and KROQ-AM Burbank, CA, settlement of which resulted in renewal assignment of KROQ-FM license to Mandeville and dismissal of application to renew license of KROQ-AM. Filed Nov. 30.

■ **WJED(FM) Dogwood Lakes Estate, FL (BAPED901210HS):** 91.1 mhz; 700 w; ant.—Seeks assignment of CP from Shady Grove Baptist Church Inc. to Bethany Bible College & Bethany Theological Semi-

nary Inc. for \$2240. Seller is headed by W.T. Retherford, Edward Gene Elkins and Linwood Tharpe, and has no other broadcast interests. Buyer is headed by H. D. Shuemake. (33 1/3%), Steve A. Shuemake (33 1/3%) and Mary E. Shuemake (33 1/3%). Bethany Bible College and Bethany Theological Seminary Inc. also own WVOB(FM) Dothan, AL. Filed Dec. 10.

■ **WDBK(AM) Fort Pierce, FL (BAL901212EF):** 1330 khz; 5 kw-D, 1 kw-N.—Seeks assignment of license from Treasure Coast 1330 Corporation to Fairbanks Communications Inc. for \$365,000. Seller is headed by Daniel W. Wallace and has no other broadcast interests. Buyer is headed by Richard M. Fairbanks, Richard C. Hinds, George E. Mills and James R. Cande, and is licensee of WJNO(AM) West Palm Beach and WRMF(FM) Palm Beach, both Florida, and WKOX(AM)-WVBR(FM) Framingham MA. Filed Dec. 12.

■ **WCOA(AM)-WJLQ(FM) Pensacola, FL (AM: BAL901213EB; 1370 khz; 5 kw-U; FM: BALH901213EC; 100.7 mhz; 100 kw; ant. 1,555 ft.)**—Seeks assignment of license from Norman S. Drubner to Brem Broadcasting for \$2.23 million. Seller is headed by Norman S. Drubner, who has interests in KXY-Q(AM)-KZRL(FM) Portland, OR; KIVA(AM) Santa Fe and KZRQ(FM) Albuquerque, both NM. Buyer is headed by Edmond J. Muniz (80%) and Barry Richards (20%). Muniz has 33% interest in WLTS-FM Slidell, LA; 100% interest in WYAT(AM) New Orleans, and 65% interest in WGCM-AM-FM Gulfport, MS. Filed Dec. 13.

■ **WBBK(AM)-WDKZ(FM) Blakely, GA (AM: BTC901203EA; 1260 khz; 1 kw-D; FM: BTCH901203EB; 93.5 mhz; 3 kw; ant. 328 ft.)**—Seeks transfer of control from Hirsch Broadcasting Inc. to Jerry D. Braswell for \$120,000 in stock purchase. Seller is headed by Thomas J. Palmer, who is station manager at WCLA-AM-FM Claxton, GA. Buyer is headed by Braswell (51%), H.C. Van Buskirk (30%) and Carolyn M. Van Buskirk (19%), and has same interests in Triple B Broadcasting Corporation, licensee of WNUE(AM) Ft. Walton Beach, FL. Filed Dec. 3.

■ **WBKI(AM) Bremen, GA (BAL901213EE):** 1440 khz; 2.5 kw-D.—Seeks assignment of license from Roger D. Kimball to Claude H. McGaha for \$10,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Dec. 13.

■ **KNHN(AM) Kansas City, KS (BTC901211EA):** 1340 khz; 1 kw.—Seeks transfer of control from Greystone Broadcasting Inc. to Carol Russell for \$24,000. Seller is headed by William R. and Susan Porter Johnson, husband and wife. Buyer has no other broadcast interests. Filed Dec. 11.

■ **WIRV(AM) Irvine, KY (BTC901211EB):** 1550 khz; 1 kw-D.—Seeks transfer of control from Kentucky River Broadcasting Co. Inc. to Kelly T. Wallingford for \$55,000. Seller is headed by Marshall E. Sidebottom and Kelly T. Wallingford, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Dec. 11.

■ **WCLS(FM) Oscoda, MI (BTCH901206HV):** 100.1 mhz; 3 kw; ant. 328 ft.—Seeks transfer of control from David C. Schaberg to Todd A. Mohr for \$150; station is currently under construction. Seller is also permittee of WTHM(FM) Glen Arbor, MI. Buyer has no other broadcast interests. Filed Dec. 6.

■ **WXYB(FM) Zeeland, MI (BALED901214GO):** 89.3 mhz; 30 kw; ant. 500 ft.—Seeks assignment of license from Echo Broadcasting Inc. to The Moody Bible Institute of Chicago Inc. for no cash consideration; Echo is fee-exempt commission licensee, and is also licensee of WGNR(FM) Grand Rapids, MI. Buyer is headed by Joseph M. Stowell, George Sweeting,

William F. Mitchell Sr., Paul H. Johnson, John Elsen and Stuart M. Bundy, and is licensee of non-commercial, educational stations WDLM-AM-FM East Moline and WMBI-AM-FM Chicago, both Illinois; KMBI-AM-FM Spokane, WA; WCRF(FM) Cleveland; WMBW(FM) Chattanooga, TN; WAFS(AM) Atlanta; WMBV(FM) Dixon Mills, AL; WGNB(AM) Seminole, WKES(FM) St. Petersburg and WRMB(FM) Boynton Beach, all Florida. Filed Dec. 14.

■ **KXEO(AM)-KKWR(FM) Mexico, MO (AM: BTC901129EA; 1340 khz; 1 kw-U; FM: BTCH901129EB; 95.7 mhz; 100 kw; ant. 992 ft.)**—Seeks transfer of control from KXEO Radio Inc. to Ruth Anne Mongler, Trustee for Revocable Trust in stock transfer. Seller is headed by Mongler, who represents estate of Jerry Johnson (deceased). Mongler also owns 100 shares of common stock of KDNT Radio Inc., licensee of KDNT(AM) Denton, TX. Filed Nov. 29.

■ **WTYO(AM) Hammonton, NJ (BAL901213ED):** 1580 khz; 1 kw-D, 7 w-N.—Seeks assignment of license from Hammonton Broadcasting Co. to South Jersey Radio Inc. for \$100,000. Seller is headed by Ronald S. Gold and Laurence O. Spector, and has no other broadcast interests. Buyer is headed by Howard L. Green (50%), Donald M. Simmons (50%) and Joseph J. Jackler, and is licensee of WOND(AM) Pleasantville, NJ; WMGM(FM) Atlantic City; WMGM-TV Wildwood, NJ, and permittee of LPTV WO7CE Atlantic City; principals own same interests in WENY Inc., licensee of WENY(AM)-WLEZ(FM) and WENY-TV Elmira, NY; TV translator WO6AR Hornell, NY, and permittee of TV translator WO7BJ Ithaca, NY. Filed Dec. 13.

■ **WCHP(AM) Champlain, NY (BTC901203EF):** 760 khz; 25 kw-D.—Seeks transfer of control from Estate of Marvin D. Clapp (deceased) to Dora L. Clapp, executrix, and Carl J. Auel for no financial consideration. Auel is 50% owner of KKXX(AM) Paradise and 51% owner of KKMCI(AM) Gonzales, both California; 25% owner of WCHP(AM) Champlain, NY; 25% owner of WLWJ(AM) Royal Palm Beach, 33 1/3% owner of WORL(AM) Christman, 49% owner of WTWF(AM) Woodville, 100% owner of WWLO(AM) Gainesville, all Florida, and 51% owner of KKNOT(AM) Gretna, LA. Filed Dec. 3.

■ **KCKX(AM) Stayton, OR (BAL901213EA):** 1460 khz; 1 kw-D, 15 w-N.—Seeks assignment of license from Communication Arts Inc. to The Concord Group Inc. for \$84,000. Seller is headed by Emmett Eugene and Gail T. Boger, husband and wife, and has no other broadcast interests. Buyer is headed by Clifford A. Zauner (50%) and Virginia A. Zauner (50%), who have same interests in 94 Country Inc., which owns 100% of KWBY(AM) Woodburn, OR. Filed Dec. 13.

■ **WSIX(AM) Nashville, TN (BAL901213EF):** 980 khz; 5 kw-U.—Seeks assignment of license from Capstar Communications Inc. to Bible Broadcasting Network Inc. for \$600,000. Seller is headed by R. Steven Hicks, David Manning and Kim Borrow, and is licensee of WJDX(AM)-WMSI(FM) Jackson, MS; and WSSL-AM-FM Greenville, SC. Buyer is headed by Lowell L. Davey, Georgeanna Davey, Keith Wohlenhaus, H. Ron White, R. Lindsay Poteat, Joseph J. Mast and Joy A. Davey (each 14.29%). Bible Broadcasting Network is non-profit, non-stock corporation which is licensee of KCEV(FM) Wichita, Kan.; WAWO(AM) Decatur, WYFK(FM) Columbus, WYFA(FM) Waynesboro and WYFS(FM) Savannah, all Georgia; WFCE(FM) Tarpon Springs, WYFB(FM) Gainesville and WYFO(FM) Lakeland, all Florida; WHPE(FM) High Point and WYFL(FM) Henderson, both North Carolina; WHGG(FM) Knoxville and WYFC(FM) Clinton, both Tennessee; WYFG(FM) Gaffney, WYFH(FM) North Charleston and

WYFV(FM) Cayce, all South Carolina; WYFI(FM) Norfolk, WYFJ(FM) Ashland and WYFT(FM) Luray, all Virginia. Filed Dec. 13.

■ **KMGC(FM) Dallas, TX (BALH901210GL):** 102.9 mhz; 100 kw; ant. 1,570 ft.—Seeks assignment of license from Shamrock Broadcasting Inc. to Nationwide Communications Inc. for KWSS(FM) Gilroy, CA and \$11 million (see KWSS(FM) Gilroy, CA above). Seller is headed by Roy E. Disney, Patricia A. Disney Stanley P. Gold, Bill Clark and James R. Mixon, and is licensee of KABL(AM) Oakland and KABL(FM) San Francisco, both California; KMLE(FM) Chandler, AZ; KUDL(FM) Kansas City, KS; WHB(AM) Kansas City, MO; KXKL-AM-FM Denver; KXR(X)FM Seattle; KXXV(TV) Waco and KZFX(FM) Lake Jackson, both Texas; WFOX(FM) Gainesville, GA; WWSW-AM-FM Pittsburgh; WCXI(AM) and WWWV(FM), both Detroit, and WTVQ-TV Lexington, KY. Shamrock is also sole stockholder of Big Country TV of Abilene Inc., licensee of KTAB-TV Abilene, TX. Buyer is headed by Charles L. Fuellgraf Jr., John E. Fisher, Steven P. Berger, Peter F. Frenzer, Thomas E. Kryshak and Gordon E. McCutchan. Nationwide Communications is wholly owned subsidiary of Nationwide Mutual Insurance Company, and is licensee of WATE-TV Knoxville, TN; WBAY-TV Green Bay, WI; WRIC-TV Petersburg, VA; KITN(TV) Minneapolis; WPOC(FM) Baltimore; WGAR-FM Cleveland and WNCF(FM) Columbus, both Ohio; KLUC(AM) Las Vegas; WOMX-AM-FM Orlando, FL; KZAP(FM) Sacramento, CA; KNST(AM)-KRQQ(FM) Tucson and KZZP-FM Mesa, both Arizona; WKZL(FM) Winston-Salem, NC; KISW(FM) Seattle, and KHMV-FM Houston. Filed Dec. 10.

■ **KITM(FM) Mission, TX (BALH901210G):** 105.5 mhz; 3 kw; ant. 300 ft.—Seeks assignment of license from Kitm Inc. to RGV Broadcasting Inc. for \$505,000. Seller is headed by Lino Canales and has no other broadcast interests. Buyer is headed by RGV Media Ministries Inc. (100%), Kevin D. Pagan, Leo Marroquin and Mark Kach, and has no other broadcast interests. Filed Dec. 10.

■ **WLPM(AM) Suffolk, VA (BAL901217EB):** 1450 khz; 1 kw-U.—Seeks assignment of license from Suffolk Broadcasting Corp to Johnson Media Inc. for \$345,000. Seller is headed by James F. Russell, Robin Speer Engel, Hubert H. Young and Christine B. Young, husband and wife, and has no other broadcast interests. Buyer is headed by James W. Johnson Jr., who is 10% shareholder of Johnson Communications Inc., licensee of WDAO(AM) Dayton, OH. Filed Dec. 17.

#### Actions

■ **KZOU-AM-FM Little Rock, AK (AM: BAL901105EF):** 1250 khz; 2.5 w-D, 1.2 w-N; FM: BAL901105EG: 98.5 mhz; 100 kw; ant. 1,286 ft.—Granted app. of assignment of license from Encore Communications Associates Ltd. to GHB of Little Rock Inc. for \$1.65 million ("Changing Hands" Oct. 29). Seller is headed by George Duncan and has interests in KBFM-FM McAllen-Brownsville, TX. Buyer is headed by George H. Buck Jr., June N. Phelps and Jacob E. Bogan, and is licensee of WOLS(AM) Florence, SC. Buck is also 100% owner of WHVN Inc., licensee of WHVN(AM) Charlotte, NC; 100% owner of Muscogee Broadcasting Co., licensee of WEA-M(AM) Columbus, GA; 100% owner of WYZE Radio Inc., licensee of WYZE(AM) Atlanta; 100% owner of WMGY Radio Inc., licensee of WMGY(AM) Montgomery, AL; 100% owner of WNAP Inc., licensee of WNAP(AM) Norristown, PA; 100% owner of Asheville Broadcasting Corp., licensee of WTOO(AM) Asheville, NC; 50% owner of H&B Broadcasting Inc., licensee of WZGO(AM) and permittee of WKXU(FM) both Portage, PA, and 50% owner of non-voting stock of Statesville Family Radio Corp., licensee of WAME(AM) Statesville, NC. Action Dec. 17.

■ **KFLI(AM) Eureka, CA (BAL901005EA):** 790 khz; 5 kw-D, 112 w-N.—Granted app. of assignment of license from California Oregon Broadcasting Inc. to Jones Family Broadcasting Inc. for \$105,000. Seller is headed by William B. Smullin and Patricia D. Smullin, husband and wife, Patricia C. Smollin and Carol Anne Smullin Brown, their daughters, and Richard W. Green. California Oregon Broadcasting is licensee of

KOBI(TV) Medford, KOTI(TV) Klamath Falls, KPIC(TV) Roseburg and KAGI(AM) Grants Pass, all Oregon; KRCR-TV Redding, KFWV(TV) Fort Bragg, KAET(TV) Arcata and KEKA-FM Eureka (see above), all California. Buyer is headed by Michael A. Jones (54%) Susie Mae Jones (36%) and Josette C. Morin (10%), and has no other broadcast interests. Action Dec. 11.

■ **KEKA-FM Eureka, CA (BALH900928GQ):** 101.5 mhz; 100 kw; ant. 3,200 ft.—Granted app. of assignment of license from California Oregon Broadcasting to Eureka Broadcasting \$430,189. Seller is headed by William B. Smullin and Patricia D. Smullin, husband and wife, Patricia C. Smullin and Carol Anne Smullin Brown, their daughters, and Richard W. Green. California Oregon Broadcasting is licensee of KOBI(TV) Medford, KOTI(TV) Klamath Falls, KPIC(TV) Roseburg and KAGI(AM) Grants Pass, all Oregon; KRCR-TV Redding, KFWV(TV) Fort Bragg, KAET(TV) Arcata and KFLI(AM) Eureka (see below), all California. Buyer is headed by Hugo Papstein (46%), Barbara Papstein (54%), Brian Papstein and Francis Mathews, and has no other broadcast interests. Action Dec. 13.

■ **KLOV(AM) Loveland, CO (BAL901003EE):** 1570 khz; 1 kw-D.—Granted app. of assignment of license from Aspen Leaf Broadcasting Corp. to G W Communications Inc. for \$78,000. Seller is headed by Jerry L. Pound, Travis Reeves, Marie Jett and Andrew M. Kaminski, and has no other broadcast interests. Buyer is headed by Rick D. Rohr (33%), William H. Green (33%) and Sara E. Weir (33%), and has no other broadcast interests. Action Dec. 14.

■ **WQIK-AM-FM Jacksonville, FL (AM: BAL900416GW):** 1320 khz; 5 kw-U; FM: BAL900416GX: 99.1 mhz; 100 kw; ant. 1,050 ft.—Granted app. of assignment of license from Jacor Broadcasting of Florida Inc. to Capstar Communications Inc. for \$13.5 million ("Changing Hands," April 16). Seller is headed by Terry S. Jacobs and owns WGST(AM)-WPCH(FM) Atlanta, WLW(AM)-WEBN(FM) Cincinnati, WMYU(FM) Sevierville (Nashville), KOA(AM)-KRF(FM) Denver and WFLZ(FM) Tampa. Buyer is headed by Robert F. X. Sillerman, R. Steven Hicks, Kimberly Borron, Thomas Hicks, Jeff Blanchard and David F. Manning, R. Steven Hicks is 100% owner of Capstar Inc., which through various subsidiaries is licensee of WSSL(AM) Greenville and WSSL-FM Gray Court, both South Carolina; WSIX-AM-FM Nashville, TN; 33 1/3% stockholder in Hicks Broadcasting Corp., licensee of KLVJ(AM) Beaumont, KYKR-FM Port Arthur, and WTAW(AM)-KTSR(FM) College Station, all Texas. Thomas O. Hicks is 33 1/3% voting stockholder in Hicks Broadcasting Corp. Action Dec. 4.

■ **WMVG(AM)-WKZR(FM) Milledgeville, GA (AM: BT901015HJ):** 1450 khz; 1 kw-U; FM: BTCH901015HK: 102.3 mhz; 3 kw; ant. 300 ft.—Granted app. of transfer of control from WMVG Inc. to Dale Van Cantfort for \$450,000. Seller is headed by Gary M. Davidson, and has interests in Jesup Broadcasting, licensee of WLOP(AM)-WIFO-FM Jesup, GA, and Davidson Communications Inc., licensee of WDKD(AM)-WWKT-FM Kingstree, SC. Buyer has 28% interest in WMVG Inc., the licensee, and 10.5% interest in WCAM(AM)-WPUB-FM Camden, SC. Action Dec. 13.

■ **KGZF(FM) Emporia, KS (BAPH900416GY):** 99.5 mhz; 3 kw; ant. 100 ft.—Dismissed app. of assignment of CP from Charles D. Coffelt to Twin Rivers Communications Inc. for \$7,500. Seller has no other broadcast interests. Buyer is headed by Kenneth W. Russell (75%) and Mike Law (25%). Russell is 100% owner of Television Properties Inc., licensee of WUXA-TV Portsmouth, OH; 100% ownership of Panama Properties Inc., which operates LPTV channel 46 Panama City, FL; permittee of LPTV at Charleston, SC, and 81% OF KWR Kansas Inc., prospective assignee of CP for FM channel 284C2 Manhattan, KS. Action Dec. 13.

■ **WMAK(AM) London, KY (BAL901022EB):** 980 khz; 900 w-D.—Granted app. of assignment of license from Hughes-Moore Associates Inc. to Gizmo Communications Inc. for \$125,000. Seller is headed by Paul J. Hughes III and Kevin A. Moore. Buyer is headed by James S. Parks (50%) and Richard K.

Strunck (50%), and has no other broadcast interests. Action Dec. 11.

■ **WMKZ(FM) Monticello, KY (BTCH900927GX):** 93.1 mhz; 1.05 kw; ant. 551 ft.—Granted app. of transfer of control between principals of Monticello-Wayne County Media Inc. for no cash consideration. Monticello-Wayne County Media is headed by Jill Allison and I. Wade Mason, husband and wife; Glen Massengale, father of Jill Mason; Henry Stringer, Curtis Harris and Joel Catron. Action Dec. 14.

■ **KLIC(AM) Monroe, LA (BAL900813EA):** 1230 khz; 1 kw.—Granted app. of assignment of license from Billy R. Vining, trustee, to KLIC Radio Inc. for \$185,000. Seller has no other broadcast interests. Buyer is headed by Patricia S. Heard and has no other broadcast interests. Action Dec. 18.

■ **WXGL-AM-FM Lewiston, ME (AM: BTC900921GJ):** 1240 khz; 1 kw-U; FM: BTCH900921GK: 93.9 mhz; 27.5 kw; ant. 640 ft.—Returned app. of transfer of control from Airborne Broadcasting Co. Inc. to Peoples Heritage Savings Bank for no cash consideration. Sellers defaulted on \$1 million loan; bank is exercising stock pledge agreement for purpose of selling stock at private or public sale. Seller is headed by Richard D. Gleason, David O. Dulac and John J. Pineau. Gleason is 100% shareholder of Pennessewassee Broadcasting Co. Inc., licensee of WKTQ(AM) South Paris, ME, and Tri-County Broadcasting Inc., licensee of WOXO(FM) Norway, ME. Pineau is sole stockholder of Sunspot Broadcasting Co. Inc., licensee of WKIT-AM-FM Brewer, ME. Buyer is headed by Robert A. Marden Sr., Pamela P. Plumb Willard B. Arnold III, Earl B. Austin Jr., Charles Bellegarde Jr., Weston L. Bonney and Robert P. Dubord, and has no other broadcast interests. Action Dec. 3.

■ **WMDT(TV) Salisbury, MD (BTCCT901029KK):** ch. 47; 3470 kw-V; 347 kw-A; ant. 1,000 ft.—Granted app. of transfer of control from Delmarva Broadcast Service general partner to Marion B. Brechner, representative for estate. Transferee is headed by Marion Brechner (80%) and Berl Brechner (20%). Marion Brechner is officer, director and 100% stockholder of Northeast Kansas Broadcast Service Inc., licensee of KTKA-TV Topeka, KS. Northeast is permittee of LPTV's K16RG Concordia, K33BW Manhattan and K39BR Junction City, all Kansas; and licensee of LPTV K58CX Lawrence, KS. Brechner is also 49% general partner of Southwest Ohio Broadcast Services, licensee of WKFI(AM)-WSWO(FM) Wilmington, OH. Action Dec. 13.

■ **KMON-AM-FM Great Falls, MT (AM: BAL901009EB):** 560 khz; 5 kw-U; FM: BALH901009EC: 94.5 mhz; 36 kw; ant. 470 ft.—Granted app. of assignment of license from Great Falls Broadcasting Co. Inc. to Portsmouth Broadcasting Corp. for \$707,500. Kent A. Borglum is receiver for Great Falls Broadcasting, the seller, headed by John D. Mattus and Toni Fraser. Buyer is headed by Jack W. Whitley, Sydney Whitley, C. Derek Parrish, Liza Parrish, Pam Hunt, Jan Morton, Howard A. Doss and Michele Doss, and is licensee of WNXT-AM-FM Portsmouth, OH, and KGRC(FM) Hannibal, MO. Action Dec. 19.

■ **WMTR(AM)-WDHA-FM Morristown and Dover, both New Jersey (AM: BAL901003HF):** 1250 khz; 5 kw-D, 1 kw-N; FM: BALH901003HG: 105.5 mhz; 1 kw; ant. 564 ft.—Granted app. of assignment of license from Drexel Hill Associates Inc. to Signal Communications of NJ Ltd. for \$12 million. Seller is headed by Herbert E. Groskin, Alvan B. Fehr, Mary Mulholland, Johnson & Johnson, Robert A. Linder, Lonnie Dee Lindsey, G. Wm. Michas Jr., Cola & Co., Phillip Q. Booth, Nancy F. Booth, Paul A. Fehr, Helen O'Connor and Veronica O'Connor. Drexel Hill is licensee of WMTR(AM) Morristown and WDHA(FM) Dover, both NJ; owns 100% of Drexel Hill Associates of Florida Inc., licensee of WIS(FM) Key West, and principals have same interests in Foto-sonics of Florida Inc., which has applications pending for WKIZ(AM)-WEOW-FM Key West, FL. Buyer is headed by John C. Thomas (75%), W. Lawrence Patrick (25%), James G. Hall II and Terry A. Greenwood. Patrick is president, director and 10% shareholder of Legend Communications Corporation of Pennsylvania, which is sole general partner of Legend Communica-

tions of Pennsylvania Ltd., licensee of WYCL(FM) Boyertown, PA, and is president, director and 10% shareholder of Legend Communications Corporation of Ohio, which is sole general partner of Legend Communications of Ohio Ltd., licensee of WSOM(AM)-WQXK-FM Salem, OH. Action Dec. 14.

■ **KOLT(FM) Santa Fe, NM** (BALH901026GE; 105.9 mhz; 100 kw-H; ant. 590 ft.)—Granted app. of assignment of license from Mesa Grande Broadcasting Co. Inc. to Clairmor Broadcasting Inc. for \$1 million ("Changing Hands" Nov. 5). Seller is headed by James M. Ellis, Melvin P. Hemmer and Jack Kelly, and also owns KQMQ-AM-FM Honolulu. Buyer is headed by Bonnie B. Gordon, Sharon B. Seinfeld and Morton Braiker, and has no other broadcast interests. Action Dec. 14.

■ **WXRA(AM)-WEZG-FM North Syracuse, NY** (AM: BAL901004HH; 1220 khz; 1 kw-D; FM: BALH901004HI; 100.9 mhz; 3 kw; ant. 165 ft.)—Granted app. of assignment of license from Lorenz Broadcasting Corp. to Syracuse Broadcasting Corp. for \$1 million. Seller is headed by Frank W. Lorenz, Marty Mercurio and David Horan. Lorenz and Horan also have interests in WGLK Broadcasting Corp., licensee of WBLK(FM) Depew, NY. Buyer is headed by Laurence A. Levite (50%), Randall Benderson, Ralph L. Halpern, Thomas Van Nortwick and Nathan Benderson. Levite is also president, director and 100% shareholder of Algonquin Broadcasting Corp., licensee of WBEN(AM) and WMJQ(FM) Buffalo, NY. Halpern has interests in Algonquin, and Van Nortwick in general manager of WBEN and WMJQ. Action Dec. 10.

■ **WSMY(AM) Weldon and WSMY(FM) Roanoke Rapids, both North Carolina** (AM: BAL901005HX; 1400 khz; 1 kw; FM: BALH901005HY; 102.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Faver Broadcasting Group Ltd. to Moran Communications; buyer is reacquiring former interest in station following bankruptcy. Seller, headed by Ronald J. Verlander Sr. and Ronald J. Verlander Jr., also have interests in WZLI(FM)-WLET(AM) Toccoa, GA, and KBSI(TV) Cape Girardeau, MO. Buyer is headed by Timothy Moran and Amy Moran, husband and wife. Timothy Moran is 75% stockholder of South Boston Radio Inc., licensee of WHLF(AM) South Boston, VA. Action Nov. 27.

■ **WBVE(FM) Hamilton, OH** (BALH901022HS; 96.5 mhz; 19.5 kw; ant. 810 ft.)—Dismissed app. for assignment of license from Reams Broadcasting Corp to LC Communications Group Inc. for \$3.2 million. Seller is headed by Frazer Reams, who also owns WCWA(AM)-WIOT(FM) Toledo, OH. Buyer is headed by Gary D. Martin (51%), Lewis C. Gibbs (16.33%), Michael Kromirs (16.33%) and Vince C. Fruge (16.33%) Kromirs is 21-2/3% voting shareholder of American Eagle Communications of Virginia Inc., licensee of WTZR(FM) Moyock, NC. Action Dec. 18.

■ **KTAT(AM)-KYBE(FM) Frederick, OK** (AM: BAL901105EB; 1570 khz; 250 w-D; FM: BALH901105EC; 95.9 mhz; 3 kw; ant. 207 ft.)—Granted app. of assignment of license from Breckenridge Broadcasting Co. to Tomar Broadcasting Co. Inc. for \$60,000. Seller is headed by Owen Woodward and Doug Williams, and has interests in KILE(AM) Galveston, KSTB(AM)-KROO(FM) Breckenridge, both Texas, and KNOR(AM) Norman, OK. Buyer is headed by Anthony M. Massad (51%) and Mary J. Massad (49%), and has no other broadcast interests. Action Dec. 18.

■ **KIID-TV Huron, SD** (BAPCT900612KG; ch. 12; 316 kw-V; 31.6 kw-A; ant. 530 ft.)—Granted app. of assignment of CP from Pacer TV of Huron Inc. to Independent Communications Inc. for \$40,000. Seller is headed by Lyle R. Evans, who is sole proprietor of Brillion Radio Co., permittee of WLWR-FM Brillion, WI; 50% owner of Pacer TV of Huron Inc., permittee of KIID(TV) Huron, SD (see above), and owns 40% of Hometown Television Inc., permittee of WHTA(TV) Calumet, MI. Buyer is headed by Jerry Noonan, E.C. Stangland, Thomas J. Whalen, Charles D. Poppen, Richard T. Devaney and Cal Neumeister, and is licensee of KTTW(TV) Sioux Falls, SD. Stangland is 100% stockholder of Sheldon Broadcasting Co., licensee of KIWA-AM-FM Sheldon, IA. Action Dec. 18.

■ **KKWM(FM) Dallas, TX** (BALH901024HE; 97.9 mhz; 99 kw-H; ant. 512 ft.)—Granted app. of assignment of license from Anchor Media Ltd. to WSB Inc. for \$15.1 million. Seller is headed by Alan Henry, and has interests in WSYX(TV) Columbus, OH; and KOR-K(AM)-KYRK(FM) Las Vegas. Buyer is headed by Nicholas D. Trigony, Michael J. Faherty, Robert F. Neil, James A. Hatcher and John Rouse Jr. Faherty has interests in Cox Enterprises, licensee of WSB-AM-FM-TV Atlanta; WHIO-AM-TV and WHKO(FM) Dayton, OH; WSOC-AM-FM Charlotte, NC; WPXI(TV) Pittsburgh; KTVU(TV) Oakland, CA; WKBD(TV) Detroit; KFI(AM)-KOST(FM) Los Angeles; WCKG(FM) Chicago, and WFTV(TV) Orlando, WIOD(AM)-WFLC(FM) Miami and WSUN(AM)-WWRM(FM) Tampa-St. Petersburg, all Florida. Action Dec. 11.

■ **KURV(AM) Edinburg, TX** (BTC901009EA; 710 khz; 1 kw-U)—Granted app. of transfer of control from Voice of Valley Agriculture to C. Davis Rankin Jr. and Lance Hawkins for \$200,000. Seller is headed by C. Davis Rankin Jr., Albert White, John Brady, Lance Hawkins and Charles D. Rankin, and has no other broadcast interests. Buyer is headed by Rankin

(39.9%), Hawkins (36.58%), Brady (13.86%) and White (9.66%). Action Dec. 11.

■ **KYKM(FM) Winfield, TX** (BAPLH901022GF; 97.7 mhz; 3 kw; ant. 217 ft.)—Granted app. of assignment of license from CMS Media Group Inc. to Parker-Hill Communications Inc. for \$150,000. Seller is headed by Gene G. Holmes, Donald E. Rohde and J. Leon Smith, and have no other broadcast interests. Buyer is headed by Donna Rhea Hill, Bobby Gregg Hill and Gene G. Holmes. Holmes also has interests in the seller. Action Dec. 14.

■ **WPLY(AM) Plymouth, WI** (BAL901102EA; 1420 khz; 500 w-D)—Granted app. of assignment of license from WPLY Inc. to Jubilation Ministries Inc. for \$185,000. Seller is headed by Tim Achteroff, Frances Sova, Harvey Nedeau, Lillian Boonstra and Dalton Hille, and has interests in Grater Muskegon Broadcasters Inc., licensee of WMUS-AM-FM Muskegon, MI, and Petosky Broadcasting Co., licensee of WJML-AM-FM Petosky, MI. Buyer is headed by William G. Kraemer (33 1/3%), William B. Horsch (33 1/3%) and Henry Warner (33 1/3%), and has no other broadcast interests. Action Dec. 17.

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

| SERVICE            | ON AIR        | CP's <sup>1</sup> | TOTAL <sup>2</sup> |
|--------------------|---------------|-------------------|--------------------|
| Commercial AM      | 4,984         | 242               | 5,226              |
| Commercial FM      | 4,372         | 929               | 5,301              |
| Educational FM     | 1,438         | 298               | 1,736              |
| <b>Total Radio</b> | <b>10,794</b> | <b>1,469</b>      | <b>12,263</b>      |
| Commercial VHF TV  | 552           | 18                | 570                |
| Commercial UHF TV  | 563           | 184               | 747                |
| Educational VHF TV | 125           | 3                 | 128                |
| Educational UHF TV | 229           | 16                | 245                |
| <b>Total TV</b>    | <b>1,469</b>  | <b>221</b>        | <b>1,690</b>       |
| VHF LPTV           | 185           | 165               | 350                |
| UHF LPTV           | 594           | 1,056             | 1,650              |
| <b>Total LPTV</b>  | <b>779</b>    | <b>1,221</b>      | <b>2,000</b>       |
| FM translators     | 1,863         | 318               | 2,181              |
| VHF translators    | 2,714         | 97                | 2,811              |
| UHF translators    | 2,248         | 382               | 2,630              |

### CABLE

|                        |            |
|------------------------|------------|
| Total subscribers      | 53,900,000 |
| Homes passed           | 71,300,000 |
| Total systems          | 10,823     |
| Household penetration† | 58.6%      |
| Pay cable penetration  | 29.2%      |

<sup>\*</sup> Includes off-air licenses. <sup>†</sup> Penetration percentages are of TV household universe of 92.1 million. <sup>1</sup> Construction permit. <sup>2</sup> Instructional TV fixed service <sup>3</sup> Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

## NEW STATIONS

### Applications

- **Sylvania, GA (BPH901207MM)**—Shirley C. Mahaffey seeks 106.5 mhz; 6 kw; ant. 328 ft. Address: 910 W. Ogeechee St., Sylvania, GA 30467. Principal is sole stockholder and president Sam Mac Broadcasting System Inc., licensee of WSYL(AM) Sylvania, GA. Filed Dec. 7.
- **Springfield, IL (BPED901205MA)**—Illinois Bible Institute Inc. seeks 90.5 mhz; .85 kw; ant. 387 ft. Address: P.O. Box 140, RR 3, Lake Williamson, Carlinville, IL 62626. Principal is headed by Ernest J Moen, Norman L. Surratt and Robert Schmidgall, and is licensee of WIBI(FM) Carlinville, IL; WBGL(FM) Champaign, IL, and WCIC(FM) Pekin, IL. Action Dec. 5.
- **Berne, IN (BPED901203MN)**—Faith Christian Academy seeks 91.1 mhz; 25 kw; ant. 328 ft. Address: P.O. Box 347, Berne, IN 46711. Principal is headed by Douglas Rogers, Bruce Lehman, Brian Lehman, Darrell Kiefer and Tom Lynch, and has no other broad-

cast interests. Filed Dec. 3.

- **Seelyville, IN (BPH901214MA)**—Crystal Clear Communications Inc. for 95.9 mhz; 3 kw; ant. 328 ft. Address: 1407 S. 8th St., Terre Haute, IN 47802. Principal is headed by Lorie M. Shauntee and Kenneth L. Ramsey. Filed Dec. 14.
- **Asbury, IA (BPH901214MB)**—Tri-State Broadcasting seeks 103.3 mhz; 25 kw; 328 ft. Address: 876 Arrowhead Circle, Sun Prairie, WI 53590. Principal is headed by Susan F. Timm and John T.H. Timm. Filed Dec. 14.
- **Carlisle, KY (BPH901204MM)**—TAMI Inc. seeks 100.7 mhz; 6 kw; ant. 269 ft. Address: 10 Trinity Place, Fort Thomas, KY 41075. Principal is headed by James P. Gray and James P. Wagner. Gray is sole owner of permit for new FM on ch. 258A (99.5 mhz) at Ripley, OH (BPH880114MW). Filed Dec. 4.
- **Jamestown, TN (BPED901214MC)**—Bible Believers Network Inc. seeks 91.5 mhz; 100 kw; ant. 328 ft. Address: P.O. Box 1199, Jamestown, TN 38556. Principal is headed by Baley F. Allred III, Brenda Allred and B.F. Allred. Filed Dec. 14.
- **Lubbock, TX (BPED901191ML)**—Saltmine Com-

munications Inc. seeks 90.1 mhz; 1 kw; ant. 184 ft. Address: P.O. Box 98152, Lubbock, TX 79499. Principal is headed by Michael Parker, Mayden Rush, Brian Henegar, Roger Taylor, Marion McAnear, and Anthony R. Abbe, and has no other broadcast interests. Filed Nov. 19.

### Actions

- **Ft. Rucker, AL (BPH880407NA)**—Granted app. of Sky Way Broadcasting Ltd. for 100.5 mhz; 3 kw H&V; ant. 328 ft. Address: 205 Walnut Drive, Enterprises, AL 36330. Principal is headed by Cheryl C. Swaim, and has no other broadcast interests. Action Dec. 5.
- **Montgomery, AL (BPH870415KO)**—Granted app. of Montgomery Broadcast Properties Ltd. for 96.1 mhz; 3 kw H&V; ant. 328 ft. Address: P.O. Box 210723, Montgomery, AL 36123. Principal is headed by Allan G. Stroh, and has no other broadcast interests. Action Dec. 4.
- **Tucson, AZ (BPED890109MB)**—Granted app. of Board of Regents for University of Arizona for 89.1 mhz; 3 kw; ant. 10 ft. Address: Kuat Modern Language Bldg., University of Arizona, Tucson, AZ 85721. Principal is headed by Edith S. Auslander, C. Diane

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Bishop, Esther N. Capin, Herman Chanan, Andrew D. Hertz and Patrick McWhorter, and has no other broadcast interests. Action Dec. 17.

■ **Bakersfield, CA (BP891031AH)**—Granted app. of Jerry J. Collins, Receiver, for 1100 khz. Address: 1188 Padre Drive, Suite 202, Salinas CA 93901. Principal is licensee of translator stations K244AU Two Harbors, K244AW Silver Bay, W249AM Duluth and K272BL Ely, all Minnesota, and is court-appointed licensee of WDCQ(AM) Pine Island Center, FL. Action Dec. 17.

■ **Nipomo, CA (BP890808AC)**—Dismissed app. of Rita F. Kruhm for 1100 khz. Address: 2140 Edgeware St. Colesville, MD 20904. Principal has no other broadcast interests. Action Dec. 17.

■ **Nipomo, CA (BP891031AF)**—Dismissed app. of Jerry J. Collins, Receiver, for 1120 khz. Address: 1188 Padre Drive Suite 202, Salinas, CA 93901. Principal licensee of translator stations K244AU Two Harbors, K244AW Silver Bay, W249AM Duluth and K272BL Ely, all Minnesota, and is court-appointed licensee of WDCQ(AM) Pine Island Center, FL. Action Dec. 17.

■ **Oceano, CA (BP891031AE)**—Dismissed app. of Catherine Kim Calliutt for 1120 khz. Address: 3333 Weeping Willow Court #22, Silver Spring, MD 20906. Principal has no other broadcast interests. Action Dec. 17.

■ **San Martin, CA (BP891031AD)**—Granted app. of Jeffrey N. Eustis for 1120 khz. Address: 862 Lathrop Dr., Stanford, CA 94305. Principal has no other broadcast interests. Action Dec. 17.

■ **South Oroville, CA (BPH880714NI)**—Granted app. of Linda S. Adams for 104.9 mhz; 3 kw; ant. 328 ft. Address: 4358 Greenholme Dr. #10, Sacramento, CA 95842. Principal has no other broadcast interests. Action Dec. 20.

■ **Graceville, FL (BPH880505MB)**—Granted app. of Lina M. Parish for 102.1 mhz; 3 kw H&V; ant. 328 ft. Address: P.O. Box 345 Graceville, FL 32440. Principal has no other broadcast interests. Action Dec. 19.

■ **London, KY (BPH880817MH)**—Granted app. of Ethel Huff for 92.5 mhz; 3 kw; ant. 328 ft. Address: 1623 Senator Lane, London, KY 40741. Principal has no other broadcast interests. Action Dec. 20.

■ **Pocomoke City, MD (BPH880714NW)**—Granted app. of Transmedia Inc. for 106.5 mhz; 3 kw H&V; ant. 328 ft. Address: Rt. 3, Box 16D, Pocomoke City, MD 21851. Principal is headed by James D. Layton, Louis Friedman and Linda A. Layton. James D. Layton is 24% stockholder of Bay Star Communications Inc., licensee of WKRE(AM) Jamesville and WKRE-FM Exmore, both Virginia. Action Dec. 19.

■ **Lexington, MI (BPH900209MD)**—Granted app. of Vector Broadcasting Inc. for 96.9 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 36, Fairfield, CT 06430. Principal is headed Timothy D. Martz, and has no other broadcast interests. Action Dec. 12.

■ **Flora, MS (BPH890608MG)**—Granted app. of Crossroads Communications Inc. for 97.5 mhz; 3 kw; ant. 328 ft. Address: 5203 Leesburg Pike, Falls Church, VA 22041. Principal is headed by Douglas B. Delawder. Action Dec. 19.

■ **Flora, MS (BPH890608MJ)**—Dismissed app. of John Henry Pembroke for 97.5 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 1151 Madison, MS 39110. Principal has no other broadcast interests. Action Dec. 19.

■ **Plattsmouth, NE (BPH880714NY)**—Granted app. of Platte Broadcasting Co. Inc. for 106.5 mhz; 3 kw; ant. 328 ft. Address: 625 First Avenue, Plattsmouth, NE 68048. Principal is headed by Charles J.P. Wurga and Irene Wurga, husband and wife, and Josephine M. Wurga, sister of Charles, and is licensee of KOT-D(AM) Plattsmouth, NE. Action Dec. 18.

■ **Lancaster, NH (BPH880719MC)**—Returned app. of Michael W. Beattie for 102.3 mhz; 3 kw H&V; ant. 148 ft. Address: 99 Bridge St., Lancaster, NH 03584. Principal owns 100% OF WLGW(AM) Lancaster, NH. Action Dec. 13.

■ **Lebanon, NH (BPH880126MG)**—Granted app. of Radio South Burlington Inc. for 100.5 mhz; .6 kw H&V; ant. 689 ft. Address: 19 Boas Lane, Wilton, CT 06897. Principal is headed by Dennis Jackson and Maureen Jackson. Dennis Jackson is 37.9% owner of

The Ridgefield Broadcasting Corp., licensee of WRE-F(AM) Ridgefield, CT. Action Dec. 17.

■ **Deming, NM (BPED890119MB)**—Granted app. of Tres Hermanas Educational Media Foundation of Texas for 91.7 mhz; .6 kw; ant. 85 ft. Address: 1015 Copeland #111, Arlington, TX 76011. Principal is headed by Bradley S. Barrett, Kimberly S. Barrett and Robert G. Snyder. Action Dec. 13.

■ **Jamestown, NY (BPED900105MG)**—Granted app. of Western New York Public Broadcasting Association for 89.7 mhz; 6 kw H&V; ant. 754 ft. Address: 23 North St., Buffalo, NY 14202. Principal is headed by Kevin I. Sullivan, Urban J. Pauly, Daniel A. Sirianni, Frank B. Mesiah, Anthony B. Martino and Gerard C. Miller, and is licensee of public stations WEBR(AM), WNED-FM-TV and WNEQ(TV), all Buffalo, NY. Action Dec. 12.

■ **Minot, ND (BPH870224MV)**—Granted app. of Faith Broadcasting Inc. for 106.9 mhz; 3 kw H&V; ant. 604 ft. Address: 214 Souris Dr., Minot, ND 58701. Principal is headed by Richard B. Leavitt, Glenda L. Leavitt and Roy R. Leavitt, and has no other broadcast interests. Action Dec. 13.

■ **Montpelier, OH (BPH890731MJ)**—Granted app. of Lake Cities Broadcasting Corp. for 104.5 mhz; 3 mhz; ant. 328 ft. Address: 610 N. Wayne St. Angola, IN 46703. Principal is headed by Thomas R. Andrews, Garrett Osborn, David Czurak, Jack Maciejewski, William H. Kerner Jr., Carter Snider and Sandra Snider. Action Dec. 17.

■ **St. Matthews, SC (BPH880301MW)**—Granted app. of Radio Four Broadcasting Inc. for 93.9 mhz; 3 kw H&V; ant. 328 ft. Address: 2323 Fairway NW, Orangeburg, SC 29115. Principal is headed by Edward F. Carey, Rosemary L. Carey, Robert W. Newsham, Lucille L. Newsham, Bohdan A. Czahar, Henry F. Chausse, Rosemary A. Chausse and Edward E. Chausse, and is licensee of WQKI(AM) St. Matthews, SC, and WMCS(AM)-WALZ(FM) Machias, ME. Action Dec. 7.

■ **Bolivar, TN (BPH900111MG)**—Granted app. of Johnny W. and Opal J. Shaw for 94.7 mhz; 6 kw H&V; ant. 328 ft. Address: 115 East Jackson, Bolivar, TN 38008. Principals own 100% of WBOL(AM) Bolivar, TN. Action Dec. 18.

■ **Signal Mountain, TN (BPH891102MK)**—Dismissed app. of Signal Mountain Radio Co. Inc. for 98.1 mhz; 1.66 kw; ant. 1,118 ft. Address: 8240 Mitchell Mill Radio, Ooltewah, TN 37363. Principal is headed by Anytha C. Pauza and Wanda G. Stanton. Pauza, who controls 50% OF voting stock of Signal Mountain Radio, is married to John F. Pauza, who holds 50% general partnership of WZDX(TV) Huntsville, AL. Action Dec. 7.

■ **Levelland, TX (BPED900402MI)**—Granted app. of South Plains College for 91.7 mhz; 20 kw; ant. 285 ft. Address: 1401 College Ave., Levelland, TX 79336. Principal is headed by Johnnie Keen, Mike Box, Larry Beseda, G.F. Poage, Charles W. Miller, Nathan Tubb and Alton C. Pettiet, and has no other broadcast interests. Action Dec. 12.

■ **Wichita Falls, TX (BPH871110NH)**—Granted app. of Samwill Broadcasting for 105.5 mhz; 3 kw H&V; ant. 328 ft. Address: 4738 Cape Cod Drive, Wichita Falls, TX 76310. Principal is headed by Mandel G. Samuels and Kyle R. Williams, and has no other broadcast interests. Action Dec. 13.

■ **Fredericksburg, VA (BPED880411MF)**—Dismissed app. of Good News Educational Broadcasting Corp. of Fredericksburg, VA for 91.7 mhz; 6.4 kw; ant. 184 ft. Address: 813 Wolfe St., Fredericksburg, VA 22401. Principal is headed by E. Elwood Campbell, Edward Z. Angstadt, Jerry A. Lawrence, John A. Newman, Keith E. Angstadt. Action Dec. 14.

■ **Cashmere, WA (BPH870908MB)**—Granted app. of Upper Valley Broadcasting Corp. for 101.1 mhz; 3 kw H&V; ant. 171 ft. Address: P.O. Box 523, Leavenworth, WA 98826. Principal is headed by Alfred A. Reinder, Paul R. Salzman and Shirley L. Coleman. Action Dec. 14.

## FACILITIES CHANGES

### Applications

■ **Mobile, AL WAYF(FM) 88.5 mhz**—Dec. 11 application (BMPED901211ID) for mod. of CP (BPED860815MB) to change ant.: 626 ft.; TL: 30 40 55.5N 87 49 40.8W; change to class C1.

■ **Mobile, AL WHIL-FM 91.3 mhz**—Dec. 11 application for CP to change ant.: 994 ft.; TL: 5.1 mi E of junction of Hwys. 31 and 90 near Spanish Fort, AL; change to class 217C.

■ **Tsalle, AZ KNCC(FM) 91.9 mhz**—Nov. 28 application for mod. of CP (BPED880121MI) to change TL: 14.7 km at 245 degrees from Elko Mt. radio site, Elko, NV.

■ **Wickenburg, AZ KTIM-FM 105.5 mhz**—Dec. 7 application for CP to change ERP: 6.0 kw H&V.

■ **Julian, CA KBNN(FM) 100.1 mhz**—Dec. 4 application for mod. of CP (BPH850710MC as mod.) to change ERP: .048; ant.: 2,221 ft.; TL: 23690 Volcan Rd., Julian San Diego County, CA.

■ **Walsenburg, CO KSPK(FM) 102.3 mhz**—Dec. 6 application for CP to change ERP: 17.0 kw H&V; class: C3.

■ **Washington WGAY-FM 99.5 mhz**—Dec. 11 application for CP to change ERP: 21.8 kw H&V; ant.: 751 ft.

■ **Destin, FL WMMK(FM) 92.1 mhz**—Dec. 5 application for CP to change ERP: 25 kw H&V; ant.: 279 ft.; class: C3 (per docket #89-136).

■ **Palm Bay, FL (no call letters) 88.5 mhz**—Dec. 11 application for mod. of CP (BPED881101MA) to change ant. supporting structure height.

■ **Benton, IL WQRL(FM) 106.3 mhz**—Dec. 10 application for CP to change ERP: 25 kw H&V; ant.: 328 ft.; change TL: 11 mi SE of Benton, IL; change to class B1 (per docket #90-15).

■ **Chicago WOPA(AM) 1200 khz**—Dec. 17 application for mod. of CP (BP810105AE) to reduce nighttime power to 1 kw and modify nighttime augmentations.

■ **La Grange, IL WTAQ(AM) 1300 khz**—Dec. 11 application for mod. of CP (BP861106AA) to relocate daytime TL: to the nighttime site at Austin and 119th St. and make changes in ant. system.

■ **Murphysboro, IL WTAO-FM 104.9 mhz**—Dec. 10 application for CP to change freq: 105.1 mhz; ERP: 25 kw H&V; change ant.: 328 ft.; TL: Rte. 5, Fiddler's Ridge Rd., Murphysboro, IL; change to class B1 (per docket #89-526).

■ **Knoxville, IA KRLS(FM) 92.1 mhz**—Dec. 7 application for CP to change ERP: 15.5 kw H&V; ant.: 308 ft.; and to change class: C3 (per docket #89-366).

■ **Waterloo, IA KFSC(TV) ch. 22**—Dec. 13 application for mod. of CP (BPCT861216KZ) to change ERP: 883.4 kw (vis); ant.: 128 ft.; TL: 271 Vinton St. Waterloo, IA, 42 29 43N 92 19 16W; change ant.: Andrew ALP24ML-HSC0-22, (BT).

■ **Beattyville, KY WLJC(FM) 102.3 mhz**—Dec. 12 application for CP to change ERP: 1.76 kw H&V; ant.: 600 ft.; change freq: 102.1 mhz; channel changes, power increase to class A (per docket #90-199).

■ **Baton Rouge, LA WPFT(TV) ch. 44**—Dec. 10 application for mod. of CP to change ERP: 3,871 kw (vis); TL: 3.1 km W of State Hwy. 1 on Hwy. 1148 near Addis, LA in W Baton Rouge Parish; ant.: AndrewATW30H4-HSC4-44S(DA)(BT); 30 19 35N 91 16 36W.

■ **Baltimore WJZ-TV ch. 13**—Aug. 16 application for CP to change ERP: 215 kw (vis); ant.: 876 ft.; TL: 3725 Malden Ave., Television Hill, Baltimore County, MD; ant.: RCA TW-12A13 39 20 05N 76 39 30W.

■ **Brockton, MA WBET(AM) 1460 mhz**—Dec. 7 application for mod. of CP (BP891222AB) to augment nighttime DA pattern.

■ **Belzoni, MS WVRD(FM) 107.1 mhz**—Nov. 26 application for CP to change ant.: 174 ft.; TL: .2 m E of junction of old and new MS Hwy. 19 Belzoni, MS.

# CLASSIFIED

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

## RADIO

### HELP WANTED MANAGEMENT

**Radio station general manager:** Will also be sales manager. West coast FM. Will carry list, train staff. Resume and references to Box T-47. EOE.

**GSM - Group operator mid-size SE market.** Must be aggressive, hi energy sales leader with strong promotional and developmental skills. Corporate benefits. Send resume in confidence to Box T-48. EOE/MF.

**New class C FM:** Lake City, Florida needs strong person with sales management potential. Call Bill Wyatt. WQLC-FM, 904-755-1742 or 904-752-0960. EOE.

**GSM:** The New Year means new opportunities and your opportunity is at the fastest growing radio combo in Northeast. PA Shamrock Communications Group needs GSM in the Scranton/Wilkes-Barre, PA market. If you are success driven, goal oriented, can deliver results and can train and motivate staff, we want to talk to you. Salary, commission, override, car, insurance benefits, opportunity for advancement and more for our next GSM. If your New Year resolution is to make more money-grow-advance in a growing Broadcast Group; send cover letter and resume to Jim Davey, GM, WEZX/WEJL Radio, 149 Penn Avenue, Scranton, PA 18503. EOE.

**General sales manager wanted** for medium market AM/FM combo in Michigan. Successful applicant should be streetwise and capable of leading customer focused sales team. Resumes to Box A-2. EOE.

**Station manager opportunity** for experienced small-medium market broadcaster with success record in sales development. Modern AM-FM facility in popular 4-season resort region. EOE. Reply Donald Thurston, President, Berkshire Broadcasting, Box 707, North Adams, MA 01247.

**GSM:** Exceptional opportunity in Fresno, CA market. Large bonus or ownership potential for performance. Call Morrie Hayes, 805-323-7581. EOE.

**Manager wanted.** Good management could lead to ownership. Possible financing for right person. Beautiful and attractive Virginia small market. Call 703-962-1133 9-5. EOE.

**Southeast medium market number one CHR station** recruiting for major market program director/afternoon person. Music knowledge and air talent should be unparalleled, yet intelligent enough not to change a winner buy work with dedicated staff to assure dominance in the market. Pay commensurate with tough qualifications. EOE. All replies to my attention. Terry Watts - WBPR-FM Power 98, PO Box 2908, 350 Wesley Drive, Cypress Office Plaza, Myrtle Beach, SC 29578-2908.

### HELP WANTED SALES

**Dynamite opportunity** for experienced professional AE to assume hot list with excellent income producing potential. A/C format. Contact Paul Rohlfuss, Sales Manager, WZNY-FM, Augusta, GA 404-855-4000. EOE.

**Hungry tiger** needed to sell radio advertising in American Paradise for the leading Urban Contemporary FM station. Must be aggressive, dependable and a self-starter. Salary plus commission. Send resume to WAVI, PO Box 25016, St. Croix, VI 00824. EOE.

**Expanding New Jersey** based radio news and weather network seeks account executive. Send resume to Box A-3. EOE.

**Experienced professional salesperson:** North Carolina 100,000 watt market leader seeks experienced professional salesperson for established account list. Resume and requirements to Post Office Box 609, Kinston, NC 28502. EOE.

**GSM:** Class C in great ND small market. Regional coverage. New owners take over in February. Unique take charge opportunity. 701-228-2483. EOE.

### HELP WANTED ANNOUNCERS

**Major radio station** in a medium-size market wants on-air host/announcer to anchor drive times in a news/information format. Send resumes to Box T-31 in care of this publication. An equal employment opportunity employer.

### HELP WANTED TECHNICAL

**Chief engineer,** for 1 year temporary position, in desirable south-western market, with a major communications company. General FCC license required. SBE certification desirable. News/Talk-AM, Contemporary Music-FM. Numerous remotes. Company benefits. EOE. Send resume and references, reply to Box T-49.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**AM/FM Combo** in highly prized college market needs production director/copywriter with combination of creativity, organizational skills & basic production capabilities. T&R plus samples of copy. Nittany Broadcasting Co., Box 888, State College, PA 16804. Atten: GM. EOE.

**AM full serve/N/T** seeking air talent, sports talent. Those seeking second full time position in career encouraged to apply. Nittany Broadcasting Co., Box 888, State College, PA 16804. Atten: GM. Also FM CHR A/T for future openings.

### SITUATIONS WANTED MANAGEMENT

**Bob Bolton:** seeking new management challenge. Recently GM/GSM with WQSF-Richmond and WTCB-Columbia. Previous management/programming career spans 25 years. Will also consider temporary sales/programming/consulting work. Available now! 804-744-3624.

**Your next general manager** will have to: Be a natural leader and a great recruiter. Have a solid sales background (and still love to sell). Have superb people skills and can teach. Have programming and marketing experience. Have great ideas and can run it lean. Will consider West/Southwest. Reply in confidence to Box T-50.

**Former sales manager** wants to move into management with option to purchase AM/FM station in mid size market. Mark Leer Box 67193, Rochester, NY 14617.

**Successful sales manager** looking for the move "up" I have been successful in both small and major market selling situations and am currently driving my station to record billings as sales manager in this 300,000+ market. It's time to make the move to general manager but I will consider a sales management opportunity in a larger market or that holds reasonably immediate general management potential. I am seeking an employment advancement with the full knowledge and support of my current employers and they stand ready to give me an unqualified positive reference. I've had the best of training and experience and can implement proven methods that work. I can document my success. Send replies to Box A-4.

**Aggressive bottom-line GM** available to maintain, improve, or turnaround your station. Excellent history of successes. John 702-826-9342.

**Sales manager seeks** new opportunity. Presently employed GM position desired small/medium market. 14 years broadcast experience, 4 in sales. Knowledgeable in promotions, designing packages, making presentations, remotes, on-air skills. Respond quickly. Write Box A-5.

**General manager/general sales manager.** Good motivator and administrator. 20 years experience. Available immediately. Box 2188, Laughlin, NV 89029.

### SITUATIONS WANTED ANNOUNCERS

**Midwest.** Wide professional background, over 20 years. Solid references. Wide news background. Prefer Country or Easy Listening. Salary open. 319-233-3792.

**Fourteen year veteran announcer** seeks fulltime job in a small market. Prefer West or South. Any format except rock. Eldon G. Mitchell, 4744 N. Mesa #261, El Paso, TX 79912. 915-533-5107.

### SITUATIONS WANTED TECHNICAL

**Northern New England-seeking** Chief or corporate engineering position. High power directional AM and high power FM experienced. Excellent transmitter repair, state of the art audio, good ear, and motivated to do the best, professional and congenial, in top 100 market presently. Reply Box A-6.

### MISCELLANEOUS

**Make money in voiceovers.** Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

## TELEVISION

### HELP WANTED MANAGEMENT

**California Oregon Broadcasting, Inc.** is accepting applications for management of its expanding operations in Northern California and Southern Oregon. The corporation includes television, radio and cable. Please send resume to Patricia C. Smullin, COBI, Box 5M, Medford, OR 97501. EOE.

**Promotion manager wanted:** Ideal candidate must have a college degree and at least three years practical experience in television promotion (and radio a plus). Must be able to create revenue-generating sales promotions and have on-air creative experience with good writing skills (producing and editing a help). Must be able to supervise others. Send resume and tape to: Paula Pruett, KASN-TV 38 PO Box 193010, Little Rock, AR 72219. EOE.

**Traffic manager/program coordinator:** Successful group owned Mid-West Fox affiliate seeks Columbine experienced individual to manage four person traffic/programming staff. Reports directly to GM. Two years independent traffic experience desirable. Send resume in confidence to: WYZZ-TV, Fox 43, 2714 E. Lincoln, Bloomington, IL 61704. Attn: Bill Beckwith, or call 309-662-4373. Equal opportunity employer.

**Promotion manager wanted:** Ideal candidate must have a college degree and at least three years practical experience in television promotion (and radio a plus). Must be able to create revenue-generating sales promotions and have on-air creative experience with good writing skills (producing and editing a help). Must be able to supervise others. Send resume and tape to: Paula Pruett, KASN-TV 38, PO Box 193010, Little Rock, AR 72219. EOE.

#### HELP WANTED SALES

**Marketing consultant** with Mid Atlantic affiliate. Candidate must have 3-5 years experience in broadcast sales, proven track record in new business development, and strong negotiating skills for established list. Vendor knowledge a plus. Excellent opportunity for growth with market leader. EOE. Send resume to Box T-40. EOE

**National sales manager:** BA/BS preferred in Marketing, Economics, Advertising, or any other business related field of study. At least three years sales and/or sales management experience at a television station or national representative firm. Developmental experience a must in vendor, cop, Marshall Marketing, etc. Must also be well versed in television research, and developing and executing sales promotions. Send cover letter and resume to: Mr. Lyle Banks, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. (No phone calls). EOE.

**General sales manager:** KOAT-TV, Albuquerque's number one ABC affiliate, is looking for a general sales manager with a proven track record of over-achieving audience shares and creating new revenue opportunities. The successful candidate will be experienced in inventory control training and motivating a local staff in the effective use of sales support tools such as Marshall Marketing and Noll & Company. Send letter and resume to Wayne Godsey, Vice President/General Manager, KOAT-TV, PO Box 25982, Albuquerque, NM 87125. No phone calls, please! KOAT is an equal opportunity employer

**ABC affiliate in Burlington, VT** needs an experienced account executive to take an existing list and make it grow with new business. Send resume to Bob Asbell; LSM; WVNY-TV; 100 Market Square; Burlington, VT 05401. WVNY is an equal opportunity employer.

**Marketing research manager:** Affiliate station top 20 market offers exceptional opportunity for Manager to coordinate sales marketing and research efforts. Successful candidate will have minimum five years experience including analysis of Nielsen and Arbitron reports (Meter Market analysis a plus), preparing sales position papers, create sales presentations, value-added and sales promotion, and possess strong people skills. Computer system smart. Resume to Box A-7. EOE.

#### HELP WANTED TECHNICAL

**TV maintenance engineers:** Hands-on type with component level repair capability. Must be able to work well with others in fast paced environment and flexible hours. Minimum two years technical training and five years maintenance experience. Competitive salary and good benefits. Resume only to Chief Engineer, KHOU-TV, PO Box 11, Houston, TX 77001. EOE.

**Chief engineer:** WCBI-TV, Columbus, MS, is looking for a hands-on chief to supervise staff, oversee master control, maintain KU-Band satellite truck and knowledge of RCA transmitter. Send resume to Frank Imes, WCBI-TV, PO Box 271, Columbus, MS 39703 fax # 601-328-5222. No phone calls please. EOE.

**Maintenance engineer:** WECT (NBC affiliate) in beautiful Wilmington, North Carolina has an opening for a maintenance engineer. 3 yrs. min. component level experience required. General license or SBE certification and working knowledge of computers a plus. Equipment responsibilities are Ampex AVC, ADO, ACE, VPR-6, Panasonic MII studio & field recorders, portable cameras CCD/tube, TK47, 3/4", Microwave & Satellite systems. WECT is an equal opportunity employer offering competitive wage and benefits. Send resume and cover letter to Wayne Tiner, CE, PO Box 4029, Wilmington, NC, 28406, 919-791-8070.

**TV maintenance engineer** needed for a national Christian studio post production satellite uplink facility. Three years component level maintenance experience. Ampex, AVC, ADO, VPR-3, Beta, Scientific Atlanta uplink. Positions available in San Diego and Dallas. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept, Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**TV maintenance engineer,** WNEM-TV, Saginaw, MI is looking for an experienced transmitter maintenance person. Applicant must have three years experience with TV broadcast RF equipment. Familiarity with TV studio equipment a plus. Please reply to: Greg Surma, Chief Engineer, WNEM-TV, Box 531, Saginaw, MI 48606. 517-755-8191. EOE.

#### HELP WANTED NEWS

**News director.** Imaginative manager for stable family-owned station. TV news management experience, strong editorial skills required. Letter/resume to Jeffrey Marks, WCSH-TV, 1 Congress Square, Portland, ME 04101. EOE.

**Chief meteorologist wanted.** Must have at least one year experience with a commercial television station. We have excellent equipment and a newsroom stormcenter. Applicant must be familiar with hurricanes. Send resume, non-returnable tape and salary requirements to Veronica Bilbo, EEO Officer, KPLC-TV, PO Box 1488, Lake Charles, LA 70602.

**Anchor/reporter:** Must have at least two years experience as a reporter and prior anchor experience is preferred. Position involves reporting five days a week and anchoring 5pm newscast. Excellent pay and two year commitment involved. Rush non-returnable tape and resume to Richard Howard, News Director, KTPX-TV, PO Box 60160, Midland, TX 79711. EOE.

**News producer.** Candidate for daily newscast position should be experienced and well organized. Must have at least two years experience on major newscast. Send resume and tape to Lee Meredith, News Director, WTVD 11 News, PO Box 2009, Durham, NC 27702. EOE.

**Nashville's NEWSCHANNEL 5** needs two outstanding professionals to work in one of the most competitive markets in the country. NEWS PRODUCER: Successful candidate will be responsible for one of our major evening broadcasts. We require a real leader who has excellent writing and organizational skills and a real working knowledge of contemporary production techniques. NEWSSTAR computer experience a real plus! SNG and Beta experience also helpful. Three or more years producing experience required. CONSUMER REPORTER: A self-starter, experienced in this specific area, who can launch and maintain a high-profile consumer news segment. Solid live and on-set skills along with high production standards required. Send resumes, non-returnable tapes (Beta or 3/4"), references and salary requirements to: Mike Cavender, News Director, WTVF 474 James Robertson Parkway, Nashville, TN 37219. Absolutely no phone calls, please. EOE.

**Photographer:** After eight years, one of our best is moving to Germany to do TV news. It'll be a great life experience for him. He was a pro, great eyes. Great edit. Excelled at special projects/reports. We need another one like him. Minimum two years news photography experience at a network affiliate. Positive attitude. Heart of a champion. Willing to work long hours. Sense of humor and positive perspective on life. If you're mad about the future, forget it. Come join "Championship Newsball" with us. Send tapes and resumes to: Tim C. Gardner, KTBC-TV, 119 E. 10th, Austin, TX 78701. EOE/M-F. Don't call us; we'll call you.

**Reporter/anchor:** Emmy winning WCBD-TV, Charleston, SC, is seeking a reporter with anchor experience and/or potential. At least one year of experience, a college degree. Send resume, references, and a non-returnable 3/4" tape to Mac Thompson, News Director, WCBD-TV, PO Box 879, Charleston, SC 29402. EOE.

**Assistant news director/executive producer:** WCNC-TV, the NBC affiliate in Charlotte, NC, needs an experienced journalist to join our Emmy award winning team and assist in running our news operation. Our ideal candidate has recent management experience plus a background as an executive producer who has successfully produced newscasts, series, specials and special events. We require a minimum of ten years experience and a college degree. If this sounds like the situation you have been waiting for, please send resume, description of current duties and news philosophy, references and a non-returnable tape showing your creative capabilities to Ken Middleton, News Director, WCNC-TV, PO Box 18665, Charlotte, NC 28218. EOE. M/F.

**Producer needed** for 11:00 pm newscast. Must be a strong writer who is competitive, creative and has lots of live and SNG savvy. We seek an individual with five years TV news experience, including three years newscast producing experience, plus a college degree. Please send resume, description of current duties and news philosophy, references and a non-returnable tape to Ken Middleton, News Director, WCNC-TV, PO Box 18665, Charlotte, NC 28218. EOE. M/F.

**Co-anchor...**80s market, eastern midwest, needs dynamic communicator to complement our male anchor. Minimum two years previous anchor experience. No beginners. Box A-8. EOE.

**Top northwest independent** with established news operation needs a news director to lead its excellent news staff through the challenges of the nineties. Rewarding opportunity for hands-on leader with vision, fortitude and know-how. Applicants should have broad experience in all areas of news operation - i.e. writer, producer, assignment manager, executive producer/assistant, news director. Send resume to Kevin Hale, Vice President and General Manager, KSTW-TV, PO Box 11411, Tacoma, WA 98411. EOE.

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**HELP WANTED PROGRAMING  
PRODUCTION & OTHERS**

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**Graphic artist needed** for a national TV program. Two years experience with state-of-the-art 3D computer graphics, animation, and video post production. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical & dental insurance) with an exciting organization. Send your resume to: Personnel Dept, Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Creative producer** w/strong writing, directing and production skills needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical & dental insurance) with an exciting organization. Send your resume to: Personnel Dept, Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Event producer:** The Capital Centre/Centre Vision is seeking an individual with 2 years experience in TV production/advertising and knowledge of basketball/ice hockey to develop In-Arena Event Presentations utilizing cameras, videotape, graphics, animations, lights and sound Good unique skills required. Must be available to work flexible hours. Excellent benefits package. Send resume and salary history with salary expectations to: Capital Centre, 1 Harry S. Truman Drive, Landover, MD 20785, Attn: Human Resources Department. EOE.

**Motorsports producer:** Sunbelt Video (producer of Inside Winston Cup Racing) requires experienced television producer, with background in live sports, feature/segment production, and/or TV news production. Knowledge of NASCAR and IMSA Racing required. Writing/reporting, videotape editing, on-camera talent, and non-broadcast video experience helpful. Send resume, salary history and demo videotape to: Motorsports Producer Position, c/o Sunbelt Video, Inc., 4205-K Stuart Andrew Blvd., Charlotte, NC 28217. EOE.

**Producer/director: WLIW-TV Plainview, Long Island, NY.** Station in NYC market seeks individual to produce and/or direct fund raisers, marketing promotion, underwriting, public affairs programs, documentaries and news features. Must have proven experience in live and taped multi-camera studio productions, directing single camera (film style) projects, editing skills and lighting knowledge. Communications skills, creativity, versatility, self-motivation are necessary ingredients for the successful candidate. Salary to \$40,000. Resume, tape and references to Roy Hammond, Director of Production Projects, WLIW/Channel 21, Channel 21 Drive, Plainview, NY 11803. EOE/AA.

**Series producer:** KTCA-TV, Minneapolis/St. Paul, is looking for a dynamic, experienced producer for its national science series, Newton's Apple. The position provides an extraordinary opportunity to lead an established and successful production team at one of the most creative stations in public broadcasting. The position requires familiarity with magazine program production and science or educational television. A minimum of five years of broadcast production experience and proven staff management abilities are required. Send reel, cover letter and resume by January 18 to: Box 100, KTCA, 172 E. 4th St., St. Paul, MN 55101. EOE.

**Wanted...Experienced frontline producer** ready to take charge of one-hour primary newscast and work with other producers. Experience with S.N.G. and Newstar computer system helpful. Call Jim Church, WTVC-TV, 1-800-277-9882. WTVC Newschannel 9 is an equal opportunity employer.

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**Senior maintenance engineer**, 20 years. D2, Belacart, Chyron. 1" TCR, BVW75SP, Ikegami, Calgary + Seoul Olympics, major market, post, studio + remotes. Resume 204-831-5249.

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**The American University School of Communication** in Washington, DC, seeks graduate fellows to assist in teaching and professional duties while earning a Master's degree in Journalism and Public Affairs. This 10-month program begins in September. Program includes Washington internships and a faculty with top professional credentials. For more information, write to: School of Communication, Graduate Journalism Committee, The American University, 4400 Massachusetts Ave., NW, Washington, DC 20016-8017. EOE.

**Video instructor/assistant professor.** The Department of Communication Studies of Doane College invites applications for a full-time, tenure-track position teaching video production and other communication courses beginning August 1991 in a rapidly expanding program with state of the art equipment. An expanded production facility is in the planning stage. Seeking a dynamic individual with strong commitment to excellent undergraduate teaching at a vigorous, emerging college 25 miles from Lincoln, the state capitol and home of the University of Nebraska. Well-integrated theoretical and applied background, professional media experience and at least a master's degree required. Coordinate production facility/program. Salary competitive. Send application letter, resume, 3 current letters of reference with phone numbers, and evidence of teaching effectiveness by February 15, 1991, to Dr. Linda L. Mann, Vice President for Academic Affairs, Doane College, Crete, NE 68333. AA/EOE.

**Arkansas State University, Jonesboro.** Tenure-track position. Fall 1991. Teaching and research interests in some combination of two or more of the following--Radio-TV production and directing, broadcast announcing, broadcast news, electronic media management, radio-TV advertising, cable and alternate delivery systems, and graduate-level research and theory courses. Doctorate in appropriate area and experience in electronic media or masters degree and significant electronic media experience. Assistant/Associate rank. Send current resume and names of three references (with addresses and business telephone numbers) to Richard Carvell, Chair, Department of Radio-Television, Arkansas State University, PO Box 2160, State University, Arkansas 72467. Review of applications begins February 1, 1991. AA/EOE

**Video production** position to teach and to help inaugurate student newscasts and productions on university low power station. Three course load, university service including low power involvement, and original contributions in terms of research, professional articles or creative video activity. Permanent tenure-track, nine month appointment. Requires master's degree and recent professional experience. PhD preferred. We do not seek a technician; we seek one who is comfortable with video equipment, yet who emphasizes content and organization. Will have opportunity to work with the Educational Communications Center, a new \$6 million facility providing distance learning via satellite uplink. Send letter of application, resume, and three letters of recommendation by February 15 to Dr. Paul Prince, A.Q. Miller School of Journalism and Mass Communications, 104 Kedzie Hall, Kansas State University, Manhattan, KS 66506-1501. An equal opportunity employer.

**Ross Beach** chaired professorship in the electronic media. A full-time, tenure track associate to full professor to join a staff of five faculty in R-TV. Work primarily with our growing master's program and as a research leader in such areas as audience effects studies. The Ross Beach Professor will have the opportunity to conduct research with the Educational Communications Center, which is involved with the Star Schools distance learning program via satellite uplink as well as other video distribution and teleconferencing. Requires PhD, professional experience, impressive and growing record of research and publication. Send letter of applications, resume, and three letters of recommendation by February 15 to Dr. Paul Prince, A.Q. Miller School of Journalism and Mass Communications, 104 Kedzie Hall, Kansas State University, Manhattan, KS 66506-1501. An equal opportunity employer.

**Seek tenure-leading** assistant professor in broadcasting starting in August. Will be filled at a higher level if successful candidate possesses exceptional qualifications and credentials. As one of the nation's better known quality undergraduate programs and a growing one at the Master's level, the University of Nebraska-Lincoln requires a Master's minimum (Ph.D. preferred) with outstanding relevant experience. Must have a commitment to classroom instruction and in helping foster a continuing climate of excellence. Submit cover application along with vita, including names, addresses and telephone numbers of a minimum of three references, indicating areas of interest, postmarked by March 1 to: Broadcasting Search Committee, College of Journalism, c/o Office of the Dean, University of Nebraska-Lincoln, Lincoln, NE 68588-0127. 402-472-3041. Affirmative Action/Equal Opportunity Employer.

**Assistant professor** (tenure track or non-tenure track two year appointment) to teach studio and field production and broadcast writing. MA required, Ph.D. preferred. Minimum \$30,000 for nine months. Position starts August 7, 1991. Application deadline February 15, 1991. Send application letter, three letters of reference and copy of transcript to: Dr. Paul Smeyak, Department of Telecommunication, 2104 Weimer Hall, The University of Florida, Gainesville, FL 32611. EOE.

**University theatre and dance** department seeks experienced television theory and production teacher for full-time, tenure-track or lecturer (non-tenure) position beginning August, 1991. Ph.D. and professional experience of M.A./M.F.A. with significant professional experience. At time of application, applicant must present the following: 1) complete vita; 2) Three letters of recommendation; 3) 3/4" U matic or 1/2" VHS videotape of television show directed by applicant. Rank/salary negotiable depending upon combination of professional experience and qualifications. Application deadline is March 1, 1991. For detailed information and application procedures contact: Faculty Search Committee, Department of Theatre and Dance PA-157, California State University, Fullerton, Fullerton, CA 92634. 714-773-3628. EO/AA/Title IX.

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**AM transmitters:** Cont 316F, 10KW (1980), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D (1972), McMartin BA5K, 5KW (1980), Cont. 315B (1966), McMartin BA2.5K (1981), Transcom Corp., 800-441-8454. 215-884-0888. FAX 215-884-0738.

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**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. 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: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

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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.

# FATES & FORTUNES

## MEDIA



Conomikes

**John G. Conomikes**, VP and director, The Hearst Corp., New York, elected testamentary trustee of trust established under will of William Randolph Hearst. Conomikes fills vacancy left by death of **Franklin C. Snyder**, director of The Hearst Corp., and former general manager, Hearst Broadcasting. Among responsibilities of trustees is to elect members of board of directors.

**William J. Capodanno**, assistant controller, Tribune Broadcasting Co., Chicago, named controller. **Andrew J. Oleszczuk**, manager of financial planning, Tribune Broadcasting, named director of planning.

**Bill Lord**, news director, WKRN-TV Nashville, named station manager.

**Susan Garone**, director of research, MediaAmerica Inc., New York, named VP, research.

**Anne M. Hoag**, general manager, United Artists North Augusta-Thomson Cablevision, named to same capacity, United Artists Cable of Asheville (N.C.).

**Brent W. Osborne**, manager of national sales and sports marketing, KNBR(AM)-KFOG(FM) San Francisco, joins group owner Bedford Broadcasting Co. there as director of broadcasting operations, San Francisco Bay area.

**Tierno S. Bah**, former consultant, State Department, joins Afrispace, international satellite radio corp., Washington, as VP, international networks and programs.

**Patrick J. Fant**, general manager, KLOL(FM) Houston, adds duties at parent company, Rusk Corp., as VP.

**Bill Holst**, general manager, KYNT(AM)-KKYA(FM) Yankton, S.D., adds duties as executive VP, Yankton operations, Sorenson Broadcasting Corp.

**Howard Fine**, operations manager, Channel 9 Australia Inc., joins Keystone Communications, Los Angeles, as cor-

## WASHINGTON CONTINGENT

**F**CC Chairman **Al Sikes** is scheduled to appear this month at the National Association of Broadcasters legislative forum in Naples, Fla. The two-day meeting (Jan. 26-27) is held prior to NAB's annual winter board meeting and also features key congressional members. Among those slated to speak: Republican Senators **Bob Packwood** (Ore.), **John Danforth** (Mo.) and **Robert Kasten** (Wis.), and Democratic Representatives **Mike Synar** (Okla.) and **Rick Boucher** (Va.).

**Packwood** has championed broadcast deregulation in previous years and **Danforth** has been a long-standing cable critic and sponsor of cable reregulation. **Packwood**, **Danforth** and **Kasten** serve on the Senate Commerce Committee. **Synar** is considered a key contender for the chairmanship of the House Copyright Subcommittee, and **Boucher** has been a strong advocate of permitting the phone industry to enter the cable business. Both **Boucher** and **Synar** serve on the Copyright Subcommittee and House Telecommunications Subcommittee.

porate VP, operations.

**Virgil J. Caudill**, operations manager, Northern Ohio District, Continental Cablevision, Elyria, Ohio, named VP, district manager, Northern District.

**Andrea Greenberg**, director, business affairs, Rainbow Programing Holdings Inc., Woodbury, N.Y., named VP, business affairs.

**Gregory J. Liptak**, president, Jones Spaceling Ltd., Englewood, Colo., adds duties with co-owned Mind Extension University Inc. educational network, as president.

## SALES AND MARKETING

**Margaret Klein Mollo**, director of syndication ad sales, Turner Broadcasting Sales Inc., New York, named VP, syndication ad sales. **Michael Fister**, manager of advertising, ABC Entertainment, joins Turner Pictures International, Culver City, Calif., as manager, international marketing.

Appointments at Petry National Television, New York: **Michael T. Membrado**, president, retired, succeeded by **William Shaw**, VP, director of sales, national division; **Elizabeth I. Apelles**, account executive, white team, named manager, and **Bill Hahn**, VP, named VP, director of sales.

**Thomas MacLean**, account executive, Group W Sports Marketing, Detroit, named sales manager. **Mitch Mizel**, senior account executive, Katz Radio Group Network, joins Group W Radio

Sales, New York, in same capacity.

**Lee Stacey**, account executive, Rainbow Advertising Sales Corp., New York, named sales manager, Sports-Channel New England.

**George Carlino**, national sales manager, WTVG(TV) Toledo, Ohio, named general sales manager. **Paul Ladrow**, regional sales manager, WTVG, named assistant general sales manager.

**Gloria Tucker**, from WRMF(FM) Palm Beach, Fla., and **James A. Belle**, formerly from WTVX(TV) Fort Pierce, Fla., join WFLX(TV) West Palm Beach, Fla., as account executives.

**Stephen L. Collins**, marketing consultant, WWWB(FM) Highpoint, N.C. (Greensboro), joins WMYN(AM) Mayodan, N.C. (Madison), and WLOE(AM) Eden, N.C., as general sales manager.

**Andi Poch**, national sales manager, Madison Square Garden Network, New York, named director of sales. **Jim Liberatore**, office manager, Group W Sports Marketing, Detroit, joins MSG Network, New York, as national sales manager.

**Rick Mills**, director of corporate marketing, Raycom, Dallas, named VP, advertising sales.

**Steve Wilkerson**, account executive, WHTM-TV Harrisburg, Pa., named local sales manager.

**Paul Zimmerman**, art director, Inter-group Marketing & Promotions, subsidiary of DMB&B, Bloomfield Hills, Mich., named associate creative director.

**Bill Wilmot**, regional sales manager, WHYI-FM Fort Lauderdale, Fla., joins WPBF(TV) Tequesta, Fla. (West Palm Beach), as regional sales manager. **Carol Wright**, senior account executive, WSB-TV Atlanta, joins WPBF(TV) in same capacity.

**Kenneth E. Fry**, account executive, Modern Talking Pictures Service, joins West Glen Communications, New York, as account director.

**Helene Sperber**, senior account executive, WALK-AM-FM Patchogue, N.Y., forms Helene L. Sperber Inc. advertising and marketing firm there.

**Don Kurn**, senior VP, management supervisor, Deutsch Advertising, joins Burkhardt & Christy Advertising, New York, in same capacity.

New account executives appointed at WOWO-AM-FM Fort Wayne, Ind.: **Dan Howe** and **Tamatha Oldfather**, recent graduates, Indiana (Bloomington) University; **Jim Brickler**, formerly from WNUS(FM) Belpre, Ohio; **Schroer-Oechsle**, from American Guernsey Assoc., and **Steve Crooks**, from WLKI(FM) Angola, Ind.

**Steve Martinson**, account executive, KIMT(TV) Mason City, Iowa, named local sales manager. **Dave Presler**, local sales manager, KIMT, named general sales manager.

**Lauren Dorfman**, account executive, KSPA(AM)-KOWF(FM) Escondido, Calif., named sales manager.

**Mathew Tombers**, director of advertising sales, Western region, Arts & Entertainment Network, joins Foote Cone & Belding Communications Inc. Telecom, Burbank, Calif., as VP and marketing director.

**David Zagin**, account manager, MTV Networks, New York, named account director, affiliate sales and marketing, Eastern region.

**Sally Hayes**, from co-owned WISN(AM)-WLQ(FM) Milwaukee, joins WISN-TV there as account executive.

**Karen Heric**, account executive, Northwest Visitors Network, Seattle, named local sales manager.

Appointments at Katz Communications Inc.: **Tim Walker**, sales assistant, Katz Radio Group Network, named account executive, Los Angeles; **Rick Higgins**, general sales manager, WHOM(FM) Portland, Me., named account executive, Christal Radio, Boston; **Kathi Valeriano**, from Major Market Radio, Los Angeles, joins Christal Radio, there as account executive, and **Rith Hale**, sales assistant, Christal Radio, Los Angeles, named account executive.

**Brian Caldwell**, director of marketing,

## NAB CHOOSES EDWARDS FOR HALL OF FAME



The late CBS News journalist Douglas Edwards ("Fates & Fortunes," Oct. 22), has been chosen as the 1991 radio inductee into the Broadcasting Hall of Fame. Sponsored by the National Association of Broadcasters, Edwards will be honored on April 16 at the Radio Leadership luncheon during its annual convention in Las Vegas. His wife May is scheduled to accept the award.

Heritage Cablevision, Wilmington, Del., joins Continental Cablevision, Stockton, Calif., as director of marketing, Sierra region, Northern district.

**Mike Kutun**, sales representative, WLYT(FM) Haverhill, Mass., named general sales manager.

## PROGRAMING

**Patricia E. Vance**, director of ancillary market sales, ABC Distribution Co., New York, named VP, ancillary marketing and sales.



Vance



Deneny

**Sean Deneny**, VP, sales, first run Eastern division, Viacom Enterprises, New York, named VP, general sales manager, first run.

**Anthea Disney**, managing editor, *A Current Affair*, New York, named co-executive producer.



Werner

Video Enterprises Inc., Clarksburg, Md., as VP, marketing.

**Ronald J. Norberg**, VP, affiliate sales, national accounts, Mizlou Sports News Network, joins Action Pay Per View, Chicago, as VP, sales, Central region.

**Al Footnick**, general manager, International Video Productions, Los Angeles, named VP. **Jacqueline Marsall**, president, Emilio Kauderer International, joins International Video Productions, as VP, sales and marketing.

**Joe Varsalona** and **Lewis Bogach**, associate producers, American Movie Classics, Woodbury, N.Y., named producers.

**Kathleen Dewey**, affiliate marketing manager and regional manager, American Movie Classics, joins Bravo, as regional director, Central region, Chicago.

**Mark McKay**, director of programing and marketing, KWKT(TV) Waco, Tex., joins KOKI-TV Tulsa, Okla., as director of programing and operations.

## NEWS AND PUBLIC AFFAIRS

**Howard Dorsey**, city editor, WBBM-TV Chicago, named assignment manager.

**Dave Pyle**, assistant bureau chief, Associated Press, Dallas, named bureau chief, Minneapolis. **David Simpson**, editor, Associated Press, Atlanta, named assistant bureau chief.



Lennon

**Susan Lennon**, news and public affairs director, KWSS(FM) Gilroy, Calif. (San Jose), joins KHM(FM) Houston, as news director.

New producers at KING-TV Seattle: **Eve Carnell**, from WPLG(TV) Miami; **Todd**

**Woolman**, from WJBK-TV Detroit; Mar-

garet Cordes, from WISN-TV Milwaukee; Mike DeFries, from KOB-TV Albuquerque, N.M., and Brenda Tinney, from KIRO-TV Seattle.

**Emmett Miller**, investigative reporter, WLBT(TV) Jackson, Miss., joins WAVY-TV Portsmouth, Va., as midday co-anchor and general reporter.

**Carole Kneeland**, news director, KVUE-TV Austin, Tex., named VP and news director.

Appointments at KSL-TV Salt Lake City: **Lee Roderick**, assistant news director, named news and public affairs director; **Bruce Lindsay**, business/economy reporter and anchor, adds duties as managing editor, and **Mark Eubank**, formerly from KUTV(TV) Salt Lake City, named weathercaster.

**Bill Wagman**, news director, WANE-TV Fort Wayne, Ind., joins WZZM-TV Grand Rapids, Mich., as assignment editor.

**Jay Allen**, morning and noon co-anchor and business and Canadian affairs reporter, KREM-TV Spokane, Wash., joins WSET-TV Lynchburg, Va., as 6 p.m. and 11 p.m. co-anchor.

**Jeff Lazalier**, meteorologist and environmental/science reporter, WTTV(TV) Bloomington, Ind. (Indianapolis), joins KFOR(TV) Oklahoma City, in same capacity.

Appointments at WROC-TV Rochester, N.Y.: **Brad Cupples**, reporter, named assignment editor; **Brett Davidson**, reporter and producer, named reporter and anchor; **Paul Brown**, reporter, KRBC-TV Abilene, Tex., named reporter and producer, and **Doug Proietti**, photographer, WXVT(TV) Greenville, Miss., to same capacity.

**Jason Carroll**, from KGET(TV) Bakersfield, Calif., joins KAKE-TV Wichita, Kan., as general assignment reporter.

**Catherine Leahan**, former anchor, WXYZ-TV Detroit, joins WJBK-TV Detroit, as noon anchor and general assignment reporter.

**Dan Parker**, from WPBF(TV) Tequesta, Fla. (West Palm Beach), joins WSBT-AM-TV-WNSN(FM) South Bend, Ind., as meteorologist.

**Laura McCallum**, reporter and anchor, Prairie Public Radio, Bismarck, N.D., joins KDSU(FM) Fargo, N.D., as news director.

**Patti Ann Browne**, Michigan bureau chief, WSJV(TV) South Bend, Ind., joins News 12 Long Island, Woodbury, N.Y., as general assignment reporter.

**Cindy Smith**, reporter and news director, TV 34 News Journal, Belmar, N.J., joins Florida Public Television, Tallahassee, Fla., as producer and reporter. **Briggs Goddard**, videographer, WXTL-

TV Tallahassee, Fla., joins Florida Public Television there in same capacity.

**Lorna Ozmon**, program director, WQSR(FM) Catonsville, Md., joins WTMX(FM) Skokie, Ill., in same capacity.

## TECHNOLOGY

**Jim Woods**, RF products representative, Harris Television, named sales manager, Europe and Africa, Harris Allied Broadcast Equipment, Quincy, Ill., succeeding **Jack O'Dear**, international sales director.

**Leon Weissman**, vice chairman, Chyron Corp., Melville, N.Y., retires and continues as director of company.

**John E. Finch**, from Broadcast Store Inc., Los Angeles, joins Bexel Corp., Burbank, Calif., as senior account executive, equipment sales division.

**Frank Rusinko Jr.**, president, Electrotools Inc., and president and chairman, Edimax Transor, and **William R. Graham**, director and senior VP, JAYCOR, named board members, C-COR Electronics Inc., State College, Pa.

## PROMOTION AND PR

**Gayle Allen**, promotion manager, WFAA-TV Dallas, joins KRON-TV San Francisco, as director, creative services.

**Marc Chusid**, director, on-air promotion, Lifetime Television, New York, named VP, on-air promotion.

**Madeleine Boyer**, from Madeleine Boyer Marketing, joins USA Network, New York, as director, consumer promotions.

**Lewis N. McManus**, former president, University of Charleston (W. Va.), joins Charles Ryan Associates Inc., there as associate VP.

## ALLIED FIELDS

**John S. Hendricks**, chairman and CEO, The Discovery Channel, Landover, Md., named chairman of National Academy of Cable Programming's board of governors.

# Broadcasting

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Almgren

**Kenneth D. Almgren**, financial consultant, Washington, joins National Association of Broadcasters, there as senior VP and chief financial officer, succeeding **Michael Harwood**, ("Fates & Fortunes," Oct. 1, 1990).

**Barbara Y.E. Pyle**, Turner Broadcasting System's vice president of environmental policy has been selected to represent global media on International Facilitating Committee (IFC) of the Independent Sectors for United Nations Conference on Environment and Development (UNCED or "The Earth Summit") scheduled to take place in Brazil, June 1-15, 1992. In this position, Pyle will serve as representative for mass communications industry within newly-formed, 23-member steering committee. Feedback from non-government, private sector officials will be utilized to set agenda for UNCED meeting two years from now. Aside from being popular speaker on mashed potato circuit, Pyle is noted for her contributions to Turner Program Services' half-hour weekly cartoon, "Captain Planet and the Planet-ers," in which she serves as executive producer.

**Carol Lewis**, president, Oregon Public Broadcasting Foundation, resigned.

New officers at Northern California Broadcasters Assoc., San Francisco: **Paulette Williams**, KMEL(FM) San Francisco, president; **Patrick McNally**,

KITS(FM) San Francisco, VP, and **Harvey Stone**, KBLX-AM-FM Berkeley, Calif. (San Francisco), treasurer.

**Appointments at Broadcast Promotion & Marketing Executives**, Los Angeles: **Gregg Balko**, director of conferences and membership, adds duties for membership recruitment; **Kelly Mains**, meetings and convention assistant, named meetings and conferences administrator; **Jay Curtis**, member services director, named director of advertising and marketing; **Spencer Mains**, from E! Entertainment Television, named resource center administrator; **Patricia Allen**, from Jacor Communications, named business manager, and **Christian Lukather**, from LFP Inc., named graphics designer.

**Jemina Nolan**, client service representative, Arbitron Co., New York, named account executive, television station services.

## DEATHS



Wyler

**Karl Otto Wyler Sr.**, 84, president and general manager, Tri-State Broadcasting Co. Inc., and owner, KTSM-AM-FM-TV El Paso, died of heart attack Dec. 20 there. Beginning broadcasting career in 1929, Wyler joined

KTSM(AM) in 1933 and put KTSM-TV on air in 1953. He started KTSM-FM in 1962. Survivors include wife, Glyn; son, Karl Jr.; step-daughter, Brenda; three grandchildren and two great grandchildren.

**David P. Boyer**, 68, retired producer, United States Information Agency, Washington, died Dec. 24 of gastrointestinal disorder in Alexandria, Va. Boyer was with USIA from 1952 to 1977. Survivors include his wife, Anne, and sister, Beulah.

**William H. Dodgen**, 51, station manager, WFAM(AM) Augusta, Ga., died Dec. 17 of injuries resulting from traffic accident there. Dodgen joined the station in 1985. He is survived by his wife, Mary Ellen, and sister, Ruth.

**Tom Furey**, 66, producer, NBC's *Today Show*, died of cancer Dec. 27 in New York. Beginning career as Albany correspondent at WNBC-TV New York, Furey later produced 6 p.m. and 11 p.m. news. Furey joined *Today* in 1975. He is survived by his wife, Marilyn; four daughters, Marie, Jane, Laura and Faith.

**Robert L. Von Schlegel**, 57, technical director, NBC's *Today Show*, Washington, died of injuries from traffic accident there. Von Schlegel started career in television in 1958 and moved to Washington in 1965 to join NBC-owned WRC-TV and NBC News there. From 1974 to 1979 he worked at Public Broadcasting Service as associate director, technical operations. He has been with *Today* since early 1980's. Surviving is wife, Jackie; mother, Helene and sister, Mary.

**Richard Irving**, 73, television producer and director, died Dec. 23 after heart surgery in San Diego, Calif. Irving helped establish Revue Productions, MCA Universal television-production subsidiary, and was executive VP of Universal Television until 1979. Television credits include *Columbo*, *Six Million Dollar Man*, *Mystery Theater*, *Wagon Train* and *The Last Days of Pompeii*. He is survived by his wife, Joanne; one daughter; one son; three stepchildren, and seven grandchildren.

**John H. Driscoll**, 77, radio and TV writer, died of lung cancer Dec. 23 in New York. Driscoll wrote 1938 radio script *Cavalcade of America*. He is survived by daughter, Deirdre, and sister, Jane.

**Kiel Martin**, 46, actor, died Dec. 28 of lung cancer in Rancho Mirage, Calif. Best known for detective character played on NBC's *Hill Street Blues*, Martin had additional stints on Fox's *Second Chance*, TV movie *Convicted* and appeared as regular on daytime drama, *The Edge of Night*. He is survived by his mother and daughter.

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# FIFTH ESTATE

## JACK HEALY: ABC'S MAN OF THE WORLD

Jack Healy has a number two pencil in his office, not the everyday kind but one six feet long that he says reminds him of this business maxim: Don't worry about making mistakes as long as there are erasers on pencils.

The philosophy has served Healy well in his 20-year rise at ABC, where after helping plan a variety of new ventures, some more successful than others, he was named last year to oversee company efforts in TV's newest proving ground: the world of international programing.

As president of Capital Cities/ABC Video Enterprises International, Healy heads both ABC Distribution Co., which sells company-owned, co-produced and acquired programing here and around the world, and Ultra Entertainment, a startup production unit aimed at the U.S. cable and international TV markets. Also under his wing are Capcities/ABC's interests in three top-level European TV production/distribution firms: Tele-Munchen in Munich, Tesauro in Madrid and Hamster in Paris. The company also recently signed an extensive TV program co-production deal with leading German network ZDF.

A tall, softspoken and silver-haired 51-year-old, Healy sounds less the shrewd businessman he is than a thoughtful academic, which is what he expected he'd be when he strove 30 years ago to step up from his working class Brooklyn background. It was only the realities of trying to support a family off a fellowship and weekend work that led him to abandon his graduate studies in economics to take his first "legitimate job" in 1966 at General Foods.

It was just a few years later, in 1970, that Healy, looking for a place to apply his new business planning acumen (and to earn more money), found his way to ABC and his current path. Beginning at the network's planning department under Mike Mallardi (now president, Capcities/ABC Broadcast Group), Healy spent most of the rest of the decade looking in at new business opportunities for the company, working at various times in its now nonexistent leisure group, and later in its record unit.

Capcities/ABC's and Healy's first major successes in new media activities came with the company's move into cable at the end of the the 1970's (the



company now has ESPN and interests in Arts & Entertainment and Lifetime, although it suffered major losses in an aborted news channel). A corporate planning committee headed by Healy had pressed for adopting a consumer goods strategy—"If the market is segmented, it is essential you participate in the segmentation."

By the late 1980's, with the company's domestic cable efforts well established, Healy and others at Video Enterprises turned their attentions to a rapidly changing international market, where deregulatory trends were dramatically altering the industry by allowing new and more commercialized broadcast and other media outlets.

Capcities/ABC's strategies, developed in high-level company meetings in 1988, determined that while it would be an early entrant, it would develop its strategy quietly. "If there's a race to be won, the turtle will win it," believes Healy. That conservative approach was reflected in the very first acquisition in Europe, the taking of a partial interest in German producer-

distributor Tele-munchen, whose head Herbert Kloiber had been known to Healy a decade before the deal. Later acquisitions similarly reflected what Healy describes as a focus on "entrepreneurially-based companies with active partners."

By buying into already successful program producers, Healy says the company has hedged its risk-laden bet on expansion into Europe by banking that either the acquired companies' business will expand, that they will help Healy's program marketing there, that Healy can help them better market in the U.S. or that the producers will together and in individual partnerships develop successful international product.

"We don't know where we will succeed in those four strands," Healy acknowledges, "[but] we have bought successful companies in markets that are going to expand beautifully." His analogy for the investments is that the company has gotten early into river-worthy craft and is now sitting and waiting for the water to rise. "If we can take sane strategic positions, life will take care of the stupidities."

Healy, who relaxes by tending flow-

ers on his midtown Manhattan rooftop terrace, thinks he has found the best managed company in the business, and has high praise for what he describes as its supportive, decentralized nature.

And while Healy has never gone to business school, he's fond of his own approach of observing what people care about, of trying to find what he likes and growing that into a business plan. "We're not fancy players," he explains, "we tend to be steady players. We expect to make a lot of mistakes." With a grin, he adds: "Fun is a real important part of our attitude, otherwise it's

### John Thomas Healy

*President, Capital Cities/ABC Video Enterprises International; b. Nov. 10, 1939, Brooklyn, N.Y.; BA, Economics, 1963, and MA, Economics, 1965, Brooklyn College, N.Y.; associate director, corporate planning, ABC, New York, 1970-72; director of planning and development, ABC, 1972-74; vice president, planning and administration, ABC Leisure Group, 1974-76; vice president, corporate planning, ABC, 1976-79; vice president, product development and acquisitions, ABC Video Enterprises, 1979-83; vice president, ABC Video Enterprises, 1983-86; President, ABC Distribution Co., 1986-1990; present position since January 1990; married, Christine Aquirre, Sept. 10, 1982; children from previous marriage: Ellen, 26; John, 23; David, 21.*

just business." ■

# IN BRIEF

**NBC News on Jan. 1 launched its 24-hour affiliate news service, NBC News Channel,** to provide raw and edited footage of late-breaking news, sports and features for use on local newscasts. About 50 producers and editors are staffing Charlotte, N.C.-based service, which replaces several daily feeds to affiliates from New York.

**CBC-TV Program Sales,** Canadian Broadcasting Corp.'s distribution arm, has licensed 16 one-hour episodes of *Street Legal* to **WQOW-TV New York** and **KCOF-TV Los Angeles.** Both stations are running legal drama series on Wednesday at 9 p.m., beginning this month.

**Tak Communications Inc.** (3 FM's, 6 TV's) filed **Chapter 11** in Federal Court in Madison Wis. Tak Communications, whose loans with creditors total \$168 million, said in statement that company

can meet its senior secured debt schedule but banks want Tak to reduce debt at faster rate. Tak is licensee of **WUSL(FM)** Philadelphia; **WJQY(FM)** Fort Lauderdale, Fla.; **WKIO(FM)** Urbana, Ill.; **WGRZ-TV** Buffalo, N.Y.; **KITV(TV)** Honolulu, and **WQOW-TV** Eau Claire; **WXIW-TV** La Crosse; **WKOW-TV** Madison, and **WAOW-TV** Wausau, all Wisconsin.

Independent distributor **ITC Entertainment** plans to expand into British market with partnership in UK broadcasting, new home video division and theatrical releasing arm. Move follows tough times in U.S. market for Los Angeles-based company, which earlier this year sold its long-form production unit and has pulled syndicated game show *Tic Tac Dough*. Apparently hoping to take advantage of its 4,500-hour classic TV and film library, which includes series like *The Saint* and

*The Prisoner* and films such as "On Golden Pond" and "Sophie's Choice," ITC said it is seeking to align itself in partnership with broadcasting, cable or satellite operation that could use library, or would participate as venture partner on an equity basis.

**Commerce Department report,** "Industrial Outlook 1991," predicts slower growth in telecommunications industry including cable, satellites and home video. Report said cable penetration has grown from 22.6% in 1980 to 57.1% in 1990, and is expected to surpass 60% in next few years. In 1989, cable operators earned \$16.85 billion (including \$8.74 million from basic, \$4.48 million from pay and \$2 billion from advertising). Legislation in 1990 would have had negative effect on cable revenues if passed, but in absence of legislation, total revenue should increase by 15%, report said. Despite prediction, study said financing will still be difficult because of unstable lending environment and because continued long-term growth is challenged by legislation and DBS. U.S. Satellite manufacturers delivered nine birds in 1990 valued at \$1 billion, but are expected to deliver one less in 1991 at a total value of about \$800,000. There are 51 satellites currently on order internationally to be delivered before 1993. Trend to higher power, Ku-band satellites will continue, but demand for lower power C-band satellites will also increase. By mid-1990's Ku-band will double C-band. Home video was cited by report as contributing to 19% decline in network viewership between 1982 and 1989. Consumers spent twice as much on home video than at box office, helping to increase health of studios, report said.

**Chapman Associates Inc.,** 37-year-old media brokerage firm, discontinued operations Dec. 31, 1990. Nine of 15 former associates, headed by Mitt Younts, have formed Media Services Group Inc., and will maintain Chapman's nine offices. "The group of us nine decided we wanted to expand our services and get into some other areas we've always done but just didn't emphasize, [such as] valuations and financing... which we think the

## SAP SINKS FROM \$3 TO \$1

**C**NBC's Subscriber Access Plan has finally come to a close. Sort of. SAP, which guaranteed \$3 per subscriber to cable operators if CNBC was able to add 10 million new subscribers, did not quite reach its mark. It managed to round up seven million subscribers, and CNBC has decided to give operators \$1 per new subscriber, as it said it might do several weeks ago ("Closed Circuit," Dec. 17, 1990).

While the plan, which had been extended several times, is now closed to new entries, it is not entirely over, said Caroline Vanderlip, vice president, affiliate relations. At an unspecified later date, CNBC could decide to give cable operators the entire \$3 per subscriber if the network determines that "it makes economic sense." In the meantime, as SAP cable operators roll out the service, they will be given \$1 per subscriber within 30 days of the rollout. (Whether CNBC parent NBC is successful in its purchase of FNN could affect whether CNBC decides to rebate the \$3.)

Among the larger cable systems to participate in SAP are United Cable, Jones, Adelphia, Cablevision Systems, Cablevision Industries, KBLCOM and Lenfest. Heritage Media pulled out of the SAP plan in its final hours, although two operators representing 500,000 subscribers came in at the very end, said Vanderlip.

On another front, CNBC has taken more steps to assemble its talk-formatted weekend programming and is clearing the decks for a weekday prime time revamp. *The Dick Cavett Show* and *McLaughlin*, now seen five nights a week, are being moved to weekends starting in March. Instead of producing four shows a week, each will produce just two. They join a lineup that includes CNBC's talk radio-type program that will feature guest hosts from radio stations around the country. CNBC is keeping quiet on what it has in store for its weekday prime time schedule, although CNBC President Al Barber has said that he is looking for "infotainment" and magazine-formatted shows for prime time ("Fifth Estate," Nov. 26, 1990).

-SDM



industry needs right now," Younts said. Chapman President William N. Cate said he and company Chairman Ray Stanfield expect to remain active in station brokerage business.

**Matsushita Electric Industrial Co. completed its cash tender offer for all outstanding shares of common stock of MCA Inc.** at \$66 per share. Matsushita said that according to Citibank, N.A., depository for offer, approximately 77.7 million shares (including approximately 8.8 million shares tendered by notices of guaranteed delivery) have been tendered pursuant to offer. Such shares represent approximately 97% of all outstanding MCA shares. Matsushita said that within next two weeks, it expects to close merger of Matsushita Acquisition Corp. into MCA. Pursuant to merger, MCA will

become wholly owned subsidiary of Matsushita Electric Industrial Co., and all remaining MCA stockholders will be entitled to receive \$66 in cash for each of their shares.

**FCC Review Board awarded construction permit for new TV on ch. 20 in New Orleans to Swan Broadcasting,** reversing administrative law judge's original grant of CP to competing applicant Delta Broadcasting. Board found both Swan and Delta entitled to 100% integration credit, while two other competing applicants, Crescent City Broadcasting and Tucker Broadcasting, were not. Board decided that gender of principal outweighed broadcast experience, both factors considered in comparative process. Swan principal Marian M. Vaccari (70% equity partner), female with no broadcast

experience, was awarded preference over Delta principal John G. Curren (sole general partner), who has 22 years of broadcasting experience.

**PBS has named Sandra H. Welch as executive VP for education,** where she will be responsible for all educational activities.

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## RATINGS ROUNDUP

Week 15

Dec. 24-Dec. 30

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

1 ▲ 23.3/40 C 60 Minutes  
 2 ▼ 16.6/27 N Cheers  
 3 ▲ 16.4/29 A Full House  
 4 ▲ 15.8/25 N The Cosby Show  
 5 ▲ 15.7/27 A Family Matters  
 5 ▲ 15.7/25 C Murder, She Wrote  
 7 ▼ 15.2/24 N A Different World  
 7 ▲ 15.2/26 N Unsolved Mysteries  
 9 ▲ 14.4/23 A Amer. Funniest Videos  
 9 ▲ 14.4/26 N Golden Girls  
 11 13.5/24 N Empty Nest  
 12 ▲ 13.4/23 C Jake And The Fatman  
 13 13.2/23 A Perfect Strangers  
 14 ▲ 13.0/26 N Matlock  
 15 ▲ 12.8/21 N Movie: Prime Target  
 16 ▲ 12.6/21 A Movie: Innerspace  
 17 ▲ 12.3/21 A Doogie Howser, M.D.  
 17 ▲ 12.3/21 A Growing Pains  
 19 12.2/24 N Hunter  
 20 ▲ 12.0/20 N Grand  
 21 ▲ 11.9/21 A Married People  
 21 ▲ 11.9/20 A Wonder Years  
 23 ■ 11.6/22 N Dear John  
 23 11.6/19 A Ice Capades  
 25 11.4/19 C Movie Spec.: Aliens  
 26 11.1/23 N Law And Order  
 27 ▼ 11.0/18 C Movie: Vestige Of Honor  
 27 11.0/19 A Going Places

27 ▲ 11.0/20 N L.A. Law  
 27 ▼ 11.0/20 A 20/20  
 31 ▲ 10.9/20 N Carol & Company  
 32 10.8/19 N Heat Of The Night Spec.  
 32 ▼ 10.8/21 A Roseanne  
 34 ▼ 10.2/21 C Rescue: 911  
 35 ▲ 10.1/19 N Amen  
 35 10.1/18 N Fanelli Boys  
 37 ▲ 10.0/17 N Dear John  
 38 ▲ 9.9/18 A Primetime Live  
 38 ▼ 9.9/16 F The Simpsons  
 40 ▲ 9.9/16 F In Living Color  
 40 ▲ 9.8/15 F Married...With Children  
 40 ▼ 9.8/21 A Who's The Boss?  
 40 ▲ 9.8/19 C WIOU  
 44 9.6/18 A Movie: Uncommon Valor  
 44 ▼ 9.6/19 A Coach  
 46 9.4/16 C 48 Hours  
 47 ▼ 9.2/23 C Designing Women  
 48 ▼ 9.1/18 C Movie: The Wizard  
 48 ▼ 9.1/18 A Head Of The Class  
 50 ▼ 9.0/23 C Murphy Brown  
 51 8.9/15 C True Detectives  
 51 8.9/16 A Young Riders  
 53 8.2/15 C Movie: Wildcats  
 54 7.9/21 N Fresh Prince Of Bel Air  
 54 ▲ 7.9/12 F Get A Life  
 56 ▼ 7.8/20 C Major Dad

57 7.7/14 C Kennedy Center Honors  
 57 7.7/13 N Working It Out  
 59 ▲ 7.6/13 A Life Goes On  
 60 ▼ 6.9/17 C Trial Of Rosie O'Neill  
 61 ▼ 6.8/18 A Macgyver  
 62 6.6/10 N News Sp:Living/Edge  
 63 ▼ 6.5/16 N Movie: Christmas Eve  
 64 ▼ 6.3/17 C Evening Shade  
 64 ▲ 6.3/11 N Quantum Leap  
 66 ▼ 6.1/13 A thirtysomething  
 67 ▲ 6.0/10 F Babes  
 68 5.9/10 F Good Grief  
 68 ▲ 5.9/11 C You Take The Kids  
 70 5.8/14 A Movie Spec: Roots:Gift  
 71 5.7/10 A Cops 2  
 72 5.6/11 A Cop Rock  
 73 5.5/14 N Retail Christams  
 73 5.5/10 F Cops 2-Fri.  
 75 ▲ 5.4/10 F Cops  
 75 ▲ 5.4/9 F Parker Lewis  
 77 ▼ 5.2/9 F Comic Strip Live  
 77 ▲ 5.2/10 C Lenny  
 79 ▲ 4.9/9 F Totally Hidden Video  
 79 ▲ 4.9/8 F True Colors  
 81 4.7/8 F Cops 1-Fri.  
 82 ▲ 4.5/7 F Beverly Hills, 90210  
 83 ▲ 4.4/8 F Haywire  
 84 4.0/7 N Hull High Spec.  
 85 3.3/6 F Against The Law

# EDITORIALS

*Committed to the First Amendment and the Fifth Estate*

## FIVE MORE YEARS

**T**his page missed a golden opportunity in 1974: to be on his bandwagon the first time around. Ours was a sin more of omission than commission, but it's one we won't repeat now. Here's to Jim Quello in 1991.

It was 17 years ago this month that the Michigan broadcaster faced the toughest confirmation hearing any FCC appointee had ever faced. It was by no means certain that he would survive that trial, and no one thought he would become one of the longest-sitting commissioners in the agency's history.

Not only has he outlived most of his detractors, he has outlived most of their detractions. Quello is widely respected not only for his independence but for his common sense. He has been the pivotal influence on scores of FCC issues over the years and almost singlehandedly rescued the spectrum that may yet make it possible for broadcasters to transmit HDTV.

Jim Quello makes no bones of his support for the "all-important, free, universal, over-the-air broadcast service," as he described it in an interview with the editors of *BROADCASTING* last week. Surely it's not too much to ask that one of the five on the FCC hold to such an unequivocal view of the American system of broadcasting.

## OUTSIDE LOOKING IN

**T**o prevent misconstruction or abuse of its powers" is how the Congress (the first Congress, at its first session in 1789) framed its purpose in introducing the first amendments to the Constitution, commonly called the Bill of Rights but something of a misnomer in the case of the Fifth Estate. This year marks the 200th anniversary of the adoption of those amendments. For print journalists, it is a time to celebrate 200 years of freedom unmatched anywhere in the world, safeguarded by a First Amendment that, among other things, says the government shall pass no law abridging the freedom of the press. For Fifth Estate journalists, still excluded from proprietorship of that right, it is a time to redouble their efforts to gain the full measure of that freedom.

The struggle has been a constant one for radio and television journalists, who have faced the kind of illogic that argues that because there were no microphones in 1789, press freedom for the Fifth Estate is not a right but a privilege—never fully conferred—and to be modified or withheld depending on the prevailing political winds. Although the "spectrum scarcity" myth has been exploded in the proliferation of media outlets, it remains a handy buzzphrase to stop debate on the real issue: the importance of extending a fundamental constitutional protection to the most pervasive, powerful and ubiquitous news medium in the country, and the world.

We agree with the late Supreme Court Justice Hugo Black, who believed that "there are 'absolutes' in our Bill of Rights, and that they were put there on purpose by men who knew

what words meant. The Fifth Estate press is "the press," and "no law" means no law. It is a misconstruction of the Constitution and an abuse of its powers to deny full freedom of the press to broadcast journalists. While that abuse continues, although there may be a 200th anniversary celebration, broadcasters will continue to be on the outside looking in.

## BOTH SIDES NOW

**T**he Federal Aviation Administration's proposed electromagnetic interference rules (see story, page 103) are apparently flawed in at least one important respect and perhaps more. For guidelines that are meant to be an accommodation between communications and aeronautical spectrum users, broadcasters appear to be getting the short end of the stick when it comes to input on the issue.

The NAB and others believe the computer model used by the FAA to predict interference patterns is too strict and untested. Whether or not that is the case, the most obvious problem with the new proposed guidelines, and one recognized by NAB and others, is their lack of adequate input from the other agency with a vested interest in the outcome, the FCC. Although the two regulatory bodies have not been strangers on the issue, the FCC in its own comments said that more coordinated effort is needed, and asked that: "no final rules be adopted pending interagency discussions, coordination and conclusion of a mutually satisfactory memorandum of understanding" between the two.

Given the guidelines' potential impact on the placement of new broadcast towers—some have suggested it could make their approval nearly impossible—the FCC's full participation in the process is crucial.



### NFL OFFICIALS WORKSHOP

- SEMINARS
- ① RULE CHANGES
- ② EVALUATIONS
- ③ TV GAME DAY MAKE-UP

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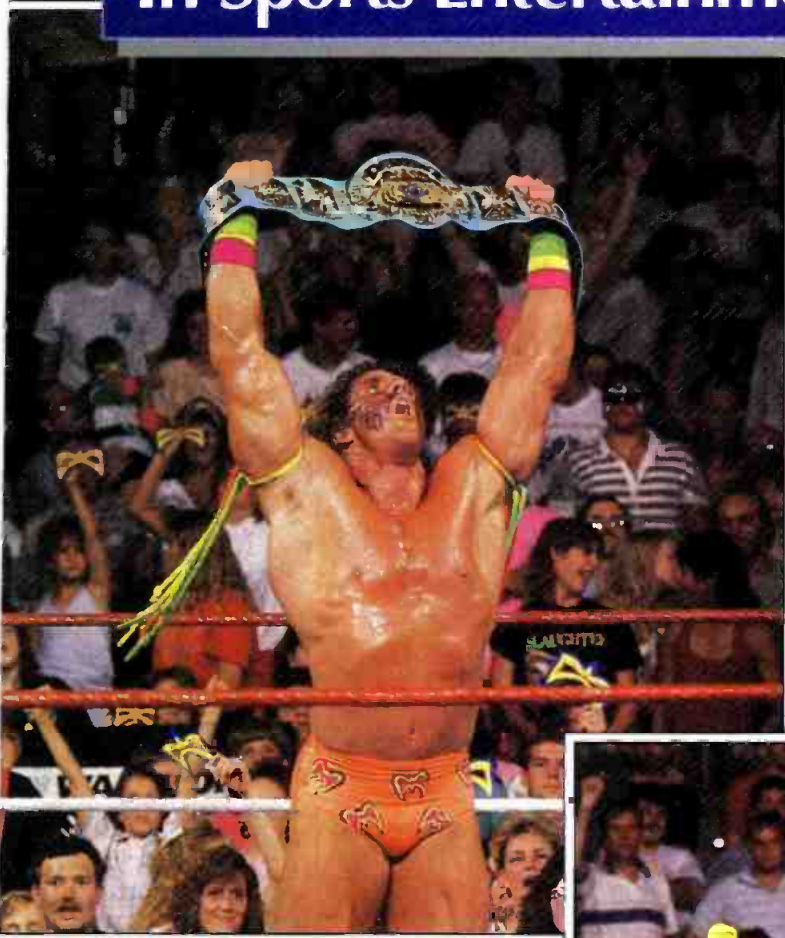
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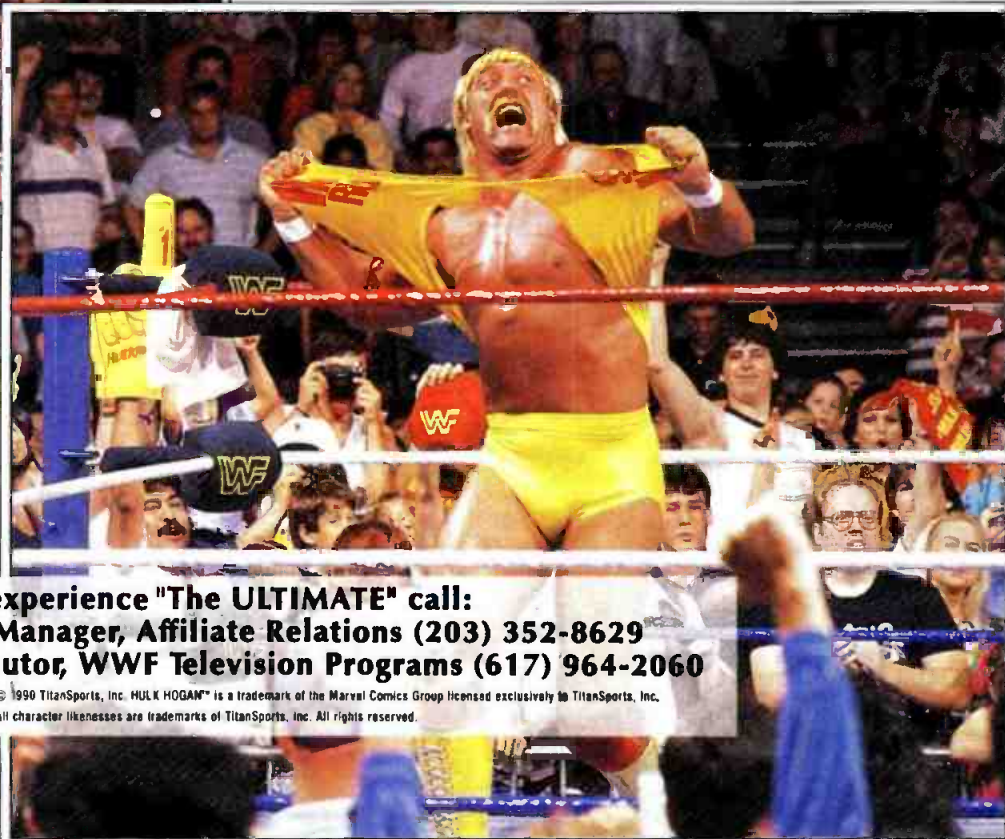
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