

# Broadcasting May 20

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## TELEVISION / 35

*Tartikoff says it's time to prune network programming bureaucracies*

## TOP OF THE WEEK / 27

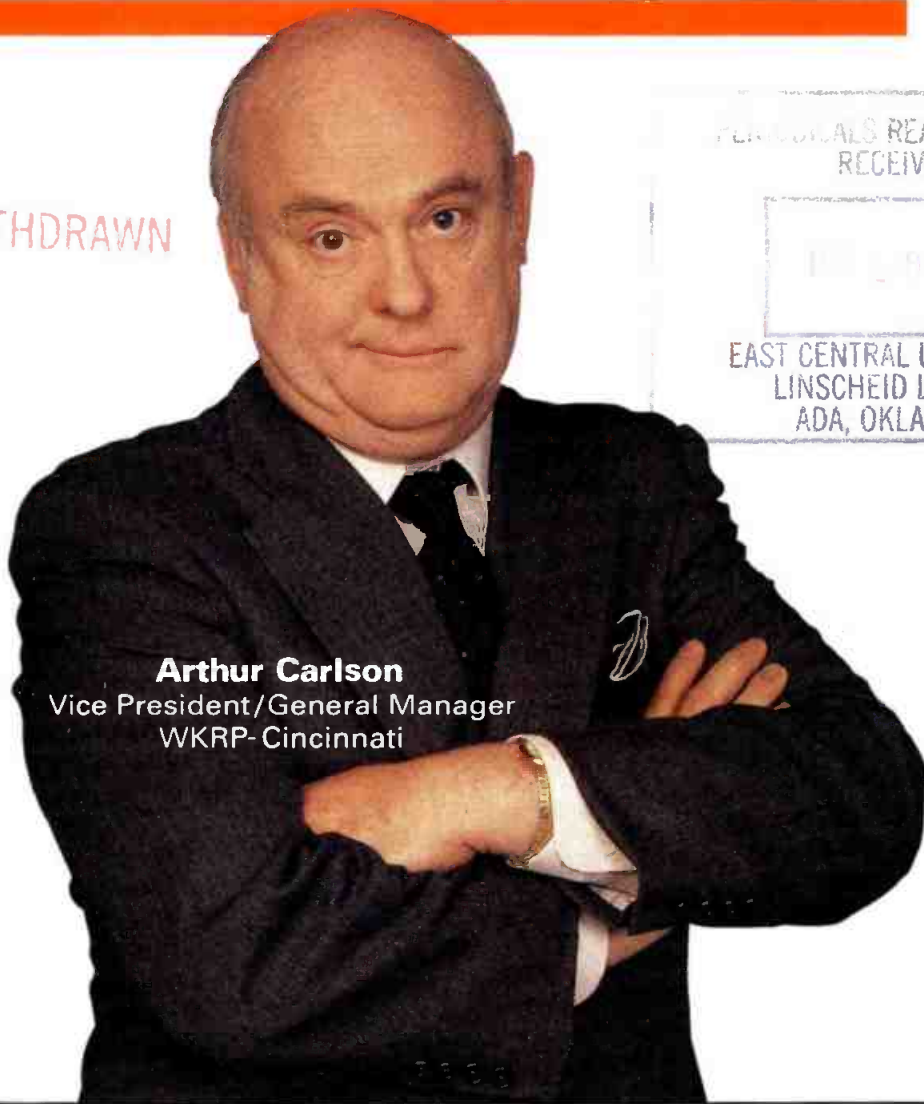
*Fall TV schedule takes shape ■ NBC affiliates in New York; network under scrutiny ■ FCC to try again on must carry*

## BUSINESS / 67

*TVB faces budget shortfall, membership decline*

# Man of the Year

WITHDRAWN



**Arthur Carlson**  
Vice President/General Manager  
WKRP-Cincinnati

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**SPECIAL REPORT**  
**Hispanic Radio**  
Part II: NAB convention  
equipment roundup

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# THIS WEEK

## 27 / FALL SPECULATION

Network observers speculate on which new shows will be added to the networks' fall lineups and which old programs will return as ABC, NBC, CBS and Fox prepare to unveil their fall schedules. Although decisions will be made almost up until the network programming announcements are made, each network has specific needs to address and development projects considered front-runners to make the schedule.

## 29 / NBC AFFILIATES MEET

NBC network executives and affiliates will meet in New York this week to discuss expanded late news and the effect on *The Tonight Show*, as well as prime time and daytime.

## 30 / MUST-CARRY REQUIREMENT

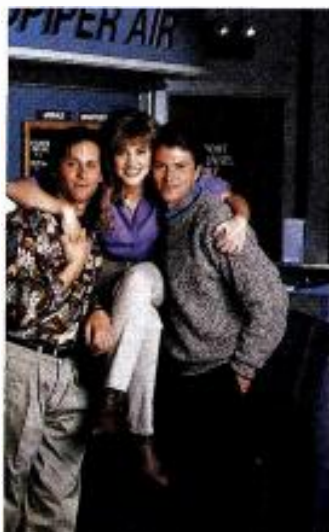
The Commerce Committee voted 16-3 for a cable reregulation bill that gives broadcasters a retransmission consent right. S. 12 also includes a must-carry requirement and would prevent cable operators from shifting broadcaster signals around. A quick vote on the Senate floor, however, is not anticipated.

## 31 / MUST CARRY AT FCC

The FCC is moving toward promulgating a must-carry requirement either as part of a new "effective competition" standard for



Network fall schedules examined (page 27)



cable rate regulation or as stand-alone rules. Commissioner James Quello thinks it is vital to the long-term health of broadcasting. However, FCC Chairman Alfred Sikes and the other commissioners are disinclined to complicate the standard and increase its legal vulnerability with the addition of must carry.

## 32 / BRITISH TV LICENSES

Forty applicants have delivered bids to win or retain one of 16 commercial UK television licenses now opened for auction.

## 33 / MAJOR FIRST AMENDMENT VICTORY ON INDECENCY: FCC'S 24-HOUR BAN OVERTHROWN

The U.S. Court of Appeals threw out the FCC's 24-hour ban on indecency and ordered the commission to carve out a "safe harbor"—a late night period

when broadcasters can air indecent programming with impunity.

## 34 / CHANGE OF PLACE

Gerald Levin, vice chairman of Time Warner Inc., has taken on additional duties as COO. Former NBC *Today* show anchor Deborah Norville will replace Sally Jessy Raphael as host of a nightly talk show on the ABC Radio Networks, and SMN has appointed David Kantor, previously with Cox Cable, as its president.

## 35 / TARTIKOFF ON THE NETWORKS

Brandon Tartikoff, set to assume the chairmanship at Paramount Studios, told a Hollywood Radio and Television Society gathering that risk-taking by the TV networks has been replaced by stunting. He added that the closeness of the prime time race "may have networks making bad

short-term decisions, because a struggling show on a given night may mean the difference between third place and first place."

## 36 / BROADER CORPORATE TIES

Nike Inc. has pledged \$5 million to a "television-based multimedia literacy project"—*Ghostwriter*—that will use "exciting, funky...fantastic" on-air graphics, a mystery format, a cast of six children and celebrity guest stars. According to the Children's Television Workshop, one of the show's funders, it is the largest single corporate grant to a children's educational TV project.

## 39 / HISPANIC CHALLENGES

Hispanic radio has become a \$210 million annual business in the U.S. and is growing at an annual rate exceeding that for general market radio. Spanish-language broadcasters have become increasingly sophisticated in their marketing, sales and programming efforts, producing an on-air product that is vital to the burgeoning U.S. Hispanic population.

Yet challenges still remain: ratings companies continually attempt to refine their methodology to improve measurement of the Hispanic audience; rep firms have to break through a prevailing cost-per-point mentality to convince advertisers to try Hispanic radio; advertisers have to deal with increasing

fragmentation in Spanish language formats, and networks need to program to a national population made up of many separate Hispanic cultural identities.

## 50 / PPV OUTLOOK

The Cable Television Administrative and Marketing Society's second PPV conference in Orlando, Fla., finds cable bullish on pay per view's future. One reason is three boxing bouts over the past two months that grossed well over \$100 million in revenue. Also, the advances in digital compression that can make 100-channel cable systems a reality in the near future could open a whole new world for PPV proponents.

## 54 / TLC FACELIFT

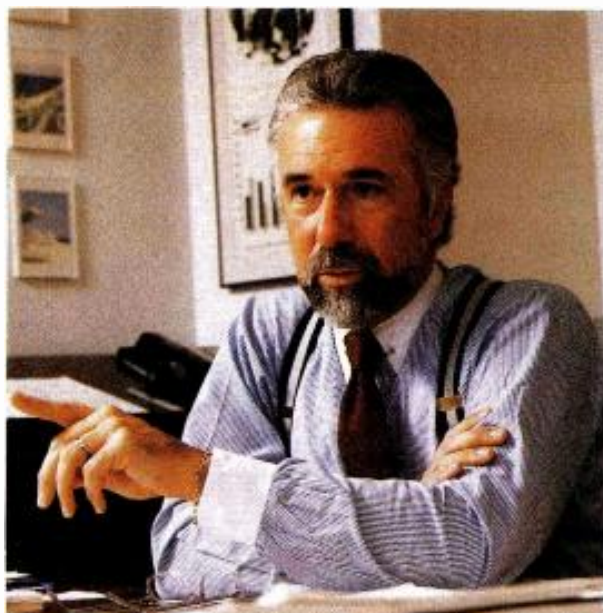
Viewers will begin to see some changes in the next couple of months on The Learning Channel. Among those instituted by TLC's new owner, The Discovery Channel, is an alliance with the National Education Association to create Teacher Television, a weekly two-to-three-hour how-to series for teachers that will have its pilot out next October.

## 55 / CONSUMER ATTITUDES TOWARD CABLE

A CTAM study on the attitudes and usage of cable and noncable subscribers finds 58% of all subscribers believe cable is a good value for the money and 87% have a continuing propensity to subscribe.

## 58 / BACK PAY

A Baton Rouge television station has settled a federal lawsuit with the U.S. Department of Labor that allows its on-air reporters to collect overtime pay.



TVB President Jim Joyella discusses status of organization (page 67)

## 61 / RADIO LICENSE DENIED

The FCC has released an order that unanimously affirmed the denial of license renewals for an AM-FM combination in Tempe, Ariz., finding that the company was unfit to be a licensee, due to misrepresentations it made to the FCC in connection with the stations' management and ownership in the mid-1970's.

## 63 / TECHNOLOGY REPORT: AFTER NAB

In this second of a two-part look at some of the products announced at the National Association of Broadcasters equipment exhibition last month, BROADCASTING reviews some of latest offerings in video recording and imaging.

## 67 / TOUGH TIMES AT TVB

Faced with a budget shortfall and declining membership, the Television Bureau of Advertising (TVB) is

under pressure to increase membership or cut services. A goal of 50 new station members has been set for the end of the year, and at a recent board meeting directors talked about ways to increase revenue, including a possible merger with another association.

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## 68 / FREQUENT VIEWER PROMOTION?

Contrary to published reports, CBS said last week that it has no immediate plans to launch a promotional effort modeled after the airlines' frequent flyer programs that would reward frequent viewers of CBS programming. CBS Senior Vice President George Schweitzer said the network has had preliminary discussions regarding such a promotion, but it is not planning any announcement for the fall

## 71 / POST-NEWSWEEK DROPS PETRY

Post-Newsweek changed reps last week for its four TV stations from Petry Television to Blair Television and TeleRep. Blair will rep the Detroit and Hartford, Conn., stations; Telerep takes over Miami and Jacksonville. The four stations are said to bill about \$100 million annually.

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television\** introduced in 1946. *Television\** acquired in 1961. *Cablecasting\** introduced in 1972. *Broadcasting/Cable* introduced in 1989. \*Reg. U.S. Patent Office. Copyright 1991 by Broadcasting Publications Inc.

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# CLOSED CIRCUIT

## WASHINGTON

### Together again

Former FCC Chairman Dennis Patrick, who has split time between private entrepreunering and Time Warner consultancy since leaving commission, has agreed to join Time Warner full time. He'll soon have new colleague: Lex Felker, who was head of Mass Media Bureau during Patrick administration and has since been affiliated with Wiley, Rein & Fielding law firm. Both will be engaged in new Time Warner venture, not yet public.

### No

NBC, Cablevision and Olympics Triplecast executives have received unequivocal 'no' from C-SPAN on possibility of PPV carriage of 1992 summer games. "I hereby advise you that C-SPAN has no (underlined) interest in discussing use of its transponders or local channel assignments for carriage of your PPV Olympics," wrote C-SPAN Chairman Amos Hostetter Jr., chairman of Continental Cablevision. "This position is unequivocal and independent of any inducements you might offer now or in the future." Letter

discusses "integrity of the C-SPAN services," and adds that "your persistence is disrespectful to C-SPAN and its viewers and is damaging to our reputation and good standing as a public affairs network."

## NEW YORK

### Different time next year?

NBC is considering moving next year's affiliate meeting up by a few months. NBC Network Television president, Pier Mapes, said that no decision has been made but that he is con-

## BROADCASTING TO JOIN REED/CAHNERS PUBLISHING GROUP

The Times Mirror Co. has reached an agreement to sell BROADCASTING magazine and its associated publications (including *The Broadcasting Yearbook* and *Broadcasting Abroad*) to the Cahners Publishing Co. division of Reed Publishing (USA). Cahners is a subsidiary of Reed International, one of the world's leading publishing and information companies. The purchase price was \$32 million, plus assumption of liabilities, which Times Mirror said would result in a loss of nine cents per share; it had paid \$75 million in acquiring BROADCASTING from Lawrence B. Taishoff in 1986.

Closing is expected in the next few weeks, contingent upon necessary regulatory approvals.

Cahners is the largest publisher of specialized business publications in the United States. Within its Consumer/Entertainment Division, to which BROADCASTING will report, are *Variety* and *Daily Variety*, often referred to as the "bibles" of show business. It is anticipated that the combination of BROADCASTING and *Variety* will form the nucleus of an international trade publishing group covering all entertainment and broadcasting media, including cable and direct broadcast satellites. *Variety* has long been known for its worldwide reach, and *Broadcasting Abroad* is spearheading that organization's enlarging ambitions around the world. BROADCASTING and *Variety* will operate independently, each reporting to John Beni, senior vice president of the Consumer/Entertainment Division.

Times Mirror Group Vice President Ed Johnson attributed the sale decision to a change in corporate strategy. BROADCASTING's acquisition had been intended as the first step in building a major trade magazine group, but "investment requirements and opportunities in our businesses prevented a major commitment of acquisition dollars to this field. BROADCASTING is an outstanding publication, and we are confident that it will continue to flourish under Cahners, which has an excellent reputation as a leading trade magazine publisher."

Robert Krakoff, president of Reed Publishing (USA), said

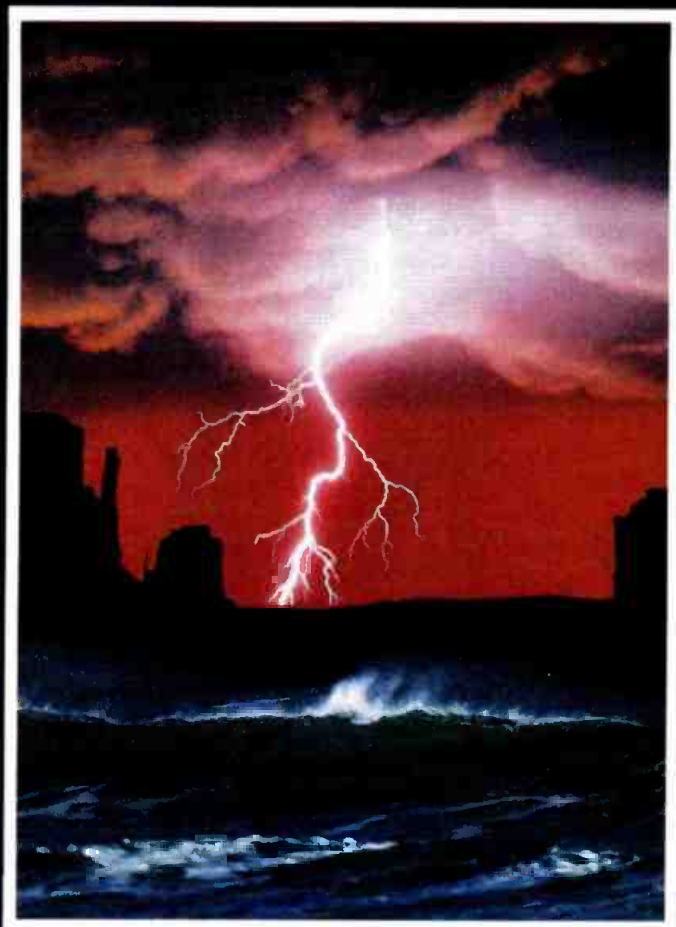
Cahners was attracted to BROADCASTING because: (1) Cahners was already in the market, although stronger in motion picture and derivative businesses than in radio, television and cable; (2) it has a strong international focus and can assist BROADCASTING's enterprises in that area; (3) its directory division is a good fit with *The Broadcasting Yearbook*, and (4) BROADCASTING's Washington base and expertise complement Cahners' entertainment strength in Hollywood and New York. "We are very proud and happy to have BROADCASTING join our group," he said. "It is a strategically attractive move for us to broaden our stance in the entertainment business, and we think there are opportunities to improve BROADCASTING that were not available in a single-publication group."

BROADCASTING will be a "very meaningful, first-tier publication in the Cahners group," Krakoff said. "It has one characteristic we like: It's a market leader."

Krakoff described that company's corporate style as "decentralized, allowing considerable management autonomy and editorial independence within strict strategic and financial controls." He said that when the transaction is completed, it is Cahners' intention to offer employment to the entire staff and all officers of BROADCASTING.

Reed Publishing (USA) Inc., through Cahners, is the largest publisher of business magazines and newspapers in the U.S. with 69 titles, including *Interior Design*, *Datamation*, *EDN*, *Restaurants & Institutions*, *Professional Builder and Remodeller* and *Publishers Weekly*, as well as 13 special interest consumer magazines, including *Modern Bride*, *American Baby* and *Sail*. Reed is also the leading producer of trade and consumer exhibitions, with 75 events in the U.S. and Canada and 264 events worldwide, and also publishes *The Martindale Hubbell Law Directory*, *Books in Print*, *Ulrich's International Directory of Periodicals* and *Literary Market Place* through its RR Bowker/Martindale-Hubbell division. Reed is a member of the Reed International P.L.C. Group. The shares of Reed International are listed on the London Stock Exchange.

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# THE GUY

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The board of directors of Pinelands Inc., parent company of WWOR-TV Secaucus, N.J. (New York), gathered at the station's studios for the company's first-ever shareholders meeting. Shown (l-r): communications attorney, Michael (Mickey) Gardner; MCA vice president, Robert Hadl; former WWOR-TV station manager, Jane Hartley; Pinelands president and chief operating officer, Michael

Alexander; chairman and chief executive officer, Lawrence Fraiberg; MCA executive vice president, Thomas Wertheimer; former LIN Broadcasting chairman and president, Donald Pels, and Mutual Benefit Life Insurance president and chief executive officer, Henry Kates. Fraiberg told shareholders at the meeting, "...we intend to grow Pinelands."

sidering advantages of having longer lead time to develop joint network/affiliate promotions. He may propose holding 1992 meeting sometime during first quarter.

### Two birds

NBC affiliates meeting this week will also serve as venue for adjunct meeting of TV station group heads. Under auspices of Television Affiliates Group (TAG), ad hoc sales and marketing group spearheaded by Anchor Media's Alan Henry, meeting will attempt to further interest stations in promoting value of network affiliation to advertisers. Similar meetings are currently planned for CBS and ABC meetings.

### Pay-per-aria

NBC and New York's Metropolitan Opera are teaming up for series of pay-per-view events beginning at end of year. Although deal is not yet finalized, announcement is expected early next month. One reason for arrangement is that NBC apparently wants to get its feet wet in pay per view before it does 1992 PPV Olympics. NBC/Met PPV programs, which could include concerts, operas and gala events, would not take away any product from Met's current broadcast deal with PBS.

### Testing waters

Television Bureau of Advertising is considering getting involved in political advertising issue. Association is facing hard times (see story, page 67) and at least one board member feels TVB could gain new supporters if it speaks out on issue of broadcasters having to

provide politicians with preemptible rates for nonpreemptible spots since National Association of Broadcasters appears willing to concede issue to Capitol Hill. TVB President Jim Joyella said that while association is not yet ready to make any statements on issue, it is planning to hold conference on political advertising in September.

### NEW JERSEY

#### One more time

Once-delayed closing on sale of WMTR(AM)-WDHA(FM) Morristown-Dover, N.J., from Drexel Hill Associates to Signal Communications has closed at substantially discounted price. Original price was \$12 million when deal was announced last November, but seller backed out. After several months of talks and threats of legal action, two parties sat back down and hammered out new deal for \$7.3 million. Signal Communications is headed by Larry Patrick, who is also president of Legend Communications (two AM's, three FM's). Price was discounted, according to observers, when there was some question as to accuracy of 1990 performance books.

### CHICAGO

#### Talk for Tribune

Look for word in next week or two that Tribune Entertainment will launch new late night strip with talk, comedy and musical elements for January 1992. Company officials were mum last week on who host will be, but reports circulating in industry were that it will be Sinbad, who is not returning to NBC's *A Different World* next year.

### LOS ANGELES

#### New business

Viacom Enterprises will sign-on with NATPE\*Net computer network to provide client stations with on-line programming information, Buz Buzogany, executive director of NATPE\*Net, told BROADCASTING. Companies using on-line E\*Mail messaging system now total 160, with 730 TV station subscribers to NATPE\*Net service (which includes BROADCASTING daily newswire). In other news, Buzogany has appointed Jack Serpa, national director of Entertainment Wire, division of Business Wire Inc., as sales manager based in New York. Nicole Wright has also been hired as client services rep.

### MINNEAPOLIS

#### Puck stops here

As of press time, Japanese gentleman scheduled to sit with Hubbard Broadcasting Chief Stanley S. Hubbard at Minnesota North Stars' Stanley Cup game with Pittsburgh Penguins Sunday night (May 19) is Hiroaki Shikanai, chairman and CEO for Fujisankei Communications Group. Head of largest private broadcast group (27 stations and 35 transportable uplinks) in Japan, Shikanai is scheduled to sign extension of expiring three-year contract today (May 20) to remain exclusive member there of Hubbard's Conus Satellite News Cooperative. With April 1 inauguration of its first full-time Intel-sat capacity over Pacific, Fuji is expected to significantly increase its use of U.S. news video.

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UP↑  
13%

Boston\*

UP↑  
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## CRIMETIME

AFTER PRIMETIME

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CBS Latenight



CBS

\*Source: NSI Household estimates before and after CRIMETIME  
Before: March 4 — March 29, 1991 (4 weeks) CRIMETIME: April 2 — April 26, 1991 (4 weeks)  
\*\*Source: NTV Viewer estimates last year and this year with CRIMETIME  
Last year: April 3 — April 29, 1990 (4 weeks) CRIMETIME: April 2 — April 28, 1991 (4 weeks)  
Subject to qualifications available on request.



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*Marsha Mason*



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*Chris Sarandon*  
*Michael Moriarty*



**FEDER**  
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*Sam Neill*



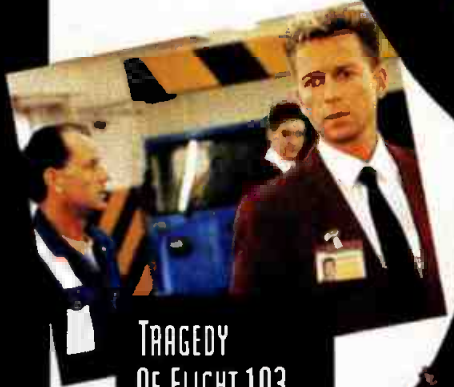
**THE JOSEPHINE  
BAKER STORY**  
*Lynn Whitfield*  
*Craig T. Nelson*



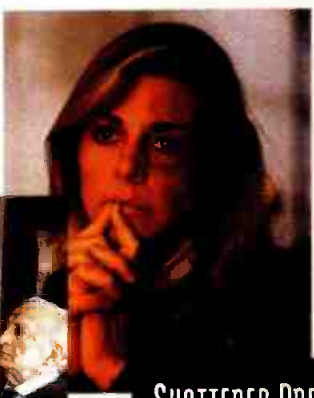
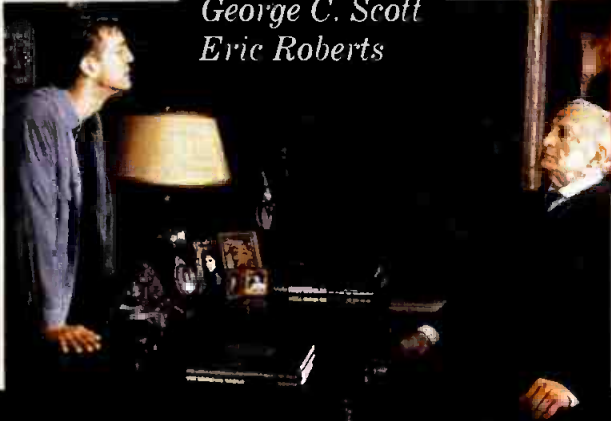
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# DATEBOOK

■ Indicates new listing or changed item.

## THIS WEEK

**May 19-21**—*Concert Music Broadcasters Association* annual meeting, hosted by KING-FM Seattle. Seattle Sheraton, Seattle. Information: Peter Newman, (206) 448-3672.

**May 19-21**—*Washington State Association of Broadcasters* annual conference. Cavanaugh's Inn at the Park, Spokane, Wash. Information: (206) 286-2056.

**May 19-25**—*National Association of Broadcasters* small group seminars on investment opportunities in Europe, London and Paris. Information: Charles Sherman, (202) 429-5361.

■ **May 20**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner, featuring investigative reporters. Copacabana, New York. Information: (212) 768-7050.

**May 20-21**—*Illinois Broadcasters Association* congressional visits. Washington. Information: (217) 753-2636.

**May 20-22**—Media Summit on significant

global business opportunities for media owners, advertising executives, international corporate presidents, bankers, investment analysts and program managers, organized by Johannesson & Associates S.A., Luxembourg. Waldorf Astoria, New York. Information: (352) 458473.

**May 21**—*Women in Cable* Cable Day. Sheraton O'Hare, Chicago.

**May 21**—*American League of Lobbyists* annual conference. Keynote address: Senator Al Gore. Participants include John Windhausen, Senate Subcommittee on Communications, and Gerry Salemm and Larry Irving, House Subcommittee on Telecommunications and Finance. Mayflower Hotel, Washington. Information: Patti Jo Baber, (703) 960-3011.

**May 21-22**—"Banks and S&L's: Requiem or Reform?" conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

**May 21-24**—*Cable Television Administration and Marketing Society* sales management master course. Boston. Information: (703) 549-4200.

**May 22**—*First Radio and Television News Direc-*

*tors Foundation* banquet, including presentation of RTNDA John F. Hogan Distinguished Service Awards to Senator Bob Packwood (R-Ore.) and Brian Lamb, C-SPAN chairman and chief executive officer. Mayflower Hotel, Washington. Information: (202) 659-6510.

**May 22**—Speech by television producer Joel Cohen, eighth in series, "Getting Into the Business," sponsored by *Center for New Television*. 912 South Wabash, Chicago. Information: (312) 427-5446.

**May 22**—"The Agony and the Ecstasy...Cable Programming in the 90's," speech by Sharon Patrick, president, Rainbow Programming Holdings, to *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York. Information: (212) 768-7050.

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

**May 23**—*Federal Communications Bar Association* monthly luncheon. Speaker: Peggy Charren, Action for Children's Television. Washington Marriott, Washington. Information: (202) 833-2684.

**May 23**—*USA Network* local ad sales workshop. Embassy Suites Hotel, East Syracuse,

## MAJOR MEETINGS

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

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

**June 7-11**—*American Advertising Federation* national advertising conference. Opryland, Nashville.

**June 8-11**—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 13-18**—17th International Television Symposium and Technical Exhibition. Montreux, Switzerland.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Jan. 7-10, 1992**—*Association of Independent Television Stations* annual convention. San Francisco.

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

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

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

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

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

**April 13-16, 1992**—*National Association of Broadcasters* 70th annual convention. Las Vegas Convention Center, Las Vegas. Future convention: Las Vegas, April 19-22, 1993.

**April 19-24, 1992**—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

**April 22-25, 1992**—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York. Future convention: April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.

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

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

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

# INTERFACE V

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# JUNE V

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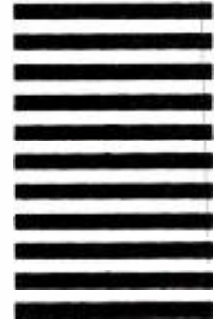
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N.Y. Information: Tracey Muhfeld, (212) 408-9170.

**May 23**—"Turning Up the Volume on International Radio," symposium sponsored by *Center for Strategic & International Studies International Communications Studies* program. Speakers: John Tusa, director, BBC World Service; Gene Pell, RFE/RL, and Bob Coonrod, VOA. CSIS, 1800 K Street, N.W., Washington. Information: (202) 775-3263.

**May 23-24**—*Kentucky Broadcasters Association* spring convention. Keynote speaker: Senator Wendell Ford of Kentucky. Landmark Inn. Pikeville.

## ALSO IN MAY

**May 28-31**—*Public Telecommunications Financial Management Association* conference. St. Louis. Information: Kathleen McDermott, (803) 799-5517.

**May 29**—"Global Distribution Opportunities for Domestic Programming—Expanding Your Market." speech by Robert Friedman, president, Playboy Entertainment Group, to *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York. Information: (212) 768-7050.

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

**May 30-31**—"Sound and Images," conference on music and sound in films on the visual arts, sponsored by *Program for Art on Film and the University of Southern California School of Cinema-Television*. UCLA, Los Angeles. Information: Peter Naumann, (212) 988-4876.

**May 31**—Deadline for Crystal Radio Awards, sponsored by *National Association of Broadcasters*, for contributions to community service in local programming, interaction with community, public service initiatives and local leadership. Information: William Peak, (202) 429-5422.

**May 31**—Deadline for entries in "Life in America" television awards, sponsored by *Bonneville International Corp.* and *National Association of Broadcasters*, "saluting exceptional achievements in adult values-oriented television programs." Information: NAB, (202) 429-5425.

## JUNE

**June 1**—*Country Radio Broadcasters* air personality workshop. Quality Inn Downtown, Atlanta. Information: (615) 327-4487.

**June 1-4**—International Summer Consumer Electronics Show, sponsored by *Electronic Industries Association*. McCormick Place, Chicago. Information: (202) 457-4900.

**June 2-5**—*Women in Cable* national cable management conference. Speakers include Glenn Jones, chairman-CEO, Jones Intercable, and Geraldine Laybourne, president, Nickelodeon/Nick-at-Nite. Sheraton Denver Tech Center, Denver. Information: Shirley Moses, (904) 932-2800.

**June 2-6**—*Radio Advertising Bureau* graduate management program. Wharton School, Philadelphia. Information: (212) 254-4800.

**June 2-7**—"Teaching Fellowship," seminar for full-time college teachers of broadcast journalism, sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

## ERRATA

**State funding constitutes 15% of annual budget for noncommercial WKNO-TV Memphis**, not one-third, as reported in May 6 story on troubles of public stations.

**Viacom's KXEZ(FM) Los Angeles was left off top 20 radio group chart** in May 13 issue. Station's fall 1990 metro cume was 697,600, placing Viacom at number 8 on list with 5,279,400 cume and Gannett and Malrite at nine and 10, respectively.

To clarify May 13 "Closed Circuit," **Rainbow Advertising Sales Co.** sells ad time for regional SportsChannel networks only. **Group W Sports Marketing** sells time for Prime Network affiliates only.

**June 2-8**—*Banff Television Festival*. Banff, Alberta, Canada. Information: (403) 762-3060.

**June 2-14**—Summer faculty workshop in communications policy, sponsored by *Annenberg Washington Program*. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

**June 3**—Radio Advertising Forum, "Hitting the Mark with Creative Radio," sponsored by *Association of National Advertisers* and *Radio Advertising Bureau*. Waldorf-Astoria, New York. Information: (212) 697-5950.

**June 3-6**—Fifth international broadcast news workshop, hosted by *North American National Broadcasters Association*. Harbour Castle Westin Hotel, Toronto. Information: (613) 738-6553.

**June 4**—*Society of Professional Journalists, Washington chapter*, annual Dateline Awards dinner. National Press Club, Washington. Information: Julie Asher, (202) 541-3266.

**June 4-11**—TV comedy writing workshop, sponsored by *Institute for Television and Film Writing*. College Park, Md. Information: (301) 405-6263.

**June 5**—Broadcasting/Cable Interface V, telecommunications policy seminar sponsored by *BROADCASTING magazine* and *Federal Communications Bar Association*. ANA Hotel, operated by Westin Hotels and Resorts, Washington. Information: Patricia Vance, (202) 659-2340.

**June 5**—*Illinois Broadcasters Association/Wisconsin Broadcasters Association* joint TV sales conference. Clocktower Inn, Rockford, Ill. Information: (217) 753-2636.

**June 5**—"The Path to Parity: A Look Back at the 1990-91 Prime Time Season—and Forward to Next Season," speech by David Poltrack, senior vice president, planning and research, CBS/Broadcast Group, to drop-in luncheon sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York. Information: (212) 768-7050.

**June 7**—*USA Network* local ad sales seminar. Hyatt Regency at the State Capitol, Indianapolis. Information: (212) 408-9161.

**June 7-8**—*Wyoming Association of Broadcasters* annual convention. Holiday Inn, Casper, Wyo.

**June 7-9**—Tenth annual *Northern California Ra-*

*dio-Television News Directors Association* convention and awards ceremony, co-hosted by *region two of the National Radio-Television News Directors Association*. Doubletree at Fisherman's Wharf, Monterey, Calif. Information: (415) 561-8760.

**June 7-11**—*American Advertising Federation* national advertising conference, including presentation of National ADDY Awards. Theme: "Hit the High Notes." Opryland Hotel, Nashville. Information: (202) 898-0089.

**June 8**—*National Academy of Television Arts* Cleveland chapter Emmy Awards presentation. Stouffer Tower City Plaza, Cleveland. Information: Janice Giering, (216) 621-5925.

**June 8**—*National Academy of Television Arts and Sciences Washington chapter* Emmy Awards presentation. Sheraton Washington, Washington. Information: (202) 364-0383.

**June 8-10**—Showbiz Expo West, production industry exhibition for feature film, broadcast TV, cable, advertising and corporate video. Los Angeles Convention Center, Los Angeles. Information: (213) 668-1811.

**June 7-11**—*American Advertising Federation* national advertising conference. Opryland, Nashville. Information: (202) 898-0089.

**June 8-11**—1991 *Public Broadcasting Service* meeting. Walt Disney World Dolphin, Orlando, Fla. Information: (703) 739-5000.

**June 9-11**—*New Jersey Broadcasters Association* annual convention. Sands Hotel, Atlantic City, N.J.

**June 9-12**—*Radio-Television News Directors Association/University of Missouri School of Journalism* management seminar for news directors. Participants include William Bolster, president, Multimedia Broadcasting, and Neil Derrough, president, KNSD-TV, University of Missouri, Columbia, Mo. Information: (314) 882-4201.

**June 9-12**—*Canadian Cable Television Association* 34th annual convention and "cablexpo." Ottawa Congress Center, Ottawa, Ontario. Information: Christiane Thompson, (613) 232-2631.

**June 12-15**—*NBC* marketing conference. Marriott Inner Harbor, Baltimore.

**June 13-14**—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 626-4853.

**June 13-15**—*Radio-Television News Directors Association Canada* annual convention. Montreal. Information: George Clark, (519) 686-8841.

**June 13-16**—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo. Information: (314) 636-6692.

**June 13-18**—17th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: 41-21-963 32 20/963 12 12.

**June 14**—Presentation ceremonies of *The New York Festivals*. New York Hilton, New York. Information: (914) 238-4481.

**June 9-14**—International Symposium on the Media, Protest and Political Violence. Jerusalem. Information: (972) 2) 667402.

**June 9-15**—*National Association of Broadcasters* executive management development seminar, "mini-MBA" program taught by professors in Notre Dame's College of Business Administration. University of Notre Dame, South Bend, Ind. Information: (202) 429-5402.

**June 11**—*Broadcast Capital Fund* second annual awards scholarship dinner. Mayflower Hotel, Washington. Information: (202) 429-5350.

# Every station he represents

**NEW YORK**  
WCBS-TV 4:00 PM  
77% of Matlock's households stay tuned for local news, versus Geraldo's 35% in November 1990.

**CHARLESTON**  
WCSC-TV 4:00 PM  
Matlock is #2 in households and all adult demos airing against The Oprah Winfrey Show and Golden Girls.

**SYRACUSE**  
WTVH 4:00 PM  
Airing against The Oprah Winfrey Show, Matlock is #1 in its time period among men 25-54, #2 among women 25-54.

**PORTLAND-POLAND SPRING**  
WGME-TV 4:00 PM  
Matlock is the second highest ranked syndicated hour in the market among women 18-49 and women 25-54, beaten only by The Oprah Winfrey Show.

**CHARLOTTE**  
WCNC-TV 4:00 PM  
Replaced November 1990's Head of the Class and Growing Pains, more than doubling women 18-49 and women 25-54 shares.

**WACO-TEMPLE**  
KWTX-TV 3:00 PM  
Replaced Growing Pains and Night Court, doubling women 18-49 and women 25-54 shares.

**HARTFORD-NEW HAVEN**  
WVIT 4:00 PM  
Matlock grew 90%, from a 2.7 household rating in week one to a 5.1 in week eleven.

# can make a case for Matlock.

## DETROIT

WXYZ-TV 12:00 MIDNIGHT  
Matlock more than doubled the November 1990 women 18-49 time period share.

## AMARILLO

KFDA-TV 4:00 PM  
Improved the women 18-49 share by 30% over November 1990's Trump Card and People's Court.

## JACKSONVILLE

WJKS-TV 5:00 PM  
Increases all women and men demo shares over Hunter lead-in.

## FLINT-SAGINAW-BAY CITY

WNEM-TV 4:00 PM  
Replaced November 1990's Perfect Strangers and Head of the Class, increasing household and men and women demo shares.

## WILKES BARRE-SCRANTON

WBRE-TV 4:00 PM  
Matlock increased over the lead-in household share by 50%.

## BOISE

KIVI 4:00 PM  
Increases household share nearly 30% over General Hospital lead-in.

## AUSTIN

KBVO-TV 11:00 AM  
Increases women 25-54 share by 80% over Mama's Family lead-in.



Since its January syndication premiere in 14 markets, Matlock has proven it has the power to strengthen stations and time periods... everywhere it airs.

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Founder and Editor  
Sol Talshoff (1904-1982)

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Lawrence B. Talshoff, publisher.

## Editorial

Donald V. West, editor.

Mark K. Miller, managing editor.  
Harry A. Jessell, senior editor.  
Kira Greene, John S. Eggerton,  
assistant managing editors.  
Susan J. Dillon, associate editor.

## Washington

Matt Stump, Kim McAvoy, A. Adam Glenn (international),  
associate editors.

Randall M. Sukow (technology), Peter D. Lambert,  
assistant editors.

Patrick J. Sheridan, Janet Sullivan, John Gallagher,  
staff writers.

Marsha L. Bell, editorial assistant.

David R. Borucki, art director.

Todd F. Bowie, editorial production supervisor.  
Denise P. Smith, production.

## New York

630 Third Ave., 10017; 212-599-2830; Fax: 212-599-2837

Geoff Folsie, chief correspondent.

Stephen McClellan, chief correspondent (programming).  
Lucia Cobo, radio editor (East Coast).

Rich Brown, Joe Flint, Sharon D. Moshavi, staff writers.

## Hollywood

1680 N. Vine St., 90028; 213-463-3148; Fax: 213-463-3159

Steve Coe, assistant editor.

Mike Freeman, staff writer.

Reed E. Butzel, radio editor (West Coast), 408-625-3076.

## Business

Kenneth W. Talshoff, general manager.

Phillippe E. Boucher, controller.

John M. Arena, assistant controller.

Tracy Henry, systems manager.

Albert Anderson, office manager.

Poll F. Noyes, personnel administrator.

Rhonda Moore, accounting assistant.

## Advertising

### Washington

Robert (Skip) Teah, VP, advertising sales.

Doris Kelly, sales service manager.

Mitzi Miller, classified advertising manager.

### New York

212-599-2830

Joseph E. Ondrick, East Coast regional sales manager.

Randi B. Teitelbaum, sales manager.

Sandy Bacchus, advertising assistant.

Lewis Edge & Associates (Southern regional and  
East Coast equipment): 609-683-7900; Fax: 609-497-0412.

Dave Berlyn & Associates: 914-631-6468.

Lindstrom Windsor & Associates: 914-234-7660;  
Fax: 914-234-7446

### Hollywood

213-463-3148

John R. Russell, West Coast regional sales manager.

Sandra Kleusner, editorial-advertising assistant.

Schiff & Associates (Western equipment  
and engineering): 213-393-9285; Fax: 213-393-2381.

## Circulation

Kwentin K. Keenan, circulation manager.

Patricia Waldron, data entry manager.

Aretha L. Williams, Maureen Sharp, Thomas Simms,  
Wayne Byers, circulation assistants.

## Production

Harry Stevens, production manager.

David N. Whitcombe, publishing consultant.

## Corporate Relations

Patricia A. Vance, director.

Catherine F. Friday, secretary to the publisher.

## The Broadcasting Yearbook

David Seyler, manager.

Francesca Tedesco, assistant manager.

Joseph A. Esser, associate editor.

Amy Thewes, Angela Callahan, Melinda Crossley,  
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## Advertising Representative

Japan (06) 925-4452; Fax: (06) 925-5005.

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Phillippe E. Boucher, vice president.

# OPEN MIKE

## NO WONDER

EDITOR: The trade magazines talk about the small share of the advertising budget that is spent on radio advertising. It's no wonder the credibility of radio is tarnished each day, in the public's mind, when stations pull fake nuclear attacks, let "sewer mouth" people behind their microphones and play "shock" radio. Maybe it's time the FCC pulled a station license instead of giving just a slap on the hand.—*John A. Goeman, owner, KJAM-AM-FM Madison, S.D.*

## LET THEM IN

EDITOR: Bravo to Gary Christensen for his stand on reciprocal relaxation of foreign ownership rules for broadcasting stations ("Monday Memo," April 22). We have been pushing it for three years.

Virtually every day, our offices in the U.S. and UK hear from foreign investors anxious to participate in U.S. broadcasting deals. This new source of capital would keep our industry vibrant and growing.

Reciprocal opportunities overseas create new situations for U.S. broadcasters to experience substantial growth over the coming decade.

These are two of the reasons we have instigated the formation of Imagine, the International Media Alliance for Global Investment Exchange.

Broadcasters interested in participating can contact us.—*Peter S. Stromquist, president/managing partner (U.S.), Montreux Companies (U.S.), 328 East Main Street, Barrington, Ill. 60010*

## CITIZENSHIP CONT.

EDITOR: Letters from two BROADCASTING readers in the April 15 issue commented on my April 1 complaint about citizenship, TBS/CNN style. The letter from one David Honig, supports CNN's wartime neutrality. And Harold Hallikainen, glad that "CNN showed me all sides of the war," asked, "Since we control the government, how are we going to tell them what to do if we don't really know what's going on?"

To Mr. Hallikainen, I would say this: We give our government extraordinary power, including the power to make war. And we control it by passing judgment on its performance on election days. As a practical matter, that control does not extend to the issuance of min-

ute-by-minute instructions to the government by citizens watching CNN.

Mr. Honig assumed that I want WTBS(TV) Atlanta to lose its license because I "did not like CNN's war coverage." Wrong assumption. I am not raising a First Amendment issue. I have in mind the part of the Constitution that obligates, perhaps in exchange for all those protections. I thought I would cite it and the Taylor Act in my informal objection of the renewal of WTBS's license, which expires next April 1.

I plan to tell the FCC that, while the United States was at war with Iraq, Turner/CNN declared and conducted itself as a neutral, even with the enemy, an apparent violation of the Taylor Act, which forbids citizens from conducting their own foreign policy. And that, evidently running afoul of the only crime codified in the Constitution, Turner/CNN:

- Broadcast the fall-of-shot on American troops, knowing it was being seen live in Baghdad.

- Replaced the enemy's broadcast facilities, a legitimate target that was destroyed early in the war, with a first rate facility, immune from attack.

- Broadcast two live, one-hour "interviews" with a representative of the enemy government (the toughest question was a request to "Call me Larry, Mr. Ambassador").

The FCC pulled RKO General's \$400 million license for WNAC(TV) Boston, because the licensee had shown a lack of candor toward the commission. The FCC might find equally as serious the wartime conduct of a broadcast licensee that violated the Taylor Act and Article III, Section 3, of the Constitution, which declares: "Treason against the United States shall consist only in levying war against them or in adhering to their enemies, giving them aid and comfort."

Mr. Honig also wondered if I would "have jumped at the chance to be a war correspondent based in Baghdad." The answer is no. During wartime, I would only be interested in seeing an enemy capital from the air. And I think that means that I have more in common with Edward R. Murrow than does anyone at Turner/CNN.—*Joseph McCusker, New York.*

## THUMBS DOWN

EDITOR: The opinions expressed in this letter are mine and are not intended to

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# If you didn't read **Broadcasting** May 13, you missed our exclusive ranking of the "Top 20 Radio Station Groups in the U.S."

reflect those of my employers.

I am writing to add my voice to that of Harold Hallikainen's letter that you published in your April 15 issue. I too was disturbed by the one-sided view of the war given in the American media.

I was equally disturbed by the praise heaped on our press corps by the National Association of Broadcasters at its last convention. In my view, our press, for the most part, retailed the sanitized reports and propaganda provided wholesale by our government, and acted as cheerleaders for a war that, but for the insistence of President Bush and his administration, need never have happened.—*Thomas M. Padwa, assistant director of engineering, radio division, Capital Cities/ABC Inc., New York.*

## 'SUPERSTATION' PROBLEMS

EDITOR: The intent of Dan Rau's May 6 "Monday Memo" is ideal, but there are ramifications which have to be considered in attempts to create Dan's superstation local networks.

Someone on staff is going to be kept busy scheduling and performing EBS tests weekly for two, three or five stations. Then, home studio is the central remote control point for a variety of distant transmitter sites. Picture one central point with two, three or five STL and RPU systems. I picture an RF nightmare and Dan didn't even talk about engineering logistics or manpower. Will there be one program source per station? One console? Perhaps, if the same program is fed to all the satellites. Not likely.

Then there are the business-related entanglements relating to station favoritisms, accounts, priorities—the list goes on. Are expenses shared by revenue earned, ERP, station market size?

As stated earlier, the intent is fine, but the question I pose to Dan Rau (whom I have known over a decade) is, what is your Plan B?—*Jesse Maxenchs, international sales manager, Western Hemisphere, AKG Acoustics, San Leandro, Calif.*

## FURTHER ON THE FIRST AMENDMENT

EDITOR: Somehow I missed the March 25 response by Sydney W. Head to my March 4 letter. And while I'm sure you don't view "Open Mike" as a forum for personal debate, there are a few things in his letter that deserve a response.

First and foremost, of course, is the fact that he completely misses the point, which is that the First Amendment is much too important to be sacrificed for the sake of the press corps. If Mr. Head

thinks an angry public won't insist on severe constraints on the media (and a pandering Congress won't respond), he hasn't been reading your magazine very closely the past five (or 50) years.

Recounting what the media was doing during the war, as FCC Commissioner Quello did, may raise a blister on Mr. Head's myopic sensibilities, but it won't change the fact that they did it. Now they (and Mr. Head) want us to accept the notion that, war or no war, they have every right to do whatever they damn well feel like doing. Using the same kind of sophomoric analogies employed by Mr. Head, one might argue, I suppose, that the First Amendment makes it all right to scream "fire" in a crowded theater, so long as you work for Channel 5.

Second, no one suggested the press should become a "propaganda tool" for the military. I am suggesting, however, that the First Amendment does *not* confer either the responsibility, or the right, on the American media, to become a propaganda tool for the nation with which we are at war. (Note the "we." It is used here as a first person, plural pronoun, in the nominative case, intended to represent all American citizens, even those who work for the media.)

Third, Mr. Head's suggestion that responsibility and freedom have nothing to do with one another is so historically vacuous and intellectually inane as to beg argument. What I'd really like to know is where was Mr. Head when Congress was running roughshod over the First Amendment with the so-called fairness doctrine. Some of us have been in this fight for years. We could have used his venom, if not his insight.—*Joe Meier, author, "Fairness vs. Freedom," St. George, Utah.*

## QUESTION MOTIVE

EDITOR: The April 1 "In Brief" article and your editorial on press coverage of executions raised several interesting questions. If television were interested in presenting the horror of an execution, could not an artist witness the execution (with or without the state supplied clay tablet and stylus), then draw the scene from memory? Or, are we after the scream, making the program more salable?

From another perspective, if we are doing something where we feel we must look away during its performance, perhaps it deserves a closer look. Are we not proud of our efforts at rehabilitation of criminals? If not, let's change it to something we can be proud of.—*Harold Hallikainen, Hallikainen & Friends, San Luis Obispo, Calif.*

# MONDAY MEMO

*A spectrum auction commentary from Janice Obuchowski, administrator,  
National Telecommunications and Information Administration, Washington*

The April 29 "Monday Memo" was a commentary by Wayne Schelle of American Personal Communications and Martin Cohen of the Washington Post Co. opposing competitive bidding for radio spectrum.

That Mr. Schelle and an officer of the Washington Post Co. should rally to the defense of the status quo should come as no surprise to anyone familiar with their past involvement with the radio licensing game. According to *The Wall Street Journal*, Mr. Schelle and the Washington Post Co. were partners in the Washington-Baltimore area's first cellular telephone network in 1983. The following year Schelle sold his 40% interest for \$52.5 million, and the Post Co. realized a \$200 million gain in 1987 by selling all its cellular interests in Washington, Baltimore and other cities. Writing in *Newsweek* (a Post Co.-owned publication), columnist Robert Samuelson observed that the Post Co. nearly tripled its investment when it sold its cellular properties, making a profit that exceeds the pre-tax profit of *Newsweek* for the last seven years.

Now that the FCC is thinking about giving away more free spectrum, they want to make sure they can get back into the game. According to Congressional testimony by Mr. Schelle, he and the Post Co. have staked out a future in the vast new "next generation cellular" service known as personal communications. But how long they intend to stay in it is a secret.

However sincere their motives may be for opposing competitive bidding for spectrum, they are missing the point. The issue is not whether spectrum auctions should occur—they already do—but who should conduct them.

Of the rural cellular permits that the FCC issued in 1989, for example, 44% were sold by November of the following year. That percentage will undoubtedly increase as the remaining lottery winners approach the FCC's 18-month deadline for construction. Without a doubt most of those sales went to the highest bidders. In the vast majority of cases, the companies that will actually own and operate cellular systems over the long term must purchase them at market-clearing prices from someone else—usually a lucky lottery winner.

The motive for the sales is obvious: a desire for profit. The FCC provided us



with a list of the 79 rural cellular permits that had been sold by November of 1990. Of the 54 whose acquisition prices were reported in the trade press, the average was \$1.1 million and the median sale price was \$8.85 million. These numbers are, of course, trivial compared with the

prices that Mr. Schelle, the Washington Post Co. and others have obtained for urban cellular licenses, but even the rural winners need not feel slighted. An example shows why:

On Dec. 20, 1989, the FCC conducted a lottery for the Cape Cod rural cellular license. Nine hundred and twenty

five parties had applied. In physical terms, every FCC lottery is conducted exactly like Lotto America, and the event is preserved for posterity on videotape.

The winner for Cape Cod was a partnership group calling itself the Rural Area Cellular Development Group (RACDG). But RACDG didn't develop anything. Seventy-three days after obtaining its construction permit from the FCC, it filed an application to transfer its permit to Southwestern Bell Mobile Systems. The FCC quickly granted its permission and the transfer was consummated.

According to *Cellular Investor Newsletter*, the selling price of the Cape Cod construction permit was approximately \$40 million. The sale involved no tangible assets of any kind, nothing, that is, but the right to use a certain band of very scarce and valuable radio spectrum—an asset

that had belonged to the government, but which it gave away for nothing.

Messrs. Schelle and Cohen oppose the lottery process and recommend that we revert to comparative hearings instead of moving forward to competitive bidding. Yet comparative hearings offer no guarantee that spectrum licenses will go to the most qualified applicant. The FCC has already tried comparative hearings with high qualifications barriers and strict financial hurdles in its first rounds of cellular grants. The result: well-heeled applicants turned to the same consulting engineers and the same law firms to turn in very similar applications. The FCC went through a painstaking, hair-splitting exercise to determine the "best" applicants, only to see hearing winners such as Mr. Schelle and the Post Co. turn their licenses over in the free market.

There are some who would reimpose anti-trafficking rules to require that those who receive licenses from the FCC will remain in the business for at least a seemingly waiting period. But the usual effect of such rules is to deprive the public of needed service, while the original licensees offer barely enough construction to satisfy the FCC.

The fact is, the marketplace tends to do a much better job of picking competent system operators than do government bureaucrats. Lotteries, comparative hearings and anti-trafficking rules get in the way of natural market processes that eventually push spectrum into the hands of the competent and those with the skills and knowledge to make proper use of it.

Having said all that, we need not rigidly apply competitive bidding to all classes of spectrum use, any more than a fundamental commitment to market processes in real estate compels us to auction off parks and wildlife refuges.

But on one issue there is no room for reasonable debate: whether or not auction should occur. Spectrum auctions are a reality; they exist now. The only question is who will benefit from them: the taxpaying public or instant millionaires? ■

*"The marketplace tends to do a much better job of picking competent system operators than do government bureaucrats."*

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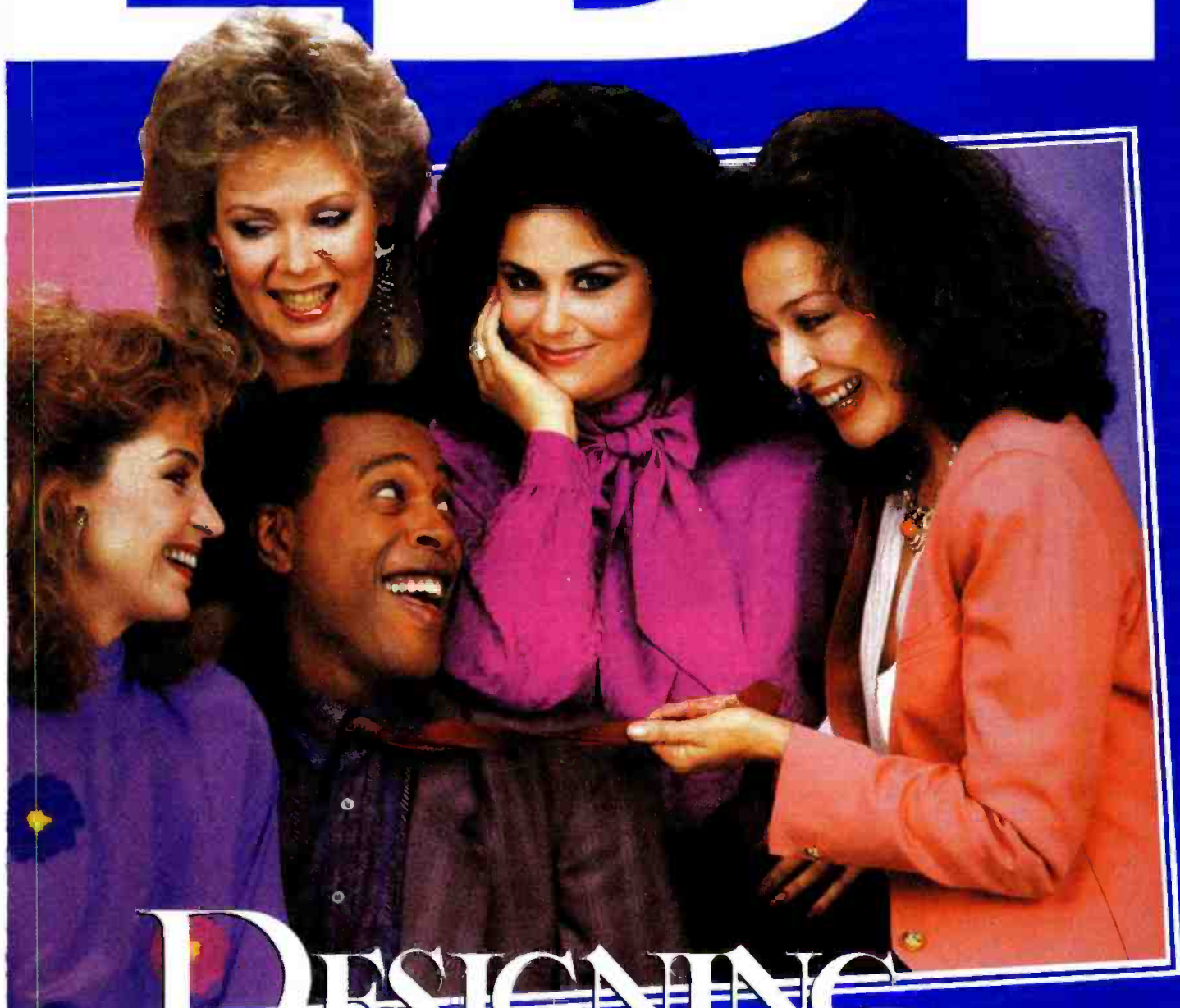
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<b>Los Angeles</b>	–	<b>KTLA</b>	<b>(IND)</b>
<b>Philadelphia</b>	–	<b>KYW</b>	<b>(NBC)</b>
<b>Boston</b>	–	<b>WBZ</b>	<b>(NBC)</b>
<b>San Francisco</b>	–	<b>KPIX</b>	<b>(CBS)</b>
<b>Atlanta</b>	–	<b>WGNX</b>	<b>(IND)</b>
<b>Pittsburgh</b>	–	<b>WTAE</b>	<b>(ABC)</b>
<b>Baltimore</b>	–	<b>WBAL</b>	<b>(CBS)</b>
<b>Denver</b>	–	<b>KWGN</b>	<b>(IND)</b>
<b>Milwaukee</b>	–	<b>WISN</b>	<b>(ABC)</b>
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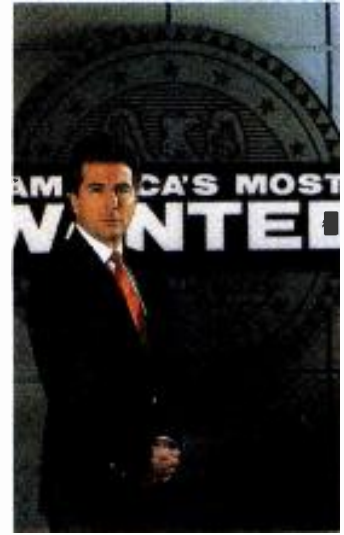
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# TOP OF THE WEEK



o r: ABC's 'Who's the Boss?' will return but could be in later time slot; CBS's 'Murphy Brown' will likely remain in current position; NBC's 'Wings' is expected to return in coveted 9:30-10 time period; Fox's 'America's Most Wanted' is considered its sole Friday night returnee

## LINING UP THE PRIME TIME PROSPECTS

Network watchers speculate on which new programs will be added, which old shows will return as ABC, CBS, NBC and Fox prepare to unveil fall schedules

**W**ith the networks expected to begin announcing their fall schedules today (May 20), starting with NBC, network executives are scrambling to come to some last-minute decisions on whether to schedule some development projects or renew series for the 1991-92 schedule. Although decisions will be made almost until the announcements are made, each network has specific needs that will be addressed and development projects considered front-runners.

■ According to Ted Harbert, prime time executive vice president, NBC Entertainment, in a recent interview with BROADCASTING, two of ABC's chief needs for the fall are 10 p.m. shows for Tuesday and Wednesday, and improved performance in the Saturday 9-11 slot. "We have to look very closely at Tuesday and Wednesday time periods, and see if there's anything in our development that might be able to deliver the kinds of numbers that an *L.A. Law* delivers to NBC on Thursday night. Having a hit show at 10 p.m. can make quite a bit of difference, not only to our affili-

ates, who would love it and deserve it, but to the ratings of the network," said Harbert.

*thirtysomething* (Tuesday, 10 p.m.), considered on the fence in terms of its chances for renewal, may become a casualty as a result of ABC's need to schedule a show with broader appeal on Tuesday night, according to Betsy Frank, senior vice president, director, television information and new media, Saatchi & Saatchi. "My guess is that it is gone," she said. "It proved to be a show of very narrow appeal that couldn't transcend that narrowness."

Two development projects ABC is expected to use in either 10 p.m. slot are *Civil Wars* from Steven Bochco Productions and *Silver Fox* starring James Coburn.

Overall, ABC is expected to schedule approximately six hours of new programming for the fall. According to Paul Schulman, president, The Paul Schulman Co., ABC expects to have 11 hours of returning shows in their current time slots. Those shows are *Life Goes On*, *America's Funniest Home Videos*,

*America's Funniest People* and *The ABC Sunday Night Movie* on Sunday and *MacGyver* and *Monday Night Football* on Monday. Two development projects, *The Human Target* and *Young Indiana Jones*, are thought to be ordered as backups to *MacGyver* at 8 p.m. if the show falters. On Tuesday night, Schulman suggested *Roseanne* and *Coach* will definitely return in their 9 and 9:30 p.m. slots, respectively. He also said *Doogie Howser, M.D.* will remain at 9 p.m. Wednesday and *Primetime Live* will return to its Thursday, 10 p.m. slot. On Friday, *Full House* and *20/20* return, while Saturday is wide open.

Five other shows that will return but possibly not in their current time slots are *Who's the Boss?*, *Family Matters* (which may be moved from Friday to either Tuesday or Wednesday at 8), *The Wonder Years*, *Perfect Strangers* and *Growing Pains*. The last may be held off the fall schedule for use as a back-up as the network did last season with *Head of the Class*.

Shows on the bubble include *thirtysomething*, *Father Dowling*, *The*

*Young Riders* and *The ABC Saturday Night Movie*. Schulman predicted two of the four would return.

Comedy projects considered to have the best chance for pick-up include *Step By Step*, the latest project from Miller-Boyett (it stars Patrick Duffy and Suzanne Sommers and is expected to join ABC's Friday lineup), *Good and Evil*, *Grown Ups* from Jim Brooks, and *Room for Two* starring Linda Lavin, which has already been given a series commitment. The dramas considered to have the best chance include *Civil Wars*, *Young Indiana Jones*, *Home Front*, *Silver Fox*, *The Human Target* and the half-hour dramas *Angie* (starring Angie Dickinson) and *The Streets of Beverly Hills*.

Rumors circulating last week also had the network considering slotting an all comedy lineup on Tuesday night. Schulman said ABC's comedy development would have to be extraordinarily strong to schedule a lineup that would sustain itself the entire night. "The comedies had better be damn good if you're going wall-to-wall. Otherwise, it'll be easy for a station to pre-empt a 10:30 show in order to start the news early."

■ "We'll be scheduling a minimum of five hours and a maximum of seven hours of new programming" on the fall schedule, said Peter Tortorici, senior vice president, program planning, CBS Entertainment. "Obviously our strengths are Sunday, Monday and Tuesday with our needs the balance of the week," he said, and added: "Friday is obviously needing major changes." He also said "*Jake and the Fatman*,

*Knots Landing*, *48 Hours* and *Top Cops* are doing good jobs but we need better performance around them."

Returning series include the entire Monday night lineup including *Northern Exposure* and *The Trials of Rosie O'Neil*, *Rescue: 911*, *Jake and the Fatman*, *48 Hours*, *Top Cops*, *Knots Landing*, *60 Minutes* and *Murder, She Wrote*.

Current series under consideration include *The Flash*, *Guns of Paradise* and *Doctor, Doctor*.

Projects considered front-runners to make up the five to seven hours of new programming on CBS's fall schedule include, among the comedy projects, *Esme's Little Nap* starring Debbie Reynolds, *Princesses*, *Teech*, *Make My Day* starring Robert Goulet, *Ruth Harper*, and *Stand By Your Man* based on the British comedy *Birds of a Feather*. Drama projects include *Cody and Bill*, *The Human Factor*, *Love and Bullets*, *Tequila and Boner* and *Jack of Hearts*.

■ NBC plans to add about the same amount of new programming it did last year when it brought on nine new shows accounting for six new hours of programming, according to Lee Currlin, senior vice president, East Coast, programs and program planning, NBC. Currlin said the network will probably "add a half hour on Monday; Tuesday will probably all come back; maybe just a half hour on Wednesday; the same on Thursday; there could be two hours on Friday; maybe an hour or hour-and-a-half on Saturday, and probably two hours on Sunday."

*In the House*, a comedy from Andy

and Susan Borowitz, is considered NBC's choice for Monday, 8:30-9, paired with *The Fresh Prince of Bel Air*.

Schulman expects the network has 14 hours of programming to return in their current slots, including *The NBC Sunday Movie*, *Fresh Prince*, *NBC Monday Movie*, *Matlock*, *In the Heat of the Night*, *Law and Order*, *Unsolved Mysteries*, *Night Court*, *Quantum Leap*, the entire Thursday lineup with either *Wings* or *Seinfeld* in the 9:30 p.m. time slot, nothing on Friday night, and *Golden Girls*, *Empty Nest* and *Carol & Co.* for a half-hour or an expanded hour version.

Among comedy candidates he expects NBC to pick up for fall are *In the House*, *Man of the People* starring James Garner and considered a prime candidate for the revamped Friday night lineup, *Nurses* from Paul Witt, Tony Thomas and Susan Harris, which is being considered as a Saturday night addition, and *Sunday in Paris* with Debbie Allen.

Schulman expects the network will order four dramas and suggested three considered to be front-runners: *The Fifth Corner*, *I'll Fly Away* from Joshua Brand and John Falsey starring Sam Waterston, and *Reasonable Doubts* from Robert Singer starring Marlee Matlin and Mark Harmon. Another drama mentioned for inclusion on the schedule is *Nightmare Cafe* from Wes Craven.

■ Peter Chernin, president, Fox Entertainment says he expects the network to add between three and five hours of new programming. "We'll probably add an hour on Friday, a half-hour on Saturday, a half-hour on Thursday and an hour or so on Sunday," he said.

Shows confirmed to be returning include *The Simpsons*, *Beverly Hills, 90210*, *America's Most Wanted*, *Totally Hidden Video*, *Cops*, *True Colors*, *Parker Lewis Can't Lose*, *In Living Color* and *Married...With Children*.

Shows that do not figure to return include *Babes*, which failed to hold its lead-in from *The Simpsons*, *Against the Law*, *D.E.A.* and *Yearbook*. *Get a Life* and *Top of the Heap* still await word.

Schulman figures Fox will bring on four new comedies and two new dramas. The comedy projects expected to be included in the schedule announcement are *The Brave New World of Charlie Hoover* starring Tim Matheson and Sam Kinison, *Roc*, *Bill* and *Ted's Excellent Adventures* and *The Wayneheads* from *In Living Color's* Damon Wayans. The latter however, may not be ready in time for the fall schedule because of the production requirements in working with claymation. Instead, the project may be held for mid-season.

Two dramas expected to be added are *Angel City* and *The 50-Minute Man*. -SC

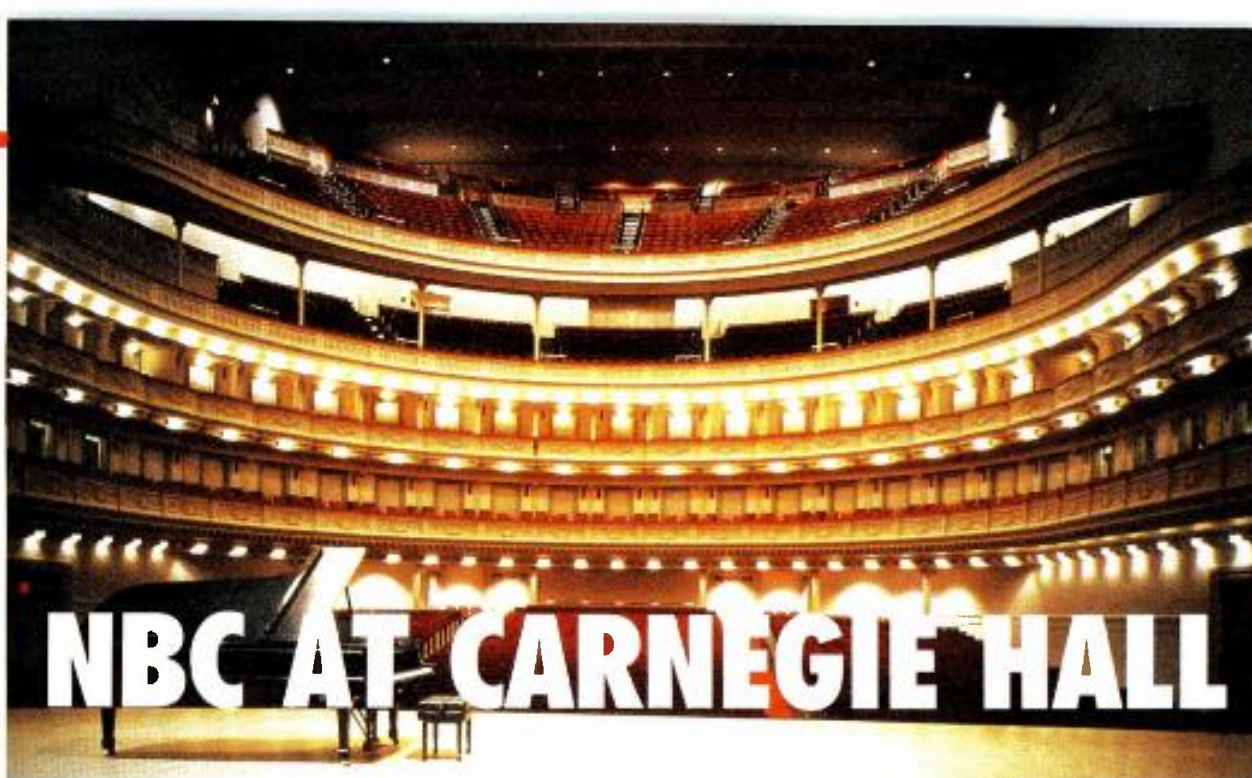
## FIRST READING ON NETWORK REVENUES IN 1991

### \$1.8 BILLION FOR ALL THREE IN FIRST QUARTER

The three-network revenue performance for the first quarter of 1991 has officially been reported to be as bad as expected. Yet despite a combined revenue decline for ABC, CBS and NBC of over \$100 million, most analysts are still expecting the total at year's end to be higher than for 1990. The determining factor could well be the fourth quarter, which will itself largely be determined by the imminent upfront ad sales market.

First-quarter results for the three networks showed a 7% decline to just under \$1.8 billion. Preemptions for Mideast war coverage, combined with the recession and advertiser defections to alternatives, hurt prime time the most in dollar terms, but daytime, children's, news and latenight were also said to be off. Latenight comparisons may improve in the second quarter, which since April have included the new CBS late-night series, compared to the year-earlier *The Pat Sajak Show*. The only two dayparts in which combined revenue for ABC, CBS and NBC were said to have increased were early morning, which showed a modest gain, and sports, which benefitted from two additional NFL wildcard playoff games.

While not surprising, the first-quarter results will probably give little comfort to investors who have bid down the stock prices of both CBS and Capital Cities/ABC to their lowest levels in four months. -GF



*Affiliates and network to discuss expanded late news and effect on 'Tonight'; prime time, daytime and possible time shift on Thursday's agenda*

**N**BC, fresh from its sixth straight prime time victory, would probably have liked to celebrate that fact lavishly this week with all of its affiliates in New York. However, both the celebration and the affiliates will be diminished by problems of the broadcasting economy.

Some of the issues before this week's annual affiliate meeting were still not known last Friday. A meeting last weekend, which NBC Television Network President Pier Mapes described as involving "some deals with the affiliate body," was to have included John Damiano, senior vice president, affiliate relations; Eric Bremner, affiliate board chairman, and Bill Bolster, news committee chairman. Among the topics of discussion expected were the 1992 Olympics and a new overnight news service which is expected to start later this year.

One particularly sensitive issue is expanding late news. Affiliates are concerned over a 12% drop in ratings for *The Tonight Show* (ABC's *Nightline* recently became the number-one late night show). Several weeks ago NBC gave WTMJ(TV) Milwaukee permission to expand its late newscast by five minutes for additional news and ad inventory.

As of last week, news stood as the biggest issue to be discussed in New York. Thursday morning's closed business meeting will consider the new live overnight news program. Said Mapes: "I fully expect by the end of next week that we will have a full business plan."

The service would originate at the network's affiliate News channel division

in Charlotte, N.C., which began feeding news footage to stations about five months ago. It is intended to be a complete 90-minute program (not just footage) with anchors, reporters and producers, and consisting of both hard news reports and lengthier features.

Bremner said several proposed versions of the overnight service have been

*"I fully expect by the end of the week we will have a full business plan" for an overnight news service.*

*-Pier Mapes*

floated. Which version is adopted next week may well depend upon the interest of stations, particularly in large markets, in clearing the service. The big question, Mapes said, is whether 85%-90% clearance (allowing for advertising sales) can be achieved: "If coverage is less than that, then how do we fund it?" he asked.

Mapes told BROADCASTING that ad inventory would probably be split "just about even." One issue on the table is a possible participation by affiliates in the proposed overnight service.

Another daypart likely to be discussed at length is daytime. Affiliates last week said they are concerned that the network's two most recent additions in the

reality genre, *Trial Watch* and *A Closer Look*, are last in their time periods.

Another sore point in daytime is the poor performance of *Santa Barbara*, the afternoon soap that for most affiliates leads into early fringe syndicated fare or local news. There is speculation that a new soap opera, a proposed spin-off of *Days of our Lives* called *Pacific Lives*, is being developed as a replacement for *Santa Barbara*. But the new show is not ready for presentation next week, sources said.

NBC Entertainment President Warren Littlefield will be in the spotlight, presenting both primetime and daytime plans, the latter in closed session. One daytime project to be unveiled is a new reality show called *He Said, She Said*, from King World.

Littlefield will be under considerable pressure to demonstrate that he and his staff have a plan for getting the network back on track in prime time as well. "Warren has been under Brandon Tartikoff's shadow up until now," said one affiliate. "Now he's got to get up and demonstrate that he's his own man, that he's been a key decision-maker up to this point and that he has a clear vision of where he wants to take this network."

The network won its sixth consecutive prime time season this year, but only by the narrowest of margins and with significant household and demographic erosion from a year earlier.

Carnegie Hall, which holds 2,812, should have no trouble accommodating Thursday's joint affiliate-advertiser presentation. Attendance at this year's meeting will be down to, it appears,

"400 and change," said Mapes, from more than 600 last year. The NBC Television president blamed the economy and a shorter meeting for the reduced attendance. Nonetheless, the schedule presentation will include as large a cast of entertainers as in the past, said Vic Garvey, NBC vice president, corporate events and travel.

The affiliate movement to get the network to shift prime time back one hour (7-10 p.m.) is gaining momentum, and is expected to be a major topic of discussion. Once defined as a regional issue for the West Coast, other affiliates such as John Spinola, vice president and general manager of WBZ-TV Boston, now favor the move.

NBC will be presented with new research data by a coalition of West Coast stations that have led the movement to shift prime time. According to Mark Murray, director of finance and business affairs for KRON-TV San Francisco, the study, conducted by Norman Hecht & Associates, New York, contradicts an earlier study by the network that such a shift would decrease ratings in the first hour of prime and late news. The Hecht study, said Murray, suggests that share increases for both time periods would occur. By a 2-1 margin, viewers surveyed said they would favor the switch, Murray said.

The network earlier authorized an ongoing test of 7-10 p.m. prime time on WTHR(TV) Indianapolis. According to WTHR(TV) General Manager Michael Corkin, the station's news at 10 p.m. is up 50% in share during the week and more on the weekends. He did acknowledge that the first hour of prime time, as well as *NBC Nightly News*, are down substantially. "We have a problem there I didn't think we'd have," said Corkin. According to Murray, who has been monitoring the WTHR test, the viewing drop in early prime was probably due to a lack of promotion.

"They promoted the news switch aggressively but didn't promote the new prime time hours very well. One of the things we've concluded is that the shift will have to be managed very closely, with at least 12 to 15 months lead time."

NBC's compensation pool, at least for 1992, has been determined with virtual certainty at roughly \$120 million. With only two weeks left in the May sweeps, demographic audience ratings were already down by more than the 5% to which NBC agreed to limit any reduction in the pool. The actual reduction will be closer to 6%, said Mapes, because of clearance problems in the first quarter.

-SM,GF

## BROADCASTERS WIN RETRANS CONSENT IN S.12

*Commerce Committee passes bill that also has must-carry requirement; next step may not be soon: Inouye will wait until FCC finishes effective competition rulemaking*

**B**roadcasters scored a legislative victory in the Senate last week when the Commerce Committee voted 16-3 for a sweeping cable reregulation bill that gives broadcasters a retransmission consent right. The measure, S.12, also includes a must-carry requirement and would prevent cable operators from shifting broadcaster signals around.

A quick vote on the Senate floor, however, is not anticipated. Rather, Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) said he would not take it to the floor until the FCC completes its effective competition rulemaking and "we have a chance to review" it. The commission has slated June 13 for action. And Inouye promised he would hold a hearing on the question of granting Home Shopping Network Stations must-carry status.

The effective competition standard would subject considerably more cable

systems to rate regulation. And it is cable's hope that the FCC's decision will be stringent enough to satisfy the Hill and obviate the need for legislation.

Cable has vowed to fight S.12. Indeed, the industry and the administration worked hard to build opposition against the bill but could only pick up two more votes than they did last year when a similar measure passed the committee 18-1 (BROADCASTING, May 13).

"They pulled out all the stops," but couldn't block it, said National Association of Broadcasters President Eddie Fritts, referring to a meeting held prior to the markup. Top cable executives met with Commerce Committee leaders, Inouye, Chairman Ernest Hollings (D-S.C.) and John Danforth of Missouri, the ranking Republican, all sponsors of S.12. Representing the industry: Telecommunications Inc.'s John Malone, Time Warner's Steve Ross and Nick Nicholas, Continental Cablevision's Amos Hostetter, ATC's Joe Collins and National Cable Television Association President James Mooney.

According to sources, Hollings and Danforth expressed dissatisfaction with cable. One source said Hollings indicated his vote for cable reregulation was a chance to offset his vote against going to war in the Persian Gulf, which according to polls did not sit well with his constituents. Hollings is up for re-election next year. But another source claimed Hollings said that cable is an important issue back home; that is what constituents want to talk about, not his war vote.

Even if cable failed to delay a vote in committee, Inouye's decision to wait until the FCC acts, was a small victory within a larger defeat.

White House Chief of Staff John Sununu called several Republicans prior to the vote, urging them to reject the measure. It is believed he called Robert Kassten (Wisconsin), John McCain (Arizona), Trent Lott (Mississippi) and Stevens. It seems Lott was expected to vote against the bill and when he did not it was read as a concession to his Mississippi broadcasters. Indeed, one committee staffer said a vote against the bill was perceived as a vote against consumer

### KEY ELEMENTS OF S.12

■ **Municipalities would set rates for basic cable services in the absence of "effective competition."** The FCC could regulate rates for programming services if complaints demonstrate that rate increases have been "unreasonable." And the commission has greater flexibility in regulating cable operators' retiering efforts.

■ **Broadcasters can demand must carry or claim retransmission consent rights enabling them to negotiate with cable systems for payments and other considerations for carriage.** Language was added to insure that retransmission consent rights would not supercede the home dish industry's access to broadcaster signals.

■ **Cable competitors such as wireless, DBS, SMATV and TVRO would have mandated access to cable programming including regional cable networks.**

■ **The FCC would establish rules limiting MSO size and number of channels offered by vertically integrated operators.**

■ **The commission would set customer service standards.**



groups and broadcasters.

Voting against S.12 were Ted Stevens (R-Alaska), Bob Packwood (R-Ore.) and Conrad Burns (R-Mont.). Packwood opposed cable reregulation last year. Stevens promised to offer a "series of amendments on the floor." And he said he might make a request for reconsideration of S.12 in the committee if "some of us are disturbed by the FCC decision."

There were a number of senators who backed S.12 but at the same time raised objections. Lott, for example, said he was "not comfortable" with the bill. A statement from John Kerry (D-Mass.) said his vote was for "process and not a full endorsement of substance." A statement from Kasten said he was concerned the measure was too regulatory. And J. James Exon (D-Neb.) also expressed reservations, saying there were "potential problems."

During the markup, the senators could not agree on how to deal with the issue of giving HSN stations must carry. Inouye made a commitment to Senator John Breaux (D-La.) to hold a hearing on the matter before the Senate votes on S.12. Breaux wanted to amend the bill to prevent HSN stations from qualifying for must carry. He said they do not meet any public interest obligations. According to Breaux, one HSN station's idea of public service was to run a four-minute interview with a veterinarian on heart worms. He said it aired 17 times within 24 hours.

Inouye wants to look at the issue first and "if we find this to be a desirable amendment" it will be incorporated into the bill, he said.

Senator Larry Pressler (R-S.D.) objected to Breaux's amendment. He said the "real problem is that QVC (a cable shopping network) is owned by cable MSO Tele-Communications Inc., which keeps HSN stations off its systems. Pressler said if the committee considers the amendment, then "we should have an amendment defining the public interest." The "real problem," said Pressler "is a problem of vertical integration." Breaux pointed out that TCI owns 18% of QVC. Later, TCI officials pointed out that they have 3 million HSN cable subscribers.

Senator Ted Stevens (R-Alaska) raised yet another concern about must carry. Stevens said he thought the retransmission consent provisions in S.12 would jeopardize must carry. He said it could be the "end" of must carry. Under the bill, broadcasters would have a choice. They could opt for retransmission consent rights and the ability to negotiate with cable systems for pay-

ments and other considerations for signal carriage. These rights for carriage or retransmission consent could be negotiated every three years.

The legislation was also amended to include a provision granting must carry to low-power stations. They would qualify for carriage only after full-power stations have been accommodated, and they must provide a "substantial" amount of local programming. It was offered by Wendell Ford (D-Ky.).

NAB has "great concerns" about the Ford and Breaux amendments, said Fritts. "The idea of having anything content-based on must carry gives us heartburn," he said.

Cable tried to put the best light it could on the markup. "As the discussion in the committee indicated, there

appears to be as much uncertainty and ambivalence as there is enthusiasm for this legislation. The two main subjects of senatorial discussion—retransmission consent and must-carry for home shopping networks—show how far this supposed 'consumer bill' has deteriorated into a boondoggle for cable's commercial rivals," Mooney said.

"Home shopping is being given legally elevated status over C-SPAN and CNN, and people who want cable to get clearer reception of NBC, ABC and CBS are being told they'll have to pay extra for the privilege. It's ironic that a bill that started out as an effort to bring cable prices down now may push prices up. This legislation is unnecessary and extreme, and we will continue to oppose it," stated Mooney. -KAM

## THIRD TIME MAY BE CHARM FOR MUST CARRY AT FCC

*Commissioner Quello thinks best chance for new measure is to incorporate it in 'effective competition' rules; Sikes, others think that may be problem in court*

**T**he U.S. Courts of Appeals in Washington has over the past six years struck down as unconstitutional two sets of FCC rules requiring cable systems to carry local broadcast signals.

Nonetheless, the FCC is moving once more toward promulgating a must-carry requirement either as part of a new "effective competition" standard for cable rate regulation or as stand-alone rules.

The impetus for must-carry is coming from FCC Commissioner James Quello, who believes it vital to the long-term health of broadcasting. Quello, in turn, is being prodded by the Association of Independent Television Stations, the National Association of Broadcasters and the National Association of Public Television Stations.

Quello's hope is to incorporate must carry into the "effective competition" standard on June 13, when it is expected to be adopted, or later in the year through a further notice of rulemaking on the standard.

However, FCC Chairman Alfred Sikes and the other commissioners are disinclined to complicate the standard and increase its legal vulnerability with the addition of must carry. If they are to consider must carry, they prefer to do it in a separate rulemaking.

Quello "has a real heavy burden to convince me that [the effective competi-

tion proceeding] is the right place to do this," said Commissioner Sherrie Marshall, adding she is still waiting to hear Quello out on the subject.

Injecting must carry into the standard could place it in "jeopardy legally," said Commissioner Andrew Barrett. "We want to make sure we don't set it up for failure" in the courts, he said.

Quello acknowledges that mixing must carry and effective competition is an uphill fight. If it is one he loses, he said, he will push for a separate proceeding, to which none of the other commissioners will object out of deference to Quello, if not to a commitment to must carry. "That may be the way we go," said Quello.

Of the other four commissioners, Barrett and Ervin Duggan are the most likely to vote for discrete must-carry rules. Like Quello, they see the need to protect broadcasters, especially noncommercial stations and weak independents, by guaranteeing them cable carriage in their markets.

Sikes and Marshall favor marketplace solutions to the signal-carriage issue. One such solution involves giving broadcasters retransmission consent rights—that is, the right to charge cable systems for carrying their signals.

"In the long run, I think retransmission consent will prove far more valuable than must carry to most stations and

that would be better for the public," said Marshall.

Duggan also likes the idea of retransmission consent, but would prefer to see it packaged with some form of must carry for the sake of stations without sufficient leverage to demand payment or even to persuade cable systems to carry them for free.

On June 13, the FCC expects to adopt a new standard for what constitutes effective competition to cable systems. The standard is critical to cable. Under the Cable Act of 1984, systems that meet the standard are exempt from municipal rate regulation. The FCC is considering a multifaceted standard, one element of which would exempt systems facing competition from six or more

broadcast signals.

Quello is looking to expand the six-signal standard to also require cable systems to carry the six signals. According to Quello, the six signals cannot be counted as competition if the cable systems limit their coverage by refusing to carry them. "What if they carry three signals instead of six?" he asked.

Linking effective competition with must carry is the best bet for surviving a court challenge because the standard affords a "logical premise" for must carry, said Quello. "We think this is a good opportunity to get must carry without raising the constitutional issue," the commissioner added.

The "constitutional issue" is what doomed the FCC's original must-carry

rules in 1985 and a watered down version two years later. In both cases, the court of appeals found the rules violated the First Amendment right of cable systems to choose what they carry.

Even if the FCC was forced to adopt stand-alone must-carry rules, Quello thinks a rationale can be written that makes them highly resistant to the First Amendment court challenges. That rationale would anchor the rules in the government's interest in promoting broadcast diversity and localism, he said.

According to Quello, he expects help in writing his must-carry rules not only from the broadcasters who are pushing for them, but also from the National Cable Television Association. NCTA had no comment. **-MAJ**

## FORTY APPLICANTS VIE FOR BRITAIN'S TV LICENSES

*Among U.S. bidders are Time Warner, Chris-Craft, NBC and United Artists Entertainment*

**T**he battle for British television broadcasting is joined. After months of highly secretive planning, 40 applicants last week delivered bids to win or retain one of 16 commercial UK TV licenses now opened for auction.

American media heavyweights Time Warner, Chris-Craft, NBC and United Artists Entertainment and U.S. producer Don Taffner are part of the contest. The bidding was otherwise dominated by prominent British investors, broadcasters, publishers and production companies, plus a few European participants.

The 16 franchise incumbents and 21 challengers (including several surprise contenders) must now wait as the real contest is deliberated in the secure bunkers of the UK regulatory body, the Independent Television Commission. The ITC's decisions are due in October.

As the final deadline approached last Wednesday (May 15), a cavalcade of vans, black cabs and chauffeur-driven cars wound their way through armies of anxious press into the bowels of the ITC's London headquarters to present each bidder's official application and deposit unwieldy cargos containing dozens of copies of the lengthy documents.

By day's end, all but three franchises faced challengers, with some of the stiffest competition coming in the economically dominant south and west of England. Surprisingly, powerhouse Central Television will go uncontested in its

profitable Midlands region. Scottish TV and Border also found no competition.

Among the most highly contested franchises was Television South's south and southeast regions. TV South, however, received crucial backing when media giant Time Warner, through its HBO unit, agreed to take up to £15 million or up to approximately \$26 million in equity in the broadcaster should it succeed in retaining its franchise. In addition to Time Warner's 16%-21% stake, another new partner joining TVS shareholders Canal Plus and Compagnie Générale des Eaux of France is newspaper group Daily Mail and General Trust, taking a 5% stake.

TVS, the only ITV company to report a net loss last year (£8.3 million), will need the strengthened backing, facing three challenges: from the CPV-TV consortium led by Virgin and including Chris-Craft broadcast unit BHC (at 28%); from a Carlton Communications-led group, and from the Meridian Broadcasting consortium.

TV-am, the nation's lucrative morning network, had two challengers. One group had NBC (with a 15% share) joining 20% shareholders Carlton, MAI, Independent Television News and the *Daily Telegraph*, and Taylor Woodrow (5%) in the Daybreak consortium to unseat the current TV-am holder. And Walt Disney Studios has taken a 15% part of the Sunrise consortium consisting of current ITV holders London Weekend

TV and Scottish TV, along with newspapers *Guardian* and *Manchester Evening News*.

Another U.S. player, United Artists Entertainment, took 20% in a bid for the Wales and West England franchise currently held by broadcaster HTV. Partnering with UA were oil services and media company Flextech, Irish state broadcaster RTE, Hit Communications and Wales' Craig Shipping.

Three European companies entered the fray. In a late-breaking challenge for the London Weekend franchise, Dutch record company Polygram put up a 30% stake in the London Independent Broadcasting consortium.

Italian publishing company Rizzoli's RCS unit is also hoping for a London position, with a 5% shareholder in Carlton's bid for the coveted London weekday franchise. RCS is also a partner in Carlton's TVS bid.

CLT of Luxembourg rounds out the European participants as a primary shareholder, along with publisher EMAP, the *Daily Telegraph* and Don Taffner, in a bid for Anglia's East England franchise.

Other strong European contenders are believed more likely to emerge after the current moratorium on ITV takeovers is lifted in 1994, allowing those participants to avoid what even the ITC admits is a daunting and complex auction procedure.

Other franchises received multiple challenges: HTV, with three; Anglia, Thames, Northern Ireland, Grampian (northern Scotland), Television South West and Yorkshire, all with two. Challengers also aimed at Channel (Channel Islands), Granada (North West) and Tyne Tees (North East of England).

Several powerful consortiums spread themselves around the most lucrative regions with more than one bid. Virgin-led

CPV-TV elected to go for three franchises: TVS, Thames and Anglia.

Carlton's consortium is aiming at Thames and TVS, and Carlton is a primary shareholder in the Daybreak group chasing TV-am.

MAI is another multiple bidder, participating in the Meridian Broadcasting consortium bidding for TVS and with Daybreak for TV-am.

A number of ITV incumbents joined

or led bids for other regional broadcast franchises. Central, with Meridian, is targeting TVS. Broadcaster TSW is heading a consortium against HTV. And a group led by Yorkshire (20%) and including local newspaper group Trinity International (20%), Tyne Tees (10%), 3i (10%), Mersey TV (5%) and Causeway Capital (5%) is in on the North West consortium for Granada. That late-breaking bid was believed in part to be a

response to Granada's competing bid for the Tyne Tees franchise. Broadcaster TSW is heading a consortium against HTV's Western and Wales franchise.

In coming months prior to the ITC's decisions on winning bids, copies of the various proposals will be distributed around the country for public scrutiny, with only the actual bid amount remaining confidential until the decision. —*Merodith Amdur, European correspondent*

## COURT THROWS OUT FCC'S 24-HOUR INDECENCY BAN

*It orders commission to establish a reasonable 'safe harbor'*

**T**he U.S. Court of Appeals in Washington last Friday struck down as unconstitutional the FCC's statutorily mandated 24-hour-a-day ban against broadcast indecency.

The unanimous three-judge panel ordered the FCC to establish a so-called "safe harbor"—a period during which the number of children in the audience is small and broadcasters may air indecent programming with impunity.

In striking down the total ban against indecency, the panel relied on its 1988 ruling upholding the FCC authority to enforce the prohibition against indecency, but requiring it to create a "safe harbor."

Although indecent programming is protected by the First Amendment, the 12-page opinion says the government may impose "carefully tailored" regulations to protect children from indecency.

However, "the precision necessary to allow scope for the First Amendment-shielded freedom and choice of broadcasters and their audiences cannot be accomplished, we believe, unless the FCC adopts a reasonable safe harbor rule," it says, citing the earlier decision.

The decision is "very important to the future of broadcasting generally," said Timothy Dyk, who represents the consortium of media and citizen groups that challenge the ban. "We will have to see where we go from here."

"It doesn't mean the airwaves will be flooded with sex, but it will give broadcasters a little more freedom in a safe harbor period to deal with the subject," Dyk said.

"Given our interpretation of the law, it is the outcome we had expected," said Jeff Baumann, executive vice president and general counsel, National Association of Broadcasters, a member of the challenging consortium. "It's now up to the commission to craft meaningful safe-harbor rules that will provide broadcast-

ers with the clear guidelines they need to conform fully with the law."

"We are delighted we won one for the First Amendment, said Peggy Charren, president of Action for Children's Television, another of the challenging groups. A 24-hour ban is "preposterous," she said. "Having to censor TV at 2 o'clock in the morning to protect children was kind of weird," she said.

"We are happy the court of appeals has affirmed the primacy of the First Amendment," said Bill Byrnes, Haley, Bader & Potts, representing Pacifica.

A strong proponent of strict anti-indecency enforcement, FCC Chairman Alfred Sikes said he was disappointed. "We will continue to study the court's opinion and we will be discussing any future action with the solicitor general's office," he said.

But it was not a total loss, said FCC General Counsel Robert Pettit. "The

court upheld our basic definition of indecency and our authority to enforce the prohibition against it."

In response to the court's 1988 decision, the FCC had begun work on establishing a "safe harbor." But those efforts were curtailed in the fall of 1988 when President Reagan signed into law legislation backed by Senator Jesse Helms (R-N.C.) requiring the FCC to enforce the anti-indecency prohibition around the clock.

In its opinion, the court recognizes the "constraints" on the FCC imposed by the law. "It would be unseemly for a regulatory agency to throw down the gauntlet, even a gauntlet grounded on the constitution, to Congress," it says. "But just as the FCC may not ignore the dictates of the legislative branch, neither may the judiciary ignore its independent duty to check the constitutional excesses of Congress," it says. —*MAJ*

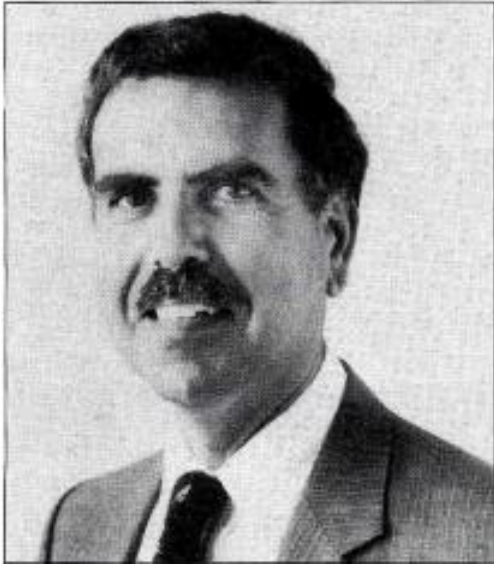
### COURT SENDS SALE DENIAL BACK TO FCC

**H**anding the FCC its second loss for the day (see above), the U.S. Court of Appeals last Friday ordered the FCC to reconsider its denial of the \$2-million transfer of WAXA-TV Anderson, S.C., from Mary Kupris to Anchor Media for use as a TV satellite of Anchor Media's WLOS(TV) Asheville, N.C.

The FCC's denial "cannot even be squared with subsequent cases, in which the commission has adopted a genuine balancing approach" that includes signal overlap, the market's ability to support a full-service station and the station's financial difficulties," the court said. "The commission shall either adhere to governing precedents, or explain any departure from them with the requisite forthrightness and clarity."

In a concurring statement, Judge Laurence Silberman said the court considered ordering the FCC to grant the transfer. "Neither the [FCC] nor its counsel was able to suggest any reason why the public interest would be served by refusing to permit the transfer... It is patently obvious there is no alternative use for the frequency... I rather hope we do not see this case again."

The Mass Media Bureau had prepared a draft granting the transfer that the FCC said was inadvertently released, but subsequently denied the transfer because of significant signal overlap. A petition asking the FCC to reconsider its denial was rejected on the grounds it was filed three minutes late. The FCC also said approving the deal would not bring service to unserved or underserved areas.



Gerald M. Levin

## TIME WARNER NAMES LEVIN CHIEF OPERATING OFFICER

**G**erald M. Levin, vice chairman of Time Warner Inc. and a member of the board since its merger in 1989, has taken on additional responsibilities as chief operating officer. Levin will report to Steven J. Ross, chairman and co-chief executive officer, and N.J. Nicholas Jr., president and co-CEO. Media and entertainment operating chiefs will now report to Levin, who previously reported to Ross and Nicholas. "We have really become one company, and it is time to eliminate the division of corporate management responsibilities created two years ago," stated Nicholas and Ross.

A Time Inc. veteran since 1972, Levin was an executive with the company's pay cable subsidiary, Home Box Office, and successfully encouraged management to distribute the service by satellite. He was elected vice president of Time Inc. in 1975 and served on the board from July 1983 to January 1987. In August 1979 he was named Time Inc.'s group vice president-video, overseeing all video interests and appointed executive vice president in March 1984, his most recent title before being elected vice chairman.



Deborah Norville

## NORVILLE TO REPLACE RAPHAEL ON ABC RADIO

**F**ormer anchor of NBC-TV's *Today* show, Deborah Norville, has been named to replace Sally Jessy Raphael as host of a nightly talk show on the ABC Radio Networks. The program, which will air live Monday-Friday at 7-10 p.m. ET, will originate from Norville's home in New York. Unlike Sally Jessy Raphael's successful advice program, Norville's will cover a wide range of current event issues through a dialogue between guests and listeners who use a toll-free number.

Norville told BROADCASTING she is anticipating the "instant reaction" of the radio audience, and said "the format and the direction of the program will be dictated by what the audience thinks is interesting, controversial and provocative. Our hope is to take the cue from the listeners." She said the format specifics are still evolving, but suggested that instead of relying on the "tried and true" talk show format of "bringing the guests into the studio, or into my home, as the case will be here, we very well may try to reach our experts on the phone" at the spur of the moment.

The radio talk format is considerably different than other broadcasting ventures Norville has attempted, but she said she looks forward to imprinting her own style on the radio medium. "I don't want to copy anybody," she said. "In broadcasting you can't fit yourself into someone else's mold; the audience is too savvy." Norville said the ABC Radio situation enables her to participate in her career and stay home with her infant son.

Norville will be introduced to the nightly radio audience by Raphael this week (May 20-24), but will postpone her full time talk show duties until September because of prior employment commitments. An interim replacement will be announced this week.



David Kantor

## KANTOR NAMED PRESIDENT OF SMN

**D**allas-based Satellite Music Network, a wholly owned subsidiary of ABC Radio Networks, has appointed David Kantor as its president. Kantor previously served as vice president, advertising sales, at Cox Cable Communications in Atlanta. He replaces John Tyler, who resigned the position last week. Tyler founded the network in 1981 and sold it to ABC in 1989. He told BROADCASTING that he is exploring new ventures in broadcasting and related fields and is "excited with the new entrepreneurial opportunities that are opening up in the industry."

ABC Radio Networks President Robert Callahan followed company tradition in selecting an executive with Capcities experience. Kantor began his broadcast career as research and marketing manager at Capcities' WJR(AM) Detroit, and later was general sales manager at WROW-AM-FM Albany, N.Y., Capcities' first radio station.

Satellite Music Network produces and distributes, via satellite, 10 music formats with news, features and specials to some 1,000 commercial affiliates.

# PROGRAMING

## TARTIKOFF URGES NETWORKS TO TAKE RISKS

Tells HRTS crowd that adult drama is endangered species

In his last speech to the Hollywood community before assuming the chairmanship position at Paramount Studios, Brandon Tartikoff suggested several changes in the way network television operates, and in the process chided the networks for placing more emphasis on winning and "less so in what we're winning with." He said risk-taking has been replaced by stunting, and "this may be heresy, but maybe there are too many network television executives, network programing executives."

Tartikoff's remarks were made at a Hollywood Radio and Television Society luncheon last Monday. Held at the Beverly Wilshire Hotel, the gathering attracted more than 1,000 members of the Hollywood television and motion picture community. The audience was the largest for an HRTS lunch since President Reagan spoke in November 1989. Of the size of the audience, Tartikoff remarked: "As someone once said about the overwhelming turnout at Harry Cohen's funeral, 'Give the public what they want and they'll show up every-time.' I guess there's a little of that going on today."

In commenting on the networks and their drive for first place in the ratings, Tartikoff didn't overlook NBC in his criticism. "I can almost pick the point in time where things began to slip away, and it was right in the heart of NBC's historic 68-week winning streak. We were obsessed at that time with dominating in the ratings and less so with what we were winning with. Decisions were made and dictated by the short term, and I was the chief culprit." He said the streak brought positives to the network, "but we forgot how we got there...we did it by chance-taking, and that began to take a back seat to stunting, and to winning."

He noted that because the prime time race was so close this season and is expected to be again next season, "the closeness of that race may have networks making bad short-term decisions, because a struggling show on a given night may mean the difference between third place and first place."

As an example he cited CBS's Febru-



ary sweeps win. "It was a great upset," he said, "but that victory was achieved by shelving some first-year dramas that were considered promising at the time, and they were struggling, as many first-year dramas will do." He cited *The Tri-*

*als of Rosie O'Neil* and *WIOU*. "ABC faced the same kind of proposition in February and shelved *Twin Peaks*."

He suggested in the current environment "that the adult drama, the kind that aspires to enlighten us about the human condition, is indeed an endangered species. I worry that those capable of writing those shows...will be driven from our universe to the cable universe, or worse yet, asked to write a 1990's version of *Hart to Hart*."

He also suggested that the creative process is being hampered by what he called "shadow governments," the supervisory positions in both network and studio programing departments. He said the basic function, "when we get to the lower levels of these shadow governments, is that our manager of comedy development can go to breakfast or lunch with the manager of comedy development at one of the studios." He said "if a show is good enough to have your confidence to renew it into a second season, you should remove that supervisory layer from the show and not have a network executive at the table readings and going to rough cuts and whatever." Instead, he said "producers should be given a bunch of stamps" and told to mail their scripts in. -SC

### 'CHUCK' ON THE BLOCK?

According to several sources, Orion Television has held preliminary talks with Group W Productions and Warner Bros. Domestic Television about selling one of them the hour talk strip, *The Chuck Woolery Show*, which Orion has already sold in over 80% of the U.S. for fall 1991. One New York station rep source said Orion Pictures is "extremely cash-strapped," and management is looking to "free itself" from financing production and distribution of the talk show. He also cited an "extremely depressed" upfront advertising market, tumbling barter revenue projections and the cost of producing and distributing the show as factors spurring the talks. Several sources said Orion balked at an earlier Group W offer to acquire production and distribution rights to *Woolery*, with Group W already handling national barter ad sales and five Group W O&O stations signed to carry the projected morning and early fringe strip. (During last January's NATPE convention in New Orleans, Group W made a major upfront barter sale to Procter & Gamble and is said to have most of *Woolery's* national ad inventory sold). As for Warner Bros., the syndication division has already sold *The Jenny Jones Show* in 90% of the U.S., and observers say *Woolery's* acquisition would give the Time Warner-owned studio considerable morning and early fringe clout.

## MCA IS JUST WILD ABOUT 'HARRY'

*Studio is marshalling resources of co-owned businesses behind promotional push for syndicated show*

**M**CA TV's cross-promotional campaign for its syndicated weekly *Harry and the Hendersons* is the studio's first attempt to "harness" the full energies of the Matsushita Corp.-owned company since it was acquired by the Japanese electronics giant last year, according to Mort Slakoff, MCA TV's senior vice president of creative affairs.

Tapping the resources of its theme parks, merchandising and publishing divisions, MCA is working to promote its programming on par with similar efforts by The Walt Disney Co., Paramount Pictures or Sony-owned Columbia Pic-

tures Entertainment.

Starting this month, in coordination with Act III Communications and ABRY Communications' stations, MCA TV launched "The Latest Word," an on-air radio and TV promotional contest for *Harry and the Hendersons*, which has a 72-episode, three-year production commitment. (MCA TV debuted *Harry* in syndication last January and promised its 140-plus stations the 72 episodes based on the strength of initial clearances on Fox Television Station Inc.'s seven O&O stations.)

Slakoff says the limited market contest will gauge viewer response and in-

terest in a planned nationwide contest slated for a November 1991 sweeps run.

Budgeted at over \$2 million for the "phase one" promotional campaign, MCA TV will be "crossing divisional lines," Slakoff says that other Matsushita-MCA divisions bring to the mix: grand prize camcorders from Matsushita's Panasonic division, Spencer Gifts merchandise, Winterland apparel, Harry-related books from publishers Putnam and Berkeley and Universal Studio Tour theme park (contestants from the October-November promotion will also be eligible to win trips to Universal Studios Florida in Orlando). —MF

## NIKE FUNDS CTW TV LITERACY PROJECT

*Company pledges \$5 million to weekly 'Ghostwriter' series*

**P**ublic television broadened its corporate connections last Wednesday (May 15), as Nike Inc. President Richard Donahue appeared on Capitol Hill with Children's Television Workshop President David Britt and Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) to outline a \$20 million "television-based multimedia literacy project" one-quarter funded by Nike. It is the largest single corporate grant to a children's educational TV project, according to CTW.

The axis of the project will be *Ghostwriter*, a weekly, 30-minute, prime time, live-action "mystery" series to improve reading comprehension among seven-to-10-year-olds. *Ghostwriter*—which executive producer Elizabeth Nealson (recruited from MTV) said will use "exciting, funky...fantastic" on-air graphics, a mystery format, a cast of six children and celebrity guest stars to compete with the likes of MTV and *Teenage Mutant Ninja Turtles*—is slated to debut in the fall of 1992 on PBS.

Perhaps even more notable than Britt's contention that the children's series is "prime time fare" for national distribution at 7:30 or 8 p.m. (in each time zone) was CTW's success gaining key support from public TV's first sporting goods underwriter.

Noting his company's ongoing production of "Stay in School" public service announcements, Nike's Donahue said the project "really fits with our commitment to support unique educa-

tional opportunities for kids. If it is all we expect it will be, we'll continue support" beyond the \$5 million, he said.

Perhaps the most comprehensive launch of a public television series and outreach program ever, said Britt, the \$20 million startup fund may exemplify "more and more the way to go" in developing a public TV series in a more competitive multichannel environment.

About half the total will go toward production of the 48-weeks-per-year series, the other half to a promotion campaign that is to include cooperation with the U.S. Postal Service and a giveaway of 20 million *Ghostwriter* magazines.

Other funders include CTW (\$6 million), PBS (\$2.8 million), the John D. and Catherine T. MacArthur Foundation (\$1 million) and the Mary Reynolds Babcock Foundation (\$100,000). —PBL

## CABLE PITCH FOR 'MYSTERIES'

**W**ord in the syndication community is that Buena Vista Television has had difficulty selling *Unsolved Mysteries* in syndication and has been actively pitching several major basic cable networks. Buena Vista launched the off-network sales of *Unsolved* (BROADCASTING, March 25), targeting stations' prime access and late fringe time slots, but BVT President Bob Jacquemin told BROADCASTING that "the plan from day one has been to shop *Unsolved Mysteries* to cable, as well as syndication."

According to a New York rep, Buena Vista has "hit a brick wall" in their pitches to stations due to the seven-year maximum (four-year minimum) cash licensing terms the syndicator is seeking for the reality-based mystery magazine. While acknowledging that the lengthy contract terms have "come up" in conversations with station executives, Jacquemin said it has happened in "very few cases." He added: "We're getting offers from some stations, but I'm not at liberty to discuss preliminary conversations any further. We will just feel out the market. It is a long-term process."

Dennis Miller, executive vice president of Turner Network Television, said that Buena Vista has already pitched WTBS and has an appointment to meet with TNT executives as well. Another New York rep source suggested that Buena Vista may "package" *Unsolved* with the recent syndicated launch of its 50-title *Buena Vista I* film package, in which the latter's contract has a clause allowing for a network sale. The USA basic cable network would fit that definition, and is a likely candidate for both offerings, said a cable source.

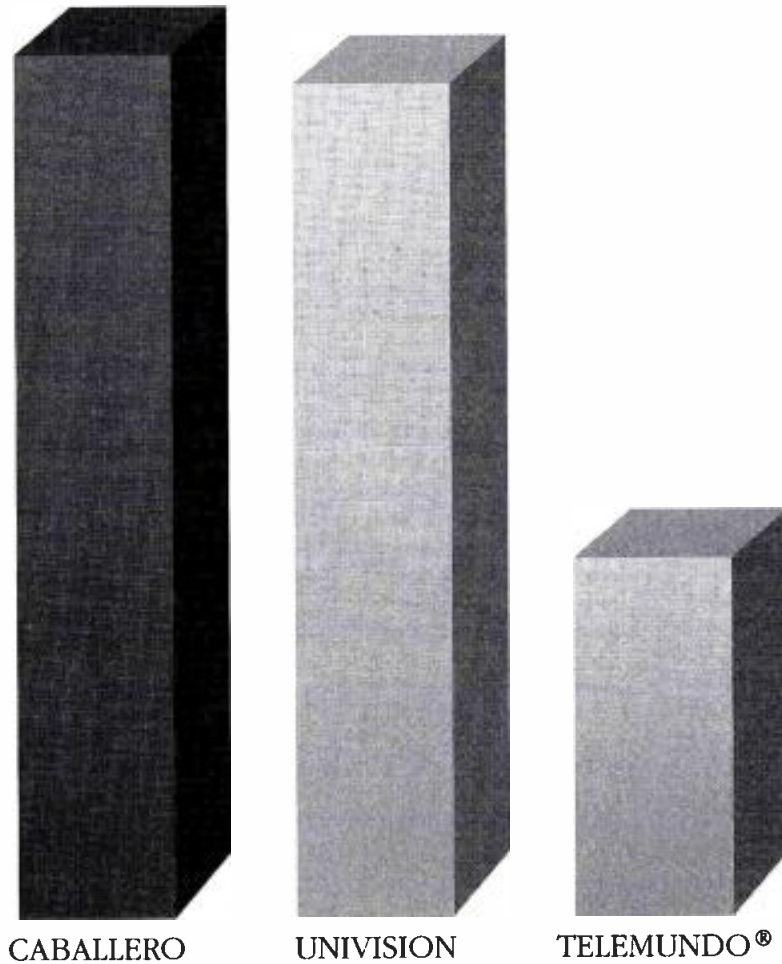
# RATINGS ROUNDUP

	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 5/6	ABC 11.3/18		MACGYVER (50) [10.2/17] 10.1/17		ABC MONDAY NIGHT MOVIE—COCKTAIL (32) [11.8/18] 10.6/16			
	CBS 13.8/22		EVENING (20) SHADE 13.3/22	MAJOR (11) DAD 13.9/22	MURPHY (6) BROWN 15.5/24	DESIGNING (7) WMN. 15.4/23	N. EXPOSURE (29) [12.4/20] 12.8/20	12.0/20
	NBC 15.6/25		FRESH (26) PRINCE 12.8/22	AMEN SP. (32) 11.8/19	NBC MONDAY NIGHT MOVIE—CRY IN THE WILD (1) [17.2/27] 15.6/24 16.6/25		17.9/28	18.5/31
	FOX 8.4/13		FOX NIGHT AT THE MOVIES—THE HAUNTED (58) [8.4/13] 7.7/13 8.6/14		8.7/13	8.5/13		
TUESDAY 5/7	ABC 12.4/21		WHO'S THE (43) BOSS 11.0/20	BABY (45) TALK 10.9/18	ROSEANNE (2) 16.9/27	STAT (15) 13.6/21	THIRTYSOMETHING (42) [11.1/19] 11.2/18 11.0/19	
	CBS 12.3/21		RESCUE 911 (18) [13.5/24] 12.4/22 14.6/25		CBS TUESDAY NIGHT MOVIE—SOME, THEY COME BACK (35) [11.7/19] 11.2/18 11.4/18		12.0/19	12.0/21
	NBC 11.6/19		IN THE HEAT OF THE NIGHT (31) [12.0/20] 10.5/19 11.3/19 12.7/20			13.5/21	MIDNIGHT CALLER (48) [10.8/18] 10.9/18 10.7/19	
WEDNESDAY 5/8	ABC 10.2/18		WONDER (39) YEARS 11.3/21	GROWING (43) PAINS 11.0/19	DOOGIE (32) M.D. 11.8/19	ANYTHING (53) B. LOVE 9.5/15	AMER. DETECTIVES* (56) [8.9/16] 8.9/15 9.0/17	
	CBS 10.3/18		BUGS BUN. (71) MOM. 6.8/12	GARFIELD (66) LIFE [7.3/13]	JAKE AND FAT MAN (39) [11.3/18] 10.6/17 11.9/19		48 HOURS (28) [12.6/23] 12.6/22 12.6/23	
	NBC 13.3/23		UNSLVD. MYSTERIES (4) [16.2/29] 15.4/28 17.0/29		NIGHT (15) COURT 13.6/22	DEAR (35) JOHN 11.7/19	QUANTUM LEAP (45) [10.9/19] 11.0/19 10.8/20	
THURSDAY 5/9	ABC 8.2/14		FATHER DOWLING MYSTERIES (58) [8.4/14] 7.8/14 8.5/15 8.9/14			8.7/14	PRIMETIME LIVE (64) [7.9/13] 8.2/13 7.6/13	
	CBS 12.5/25		TOP COPS (55) [9.0/16] 8.3/15	9.8/17	KNOTS LANDING (10) [14.2/23] 12.1/19 13.4/21		15.5/25	15.8/27
	NBC 15.4/26		COSBY (26) 12.8/23	DIFFERENT (9) WORLD 14.4/25	CHEERS (3) [16.6/26] 16.0/26	17.2/27	L.A. LAW (5) [16.1/27] 15.8/25 16.3/28	
	FOX 9.6/16		SIMPSONS (23) 12.9/23	BABES (68) 7.2/12	BEVERLY HILLS, 90210 (54) [9.2/15] 9.1/15 9.4/15			
FRIDAY 5/10	ABC 13.2/25		FULL (23) HOUSE 12.9/27	DINOSAURS (13) 13.7/27	FAMILY (12) MAT. 13.8/26	PERFECT (38) STRAN. 11.6/21	20/20 (15) [13.6/25] 13.8/24 13.3/24	
	CBS 9.1/17		GUNS OF PARADISE (73) [6.2/13] 6.0/13 6.5/13		CBS SPECIAL MOVIE—BIG BUSINESS (49) [10.6/19] 9.1/17 10.5/19		11.5/20	11.4/21
	NBC 7.4/14		MATLOCK SP. (66) [7.3/15] 6.9/15	7.6/15	MIDNIGHT CALLER (65) [7.4/14] 6.7/13 7.3/13		7.7/14	8.0/15
	FOX 4.2/8		AMR'S MOST WANTED (77) [5.3/11] 5.1/11 5.4/11		DEA: SP TASK FORCE (85) [3.1/6] 3.2/6 3.1/6			
SATURDAY 5/11	ABC 7.3/15		YOUNG RIDERS (75) [5.4/12] 5.3/12 5.5/12		ABC SATURDAY NIGHT MOVIE—COMMANDO (61) [8.2/16] 5.9/12 7.7/15		9.4/19	10.0/21
	CBS 8.0/17		CBS SATURDAY NIGHT MOVIE—UNCLE BUCK (57) [8.6/18] 6.8/16 8.4/18			9.7/19	9.3/18	FLASH (71) [6.8/14] 6.5/13 7.0/14
	NBC 10.7/22		AMEN (60) 8.3/19	DOWN (61) HOME 8.2/18	GOLDEN (29) GIRLS 12.4/25	EMPTY (22) NEST 13.1/25	SISTERS* (41) [11.2/23] 11.5/23 11.0/23	
	FOX 4.3/9		TOTALLY HID. VIDEO (84) [3.7/8] 3.5/8 3.8/8		COPS (79) 4.9/10	COPS 2 (78) 5.0/10		
SUNDAY 5/12	ABC 10.9/21	WLD. OF DIS. (70) [6.9/16] 6.2/15 7.6/16	AMR. FUN (23) VIDEO 12.9/25	AMR. FUN (13) PLP. 13.7/25	ABC MINI SERIES—AN INCONVENIENT WOMAN (35) [11.7/21] 11.5/20 11.6/20		12.0/21	11.7/21
	CBS 11.6/22	60 MINUTES (19) [13.4/31] 12.1/29 14.6/32	MURDER SHE WRT. (21) [13.2/25] 12.8/25 13.7/25		CBS SUNDAY MOVIE—MS. LAMBERT REMEMBERS LOVE (51) [9.9/17] 9.8/17 9.8/17		10.0/17	9.8/18
	NBC 9.8/19	BLCK JACK SAV. (80) [4.8/11] 4.9/12 4.8/10	EXPOSE (82) 4.5/9	REAL LIFE (74) J.P. 5.7/11	NBC SUNDAY NIGHT MOVIE—IN THE LINE OF DUTY (8) [14.7/26] 12.4/22 15.0/26		15.6/27	15.7/29
	FOX 7.0/13	TRUE CLR. (83) 4.3/10	P. LEWIS (80) 4.8/10	IN LIVING (52) COLOR 9.6/19	GET A LIFE (68) 7.2/13	MRD. WITH (45) CHILD. 10.9/19	TOP OF (63) HEAP 8.1/14	SUNDAY COMICS (75) [5.4/10] 5.6/10 5.1/9

WEEKLY PRIME TIME AVERAGE	ABC 10.5/19	CBS 11.1/20	NBC 11.9/21	FOX 6.7/12	YELLOW = 1/2 HR WINNER
SEASON PRIME TIME AVERAGE	ABC 12.3/21	CBS 12.2/20	NBC 12.6/21	FOX 6.4/11	*—PREMIERE
NIGHTLY RATING / SHARE	(#)—RANKING	[#]—PROGRAM RATING / SHARE	HALF-HOUR RATING / SHARE	SOURCE: A.C. NIELSEN	



**CABALLERO SPANISH RADIO NETWORK  
delivers more women 25-54 than any  
other broadcast vehicle**

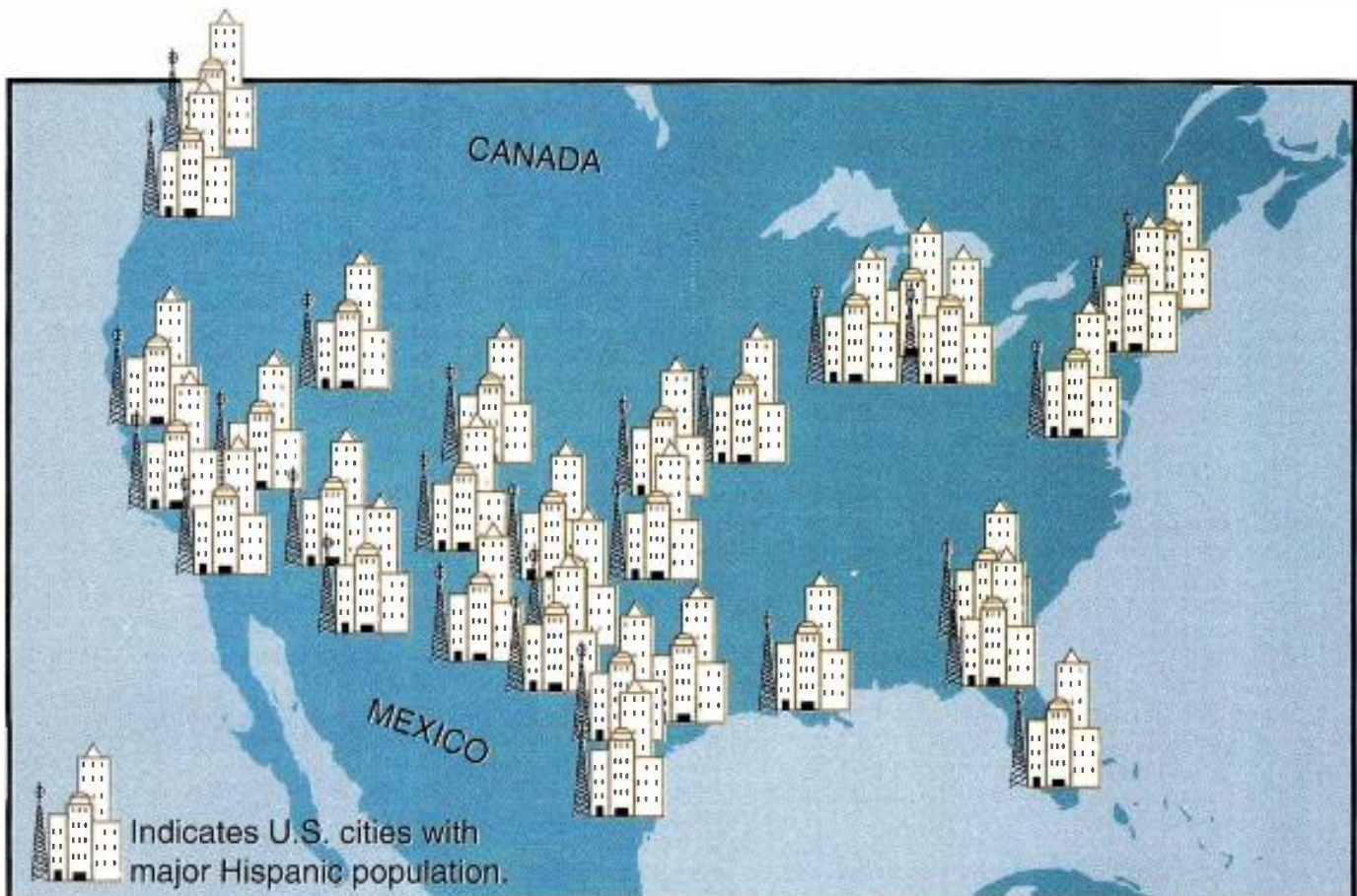


Source: Arbitron AQH  
TV: ADI; Primetime; May 1990  
Radio: MSA; Mon-Fri 6AM-10AM; Spring 1990



# RADIO

## SPECIAL REPORT



## **MAPPING OUT THE U.S. HISPANIC MARKET**

*Hispanic radio is a \$210 million business in the U.S. It is growing at an annual rate that exceeds that of general market radio. In 1990 Hispanic radio experienced 4.6% growth overall, with a 7% increase in national spot/network billings (accounting for \$55.1 million) and a 4.4% increase in local revenue (\$156 million).*

*In the last 10 years the number of Hispanics living in the U.S. has jumped 62%, to a population of 23.7 million. U.S. Hispanics have an estimated purchasing power of \$171 billion, with individual household income averaging \$30,243. Sixty-four percent claim they are extremely product-conscious and brand-loyal—a fact not lost on major U.S. advertisers. Such heavy radio users as Anheuser-Busch, Sears, Coors, Coca-Cola, U.S. Army, Colgate-Palmolive, Procter & Gamble, Ford Motor Co., Kraft-General Foods and Toyota have invested heavily in the medium strictly because of this consumer loyalty—and because they know the power of the Spanish language on radio. The following pages illustrate that power.*

# HISPANIC GROUPS MAKE THE MOST OF TOUGH TIMES

Improved programing, a growing sophistication in marketing and sales and a united effort to sell the medium against competition are some of the key objectives of today's top Hispanic group operators. Despite difficult economic times, Hispanic operators are looking for ways to expand their companies and the reach of Spanish-language radio.

Tight economic times have forced Hispanic operators, along with their mainstream counterparts, to tighten budgets and trim expenses to keep a positive cash flow. Said Raul Alarcon, president, Spanish Broadcasting System: "Our story comes down to survival, and that means maintaining the business level that we have enjoyed in these past years."

According to Alarcon, tough times help underscore the importance of radio to both listeners and advertisers. "The resiliency of Spanish radio is coming through now for people to see," said Alarcon, "because it is a specialty niche and has tremendous benefits." Hispanics also tend to be heavier users of radio than the general population (see chart, page 42), and their purchasing power is estimated to be more than \$170 billion.

Expansion plans at Spanish Broadcasting include a just-signed deal with TV group owner and programmer Telemundo. SBS will lease transponder space from Telemundo to provide satellite news, originating most likely from Miami, said Alarcon, to the company stations and eventually other affiliates. "We are also looking at doing entertainment specials," he said.

On a larger industry scale, Alarcon is on the board of The American Hispanic Owned Radio Association (AHORA,

see box below). He would like to see more effort put into uniting the radio operators to sell the medium against Spanish language television and print. Alarcon believes that effort will grow in importance as the Spanish broadcasters find their formats follow the mainstream route and continue to fragment.

"Fragmentation is necessary," said Alarcon. "The increase in competition means stations are going to have to define who their target audience is and focus on serving that target. It is a natural progression in the marketplace," he added, "and I believe it is a healthy thing."

Healthy or not, it will be an interesting evolution to watch. Traditionally, Spanish radio stations have been formatted like the full-service AM's of the early days of radio. And in spite of the fragmentation, said Alarcon, "we will still have to address, on a much broader scale, the issues of the community."

And it is commitment to the Hispanic community that separates the Hispanic from the nonHispanic operator of Spanish language radio, according to Alarcon. "The deep commitment to the marketplace, which goes above and beyond dollars, can only be reasonably asked of people who share that culture," he said.

But that assessment could be disputed by the Tichenor family, which has been in the business since the early 1940's. Mac Tichenor, president, Tichenor Media System (TMS), has been committed to the industry since he joined the family-run business in 1979. "The great thing about Spanish radio," said Tichenor, "is that it is such an integral, intertwined part of the community. It has been very rewarding for me and for

everybody else at our company to be successful and do so many good things for our listeners."

Tichenor would also like to take advantage of the synergy created by owning a station group in the top markets. TMS has developed an "Action News Team" based at the group's KCOR(AM) San Antonio (the first full-time Spanish radio station in the country). News is received, edited and dispatched to the company's 11 other radio stations. The news is gathered by Action News correspondents and newswires, as well as all the Tichenor station newsrooms. Each station feeds local news to KCOR three times daily. "We see some network [programing] opportunities. Although it is not simple to do a network in Spanish, since there is more than one format," said Tichenor.

He would also like to use the stations as mainstays in attracting advertisers to Hispanic radio. "We think a joint venture of some sort could be possible," said Tichenor, "where we could use the position of the stations to combine a marketing effort with a product that hasn't targeted Hispanic before."

Amancio Suarez, chairman, Mambisa Broadcasting, and Viva America, believes the growing Hispanic population will influence every aspect of life in the U.S. "There is no doubt that...radio will be the proper bridge between the two cultures," said Suarez. Suarez bought WAQI(AM) Miami in 1985. The station has consistently been at or near the top of the market since then.

Added Suarez: although the continued growth of the Hispanic population will be very healthy for operators, there is still room for improvement in the industry, particularly in how it relates to the mainstream. Said Suarez: "There is a better understanding among the two segments, but we are still far from where it should be."

As Tichenor sees it: "Anyone who has had a chance to work in this business, be it on the agency side or the broadcasting side, knows that not only do we hold the same kinds of values as the general market operators, but for whatever reasons, we are able to actuate those values better with our listeners than general market stations."

And the level of sophistication will continue to improve, said Tichenor, with the entry of mainstream operators and techniques into the Spanish radio segment, as well as the growing interest from advertisers in targeting the Hispanic population.

## HISPANIC OWNERS BAND TOGETHER



Mary Helen Barro

to promote the benefits of Hispanic radio.

Barro has contacted organizations such as the U.S. Hispanic Chamber of Commerce, the National Hispanic Media Coalition and the Latin American Business Association to enlist their aid and to tap their resources.

In an effort to increase the number of business opportunities for Hispanic broadcasters and to attract more Hispanic talent to broadcasting, 55 station owners have formed the American Hispanic Owned Radio Association (AHORA). The association's board is headed by Mary Helen Barro, vice president, general manager and majority owner of KAFY(AM) Bakersfield, Calif.

AHORA's agenda has included providing President Bush with a list of concerns to Hispanic broadcasters and requesting his help in encouraging the government to include Spanish radio stations in government media buys. That agenda will expand to include calling on major advertisers



# THE VOYAGE CONTINUES

*Merry Christmas*

AM 1530

TICHENOR MEDIA SYSTEM

WADO • New York    WOBA AM-FM • Miami    WIND • WOJO • Chicago    KCOR • San Antonio    KLAT • Houston  
KGBT • Ft. Worth • Brownsville-Harlingen-McAllen    KBNA AM-FM • El Paso    KUNO • Corpus Christi

# FIRMS TRY TO IMPROVE HISPANIC MEASUREMENT

*Primary language, family size, other cultural elements play major role in challenge of measuring highly varied Hispanic population*

**A**s the U.S. Hispanic market continues to grow, research companies increasingly are encountering a wide range of challenges in adequately measuring radio listening levels—and other consumer patterns—within this highly varied population segment.

These challenges include expanded, multi-generational families, transient family members who do not permanently live within a particular household, country of origin, immigration status of some of those members, the primary language spoken by family members, sexist attitudes within the family, lack of telephones within the household, wariness of the postal system and a cautious attitude toward any stranger prying into their business.

Bill Livek, president of Birch/Scarborough/VNU in Coral Springs, Fla., said that these cultural elements distill down to two basic measurement challenges: dealing with a large, variable household size and Spanish Americans who don't understand the survey process in the U.S. "These individuals are producers and consumers, but they don't understand what we Americans do with the survey. They're uncomfortable with being involved. So one of our goals is to figure out how you measure that much larger household, and how you contend with the primary Spanish speaking American from a measurement basis." Livek admitted that "thus far this large segment has been underrepresented in every survey, whether done by Arbitron or by us."

Gary Berman, president of Market Segment Research, Coral Gables, Fla., concurs that primary language and level of acculturation play a vital role in the attitudes and behaviors of the Hispanic consumer. For a variety of economic, political and social reasons, Hispanic immigration is going to accelerate, he said. "It's only a two-and-a-half hour flight to Mexico, and we have an abundance of Spanish-language radio, television and print," he said. "The continuing immigration of Hispanics is only going to refuel the use of the Spanish language media."

Because of the protective attitude within many Hispanic households, reaching the "hidden respondents"—transient family members, primary Spanish-speakers or women—can pose a



Livek



Berman



Tobin



Therrien

## PERSONS USING RADIO BREAKDOWN

Market	Total	Hispanic
Los Angeles	18.3%	20.4%
New York	19.4	21.2
Miami	19.9	22.6
San Francisco	17.0	17.8
Chicago	18.8	19.7
San Antonio	18.3	19.3
Houston	18.1	18.0
McAllen-Brownsville	18.9	19.8
Anaheim-Santa Ana	17.4	19.3
San Diego	17.2	17.0
El Paso	18.6	19.6
Dallas	17.8	18.0
San Jose	16.8	17.9
Phoenix	17.2	18.2
Rivrsde-San Brdno	18.1	18.9
Albuquerque	18.1	19.7
Fresno	17.5	19.3
Corpus Christi	18.1	19.4
Sacramento	16.6	16.7
Austin	16.9	18.7

*Source: Katz Hispanic Radio Research, Arbitron Ethnic Composition Spring '89-Winter '90. Numbers represent percentages of listeners in market by average quarter hour. For example, in Los Angeles, 18.3% of total market is using radio in any given 15 minutes, while 20.4% of Hispanics in market are tuned in at same time.*

problem. "Some [potential respondents] are masked from research because the people didn't think researchers were interested in them," Livek said. "Because these people were excluded, reported radio listening was demonstrably different from the rest of the Spanish population. Most of their listening was to Spanish language radio stations."

To maximize its diary survey methodology, Arbitron incorporates a differential survey treatment (DST) that uses bilingual diary placement interviewers, an enhanced (\$2) premium sent with each bilingual diary, an additional \$2 premium mailed with a follow-up letter and three bilingual follow-up phone calls.

Jay Guyther, Arbitron vice president/sales and marketing, radio station services, said Arbitron tracks its Hispanic measurement performance through its proportionality index: what percent of the population is Hispanic, versus what percentage of in-tab diaries is Hispanic. "In the past two years our Hispanic index has been very close to the 100% mark, which is the result of three years' enhancement and improvements." Some of these improvements have included listing the Spanish directions first in the bilingual diaries and printing envelopes in both languages, using DST specialists who are especially good at soliciting Spanish consent and return, and conducting the primary interview in the language in which the household answers.

Guyther said Arbitron does not ask respondents a Spanish language question, "because we've never tested it, and I'm not sure what you'd do with the information once you got it." Instead, Arbitron identifies households by Hispanics, then reports listening by Hispanics, which can be broken out in the Hispanic market reports.

While Arbitron's Hispanic proportionality index has risen, it covers up what Janet Therrien, director of research at Katz Hispanic Radio, says is a "very real issue": the effective sample size that is representative of the Hispanic radio listener. Therrien points to Chicago, where in its fall 1990 book, Arbitron reported an Hispanic in-tab index of 102, representing 328 respondents. "Is a sample size of 328 enough to properly measure the Hispanic population of 645,000 people...while in Las Vegas

# Listen.

When it comes to the Hispanic market, Cadena Radio Centro has the numbers. With 56 stations in major markets nationwide, the CRC network of Spanish-language radio stations covers 86% of the US Hispanic market. That's 22 million Hispanics nationwide. We reach a rapidly growing population. And our numbers grow accordingly. This year, the number of CRC affiliates grew by 195%. And this year alone, our advertising sales have tripled! Impressive numbers that offer a tremendous opportunity for you. For information on advertising avails and rates or on how your station can become a CRC affiliate, call or write Barrett Alley, President, CRC.



C A D E N A R A D I O C E N T R O

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[which has a population close to 645,000] Arbitron requires 960 in-tab diaries to measure the market?" she asked.

Sample size and in-tab diaries aren't as important as drawing the sample from a fair representation of the market's Hispanic population, or weighting it to reflect that market's Hispanic composition, Therrien added.

"Every market has a different level of language groups, depending on such factors as immigration and country of origin," she said. Houston has had a huge influx of immigrants in the last 10 years, and the percentage speaking only Spanish would be very high right now. San Antonio, which has 13-generation Hispanics, hasn't had a lot of new immigrant growth, so there would be more bilingualism."

Primary-language weighting intro-

duced by Birch in its summer 1990 survey resulted in Spanish-language format shares 14% higher than in previous reports that were based on "high density Hispanic areas/nonhigh density Hispanic areas." Currently Birch is working on a study that is structured to reach every 12-plus member of target Hispanic households.

"The language question is key to drawing your sample," Therrien said. "If all Hispanics in a market spoke English, then language would not be a criteria. But no market is built like that." She suggested that Arbitron might do well to test primary language to at least determine what percent of the diaries were being sent to Spanish-dominant versus English-dominant Hispanics. "Even if they weren't to use it in any methodology or weighting change, at least it would show how their sample

breaks out," she said.

Strategy Research in Coral Springs, Fla., already established in quantitative research in Hispanic television, is developing a radio survey that will incorporate day-after recall, personal face-to-face in-home interview, a methodology which Richard Tobin, president, Strategy Research, said is consistent with the Spanish culture.

"Many researchers don't understand the formality of the Hispanic culture, which basically is very formal and cautious," Tobin said. "In the U.S. we are very free, very well-protected and we've built a lot of security into our environment. In Latin America the historical class cultural connotations are more alive than in an open, free society." This formality leads to a suspicion of the telephone and the postal system, Tobin said. -REB

## HISPANIC REPS: 'MARKETING IN THE TRUEST SENSE'

*Radio reps take on role of full service sales agent, creative director, teacher, to attract advertisers to Hispanic marketplace*

**T**he role of the Hispanic radio rep is anything but a desk job. The Hispanic rep is out hitting the streets, working his or her way from one agency or advertiser to the next, selling the finer aspects of the Hispanic marketplace. The unfortunate reason for this: despite a new, growing awareness of the Hispanic consumer's buying power and product loyalty, many advertisers and agencies still are wary of entering this largely undefined marketing territory. As a result, the rep becomes sales agent, teacher, consultant and copywriter to attract advertisers.

While some Hispanic buys are made by general market reps who buy deep enough in highly populated Hispanic markets such as Miami, San Antonio, and McAllen-Brownsville, Tex., most national Hispanic spot business—which totalled \$56 million in 1990, according to *Hispanic Business* magazine—is billed by Hispanic agencies specifically targeting the Spanish radio audience through the Hispanic rep firm. While these accounts hardly are taken for granted, those general market clients that have yet to enter the market are considered the hard sell.

That's where the Hispanic radio rep comes into play. "Our primary objective is to get advertisers to use Spanish radio," said Rick Kraushaar, president of Lotus Hispanic Reps, New York. "The Hispanic rep makes a lot of direct calls at the client level, whereas Anglo



President George Bush met with Eduardo Caballero and leaders of the Spanish media last month to discuss the concerns of the Hispanic community in the U.S.

reps generally work only with the media buyers. We have to go beyond the media buyer to get to the client, with the best wishes of the agency. It's much more a conceptual sell as opposed to buying strictly by the numbers, as happens in general market radio."

The aggressive Hispanic rep firm needs to balance the "art" and "science" of the Hispanic marketplace, said Gene Bryan, vice president/national sales manager of Katz Hispanic Radio

Sales in New York. "We have to go out and 'concept sell' the advertiser on the reasons for being in the Hispanic market, while at the same time substantiating our claims with quantitative and qualitative information," he said. "We have to position the reasons the advertiser should be in a particular market, why he should be included in the marketing plan and what media to use, so he can make a wise decision to be in the market."

While some major advertisers are expanding into Hispanic radio, others are still windowshopping. "Over 8,000 advertisers are on the radio today, and that's a gold mine," Bryan said. "They're already sold on the medium; all we have to do is sell them on the market and the format. We have to explain to them the added value of the Hispanic radio marketplace both from an audience and a qualitative standpoint. We create pitches and deliver information to justify the need to reach these people, but the agencies make the final decision."

Which is why the rep has to be relentless, said Eduardo Caballero, president of Caballero Spanish Media. "We can't afford to wait for the media buyer to decide to try Hispanic radio," he said. "In most cases, we have to start at the client level, then go to the account group level and eventually the idea will go to the media planners and the media buyers. It's a much more difficult task because we have to go after the advertiser."

Caballero said most media buyers operate on directives from agencies to buy a specific number of gross rating points in a market and ignore the benefits of Hispanic radio unless an Hispanic station falls within the general market plan. "A lot of clients are reluctant to think about the Spanish market, and many agencies try to discourage their clients because they don't feel capable of handling Spanish advertising, or because eventual success might lead those clients to seek out an Hispanic agency," Caballero said. "These agencies are doing a disfavor to the client by discouraging them from getting into the Spanish market."

An additional challenge in selling Hispanic radio is the dubious quantity and quality of Hispanic ratings information, Caballero said. "Information sources for Spanish media are not absolutely reliable, so if you go by the book you probably will not buy Spanish media—not radio, and even less television," he said. "Arbitron does not design its methodology to measure the Spanish market. They simply do a little more in those markets where the percentage of the population is large, or in those markets with multiple Spanish stations because they think they can get some of them as subscribers."

As a result, most advertisers who make a serious effort in Spanish radio look beyond simple cost-per-point factors. "They might take a look at Arbitron or Birch just to get an indication of which stations are the strongest or most stable in the market," Caballero noted. "But the savvy advertisers understand that they cannot go by the book." Agencies that argue that the Hispanic CPM is

too high don't understand the realities of the Hispanic market, and/or they're just looking for an excuse not to get involved with Hispanic radio, according to Caballero.

Because agencies typically live and die by the ratings, Hispanic radio involves "marketing in the truest sense," said George Rivera, eastern director at CBS Hispanic Marketing, which also

represents the Spanish Information Service. "While everybody discounts the Hispanic numbers from Arbitron and Birch, we still have to live by them," he said. "It's a double-edged sword. You have one station that comes out well in one book, and they don't even show in the next. Arbitron and Birch both are trying to address that issue, but the problem still exists." **-REB**

infidelidad/infidelity • alcoholismo/alcoholism • abuso/abuse • adoles rebeldes/rebellious teenagers • divorcio/divorce • dinero y poder/money power • menopausia/menopause • traumas emocionales/emotional tra nivalidad entre hermanas/sibling rivalry • aborto/abortion • felicidad de marital happiness • hiperactividad/hyperactivity • disciplina infantil/child discipline • homosexualidad/homosexuality • menstruación/PMS • depresión/depression solteros/singles • niños y autoestima/children and self-esteem • suegros/inlaws • infideli alcoholismo/alcoholism • rebeldes/rebelli • divorcio/divorce • menopausia/me entre hermanos ity • felicidad de a infantil/child • nión/depression inlaws • infideli • alcoholis • rebeldes/rebelli • divorcio • menopausia/me tre hermanos • felicidad de infantil/child • emocional • nión/depression inlaws • infideli • vejez/aging • aborto • rebeldes/rebelli • divorcio • menopausia/me entre hermanos • felicidad de infantil/child • happiness • home • nión/depression inlaws • infideli • solteros/singles • niños y auto • alcoholismo/ • rebeldes/rebelli • divorcio/dlv • menopausia/me entre hermanos • felicidad de infantil/child • emocionales/emot • nión/depression inlaws • infideli • vejez/aging • aborto • rebeldes/rebelli • divorcio/divorce • menopausia/me entre hermanos • felicidad de infantil/child • happiness • home • nión/depression inlaws • infideli • solteros/singles • niños y autoestim • alcoholismo/alcoh • rebeldes/rebelli • divorcio/divorce • menopausia/me entre hermanos • felicidad de infantil/child • emocionales/emot • nión/depression inlaws • infideli • vejez/aging • aborto • rebeldes/rebelli • divorcio/divorce • menopausia/me entre hermanos • felicidad de infantil/child • happiness • home • nión/depression inlaws • infideli • solteros/singles • niños y autoestima/children and self-esteem • suegros/inlaws • infideli alcoholismo/alcoholism • abuso/abuse • adolescentes rebeldes/rebellio • divorcio/divorce • dinero y poder/money and power • menopausia/me

# Enfoque a la Familia

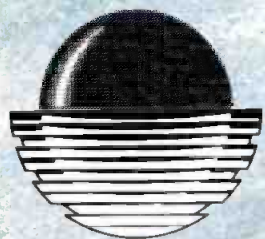


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**cma RADIOCENTRO CADENA NACIONAL**  
 1270 AM ESTEREO  
**fm 92**  
**Miami**

**fm 104**  
**Key Largo**



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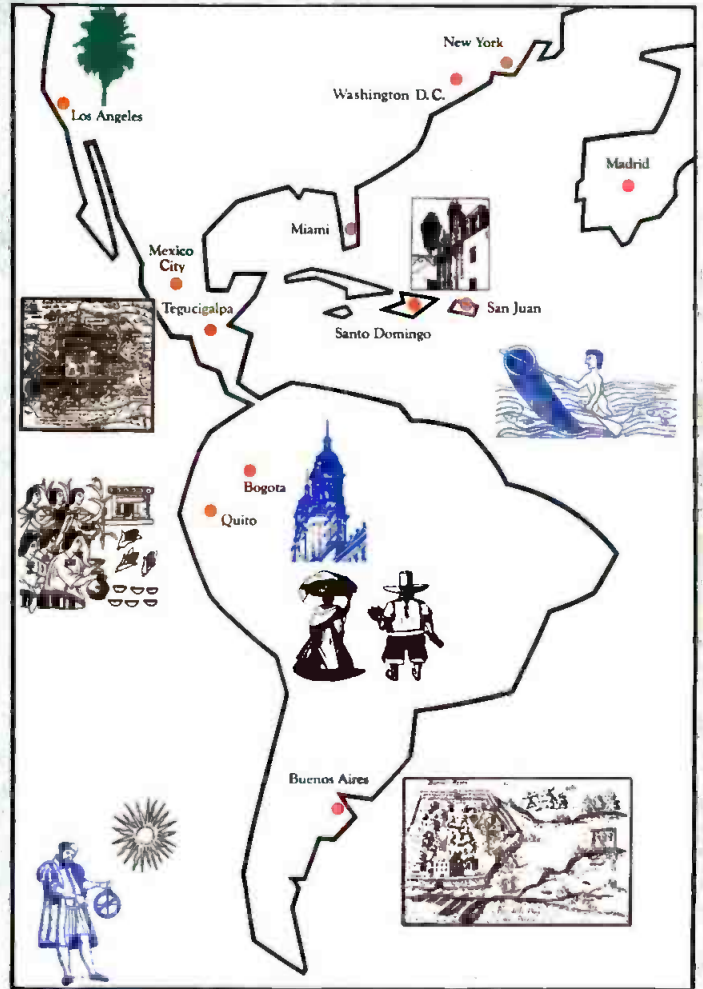
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# NETWORKS TRY TO BE ALL THINGS TO ALL HISPANICS

*News and programing focus interests of diverse Spanish-language audiences*

**T**he role of the Spanish radio network is a difficult one: Program to a national Hispanic audience comprising a variety of geographical and cultural backgrounds, cross a broad range of demographic cells and target listeners tuning in to at least 10 different radio formats. The network must appeal to males 25-54 of Mexican descent, women 18-49 of Dominican origins, teens from Puerto Rico and to all the gaps in between.

Cadena Radio Centro, based in Dallas, is one of a handful of networks up to the challenge. CRC, established in 1986, is owned by Grupo Famega, one of the largest radio broadcasting companies in Mexico. The network has 56 U.S. affiliates and feeds newscasts around the clock, concentrating primarily on issues of Hispanic interest—generally targeting Hispanics of Mexican descent west of the Mississippi, and Caribbean Hispanics in East Coast markets. International news is broadcast in Spanish and leans toward stories of His-

panic interest. CRC maintains 22 news correspondents around the world, and in the Gulf war tapped the resources of a Jordanian-Hispanic based in Baghdad. "We have a very heavy emphasis on the Latin American bureaus," said Barret Alley, CRC president. "We have correspondents in El Salvador, Colombia, Bogota, Caracas, Lima, Mexico City, as well as in Washington, New York, Chicago, Miami and Los Angeles."

Non-news programing includes "Cristina Opina," a program Alley characterizes as similar to the *Oprah Winfrey Show*. The program features Cristina Seralegui, popular hostess on the Univision TV Network, in four 3½-minute vignettes in which she offers her opinion on different subjects. Sports-casts feature Jaime Jarrin (voice of Los Angeles Dodgers), who also anchors the *Tribuna DePortiva* call-in sports show. Music entertainment programs include a weekly Latin music countdown; *Alta Tencion*, billed as a "high tension" rock 'n' roll show on Saturday nights; *Reinas*

*de la Popularidad*, featuring the top-20 hits in Mexico; and *En Concierto*, featuring such artists as Julio Iglesias. The company also has plans to develop four hours of tropical music each week for the Caribbean element of its audience.

Alley compares CRC to the programing of ABC Radio's Satellite Music Network, with a wide range of stations taking various blocks of programing. "We have affiliates that take us 24 hours a day; some take our news and specialty programs, and some take just our news." Alley said the primary Hispanic radio demo is adults 25-54, and "it's very difficult to get teens and 18-24 adults in Spanish Radio." He said that CRC attempts to reach as broad a cross-section of the audience as possible.

SIS broadcasts news at the top of the hour from 6 a.m. to 9 p.m. CT, Monday-Friday, and on weekends from 8 a.m. to 3 p.m. The network maintains a 24-hour satellite capability, which Madrigal said enables SIS to expand the news format "as we did with the Persian Gulf war, where we went up to 20 minutes in length." Regular newscasts include three minutes of national and international news, followed by an optional two minutes covering the southwest U.S. Additional programing includes three daily sportscasts, concentrating primarily on baseball, boxing and other sports of interest to the Hispanic audience. Additionally, the network airs *SIS Al Dia*, a 15-minute daily magazine focusing on current affairs, entertainment, sports, health and cooking. SIS also is "exploring possibilities to create a national talk show that is open for any Hispanic listener, whether he or she is Mexican, Puerto Rican or Cuban," Madrigal said.

Madrigal acknowledges that targeting the broad Hispanic audience poses considerable challenges. "It's not easy to satisfy all the different Spanish backgrounds in this country," he said. "We always try to avoid getting into the dialects or accents; that way we don't insult or offend anybody. We try to stay in continental or United Nations Spanish; that way it can be understood by any group in the country." When SIS was founded, the Hispanic radio audience predominantly was 35-plus, but with the advent of Spanish television and immigration of younger Hispanics, "the demographic make-up of the audience is rapidly changing. Now we have more young people listening and watching

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Spanish media," he said.

CBS Hispanic Radio Network in New York focuses primarily on entertainment programming that has a demonstrated wide appeal within the Hispanic population. The cornerstone of this programming is baseball, and CBS used this interest last year when it launched the network with the Spanish language play-by-play of the All-Star Game. A slate of programming that includes the baseball play-offs and the World Series drew affiliates in 30 markets, and subsequent NFL play-offs and Super Bowl broadcasts attracted some 25 stations.

Nick Kiernan, operations manager for CBS Hispanic, said that research con-

ducted for the baseball broadcasts "showed that our audience very closely matched the estimates we developed before we started, based on our experience in the general market." He said the research indicated "significant tune-in to special event programming like sports, which we can take to potential advertisers and affiliates."

Kiernan admitted that CBS spent its first year learning about the Hispanic market, and is now ready to build on its knowledge. "One key thing we learned was to understand our advertisers' goals, then match our resources to their needs." He said the network last year showed some success with programs

that led into the sports play-by-play, and this August it plans to launch *Latin Legends*, a series that "gives advertisers an opportunity to associate with some of the big Latin stars in baseball."

By targeting the Hispanic audience through a Hispanic radio network, advertisers can "deliver a message to an entire country in a program environment that is compatible with what that advertiser is trying to accomplish," Kiernan said. "Our message to the advertiser is that a programming environment provides an entire package of marketing and merchandising opportunities that can go much further than just a package of spots." —REB

## BUYING SPANISH RADIO: MORE THAN JUST NUMBERS

**M**easuring the Hispanic radio audience continues to challenge ratings services and research firms, and by extension, advertising agencies and their clients. As the U.S. Hispanic population continues to grow, and as marketers begin to aim for the consumer loyalty exhibited by this segment of the population, the Hispanic radio listener has become increasingly valuable to advertisers. But is it getting easier to find them and the stations they listen to?

Tune your radio to a Spanish station and you are likely to hear any one of at least 10 distinct formats, as divergent as news/talk to country (*ranchera*), to top 40 radio. Although the varied formats within the Spanish broadcasting umbrella have existed for as long as there have been Spanish-formatted stations, over the last few years, the diversity of programming has increased and the concept of narrowcasting has crept into the marketplace.

But the pace of programming evolution has not necessarily kept pace with the progress in identifying and targeting the Hispanic audience. According to Sharon Griesing, vice president and media director, Berry Brown, Dallas, buying Spanish radio involves much more than just looking at numbers. "The main difficulty in buying Hispanic is the lack of reliable ratings data," said Griesing. "We also end up looking at who else is advertising in the market and what kind of promotional impact we can make for our client."

Griesing has seen some improvements in the process over the years and credits the rep firms and the stations for their efforts. "I think things have improved," she said. "Stations are beginning to sup-

ply us with better information—advertisers and agencies are demanding that of them."

Cecil Heftel, president, Heftel Broadcasting, is a nonHispanic broadcaster that operates two successful Spanish language stations in Los Angeles, KTNQ(AM)-KLVE(FM). He also owns, in partnership with Mambisa Broadcasting, WAQI(AM)-WXDJ(FM) Miami. Heftel saw what he thought was a great opportunity to expand the radio audience in Los Angeles. "When we first looked at the market in 1985," he said, "one of the things we saw was a tremendous opportunity in the national field." Added Heftel: At the time, of the top 100 advertisers, 20 were advertising in Spanish radio. "Today," he said, "we have closer to 50—20 are formidable spenders with very significant budgets, and 30 have modest budgets."

Heftel believes his success in wooing advertisers stems directly from applying mainstream market techniques to Spanish radio, which in turn has expanded the audience for Spanish radio in Los Angeles. In addition, he said, this has helped improve the rate structure for stations because advertisers now realize that a Hispanic listener is just as valuable as a nonHispanic—they both pay the same price for a product.

Since 1985, said Heftel, the stations have helped double the size of the radio audience for Hispanic broadcasting in Los Angeles, and the stations are billing "three-and-a-half times what all six stations had been billing combined in 1985," he said.

Laura Marella, media director at Casanova Pendrill Publicidad, Los Angeles, sees a number of factors at work in the steady improvement in Hispanic ra-

dio. A primary reason, and possibly a result of improved methodology by both Birch/Scarborough and Arbitron, is the increase in audience shares of Hispanic listeners in all markets. "The changes in methodology have made a tremendous change," Marella said, adding that "the medium is more attractive as well because stations have improved their ability to work with agency and clients as marketing partners." Marella said she more frequently sees sophisticated added-value programs that move product for the advertisers.

Improved sound, better audience measurement and sales techniques have all had an effect on improving advertising on Hispanic radio. But also of extreme importance, according to Sara Sunshine, creative director, Publicidad Siboney, New York, is the proper creative. Advertisers looking to target the Hispanic consumer, she said, must qualify the audience in terms of its cultural characteristics.

According to Sunshine, the Hispanic population sees itself "as a society within a society." Encompassing the values of that society is a strong series of "strong likes and dislikes" that the creative media plan should not go against. For example, she said, Hispanics are fatalistic and spiritualistic. They view anglos as materialistic and serious.

The Hispanic in the U.S., she said, views himself as living in a dual society—his/her home, a traditional family environment and a technological society as far as the workplace. It is important, said Sunshine, that a media campaign address the aspirations of Hispanics. The most important factors shaping those aspirations, she said, were, "language, family and church." —tc

# CABLE

## COMPRESSION, BOXING LIGHT OPERATORS' PPV FIRE

*Annual CTAM gathering finds cable bullish on pay per view's future*

It is understandable if the organizers and the 500 attendees at the Cable Television Administrative and Marketing Society's second PPV conference in Orlando, Fla. last week were feeling good about the PPV business.

A year ago, operators were fighting an uphill battle to make movies a huge revenue source, and the number of PPV events on the horizon had grown scarce. While there have been no great leaps forward on the movie side of the equation, the spirits of the PPV faithful have been revived in recent months.

One immediate reason is three boxing bouts over the past two months that grossed well over \$100 million in revenue, culminating in the Holyfield-Foreman fight, which alone grossed \$50 million. It's estimated that PPV events grossed more than \$130 million in 1990.

Operators, who complained last year about the lack of events, will have an embarrassment of riches in June, with six fights scheduled. The summer will also see regular monthly fights from TVKO and Kingvision debut, which will produce a steady supply of product at the \$20 level. In addition to that, several major fights loom on the horizon. The Tyson-Ruddock rematch is set for June 28. And boxing promoters Shelly Finkel and Don King spent part of the time at a CTAM PPV panel session in what amounted to public negotiations for an eventual Tyson-Holyfield fight that both sides said could gross \$100 million worldwide.

Recent boxing successes weren't the only things operators were cheering. The advances in digital compression that can make 100-channel cable systems a reality in the near future will be PPV proponents' own field of dreams. Many PPV marketers believe that capacity will produce theater-type scheduling and improve PPV's windows versus those of home video. And the bullish comments by Tele-Communications Inc., long a bear on PPV matters, gives rise to the belief that the entire industry will get behind PPV and lift it from its current penetration of about 17 million of the 55 million cable homes to a level that will provide significant leverage when nego-

tiating with Hollywood.

(In remarks taped for the conference, TCI President John Malone said company engineers have been looking at using an "event box" for PPV events, starting with the 1992 summer Olympics. The box would then remain in subscriber homes for use with other PPV events, he said.)

By next year, there will be more major events besides boxing, notably NBC-Cablevision Olympics Triplecast, whose executives spent time in Orlando with operators working on clearances for the three-channel, two-week event. There is also the prospect that the four professional sports leagues—the NBA, the NFL, the NHL and MLB—will eventually provide out-of-market PPV packages for consumers who follow teams from other cities.

□

There is no doubt that those close to PPV are bullish on its growth. Jerry Maglio, senior vice president, marketing and programming for United Artists, said the company budgeted a \$9 million increase in PPV revenue, from \$27 million

to \$36 million, from 1990 to 1991 and expects the 1992 Olympics to bring in \$12 million alone.

Tom Neville, vice president, research and planning, Showtime EvenTelevision, said the awareness of PPV among males has increased from 65% to 80% over the past two years, and from 50% to 75% among females over that time. Overall PPV usage is up from 10% to nearly 18% over that time, he added.

Younger people see the concept of PPV as more appealing, he said. About 52% of those between 18 and 34 think PPV is a good or excellent idea. The percentage drops to 42%, for those 35-54, and to 34% for those over 55. "People in their 20's are much more open to the concept," he said.

Over the past year, the number of systems using CSR's for ordering has dropped from 35% to 18%, while ARU (33%) and ANI (30%) continue to grow.

Hilda Chazanovitz, vice president, marketing, Viewer's Choice, shared some early results of several tests VC is conducting. Low-cost entry offers for PPV drive in not only new subscribers, but increase usage among present PPV users. Using a 50% addressable California system, VC found buy rates rose from 50% to 54% over six months using a 99 cent offer. In that market, VC brought in 578 new users, which projected to annual revenue of over \$18,000 while marketing costs were \$8,000. In a separate test, VC brought buy rates from 33% to 45% in six months using the offer, bringing in 4,600 users. The data suggests, she said, that there were "additional buys from the existing base in addition to bringing in nevers."

Neville presented a host of other event statistics centered on boxing. For instance, SET has found an increasing number of people ordering major boxing events at the last minute, suggesting customers are becoming more comfortable with ordering. In recent fights, 26%-29% of all ordering activity has been on the day of the fight, he said.

Neville found that price differentials on major events have negligible effect; that is, lowering the price doesn't significantly increase the buy rate. For most of

### PPV NOTES

**G**lobal Sports Promotions will begin featuring live, monthly boxing from Europe on July 6, with the rematch of Marcos Villana and Paul Hodgkinson for the WBC world featherweight title. The fight will be available on Request and standalone systems at 3 p.m. ET for \$9.95. GSP said it will be the first in a series of boxing matches from Europe featuring worldwide talent.

Olympics Triplecast has signed Gayle Gardner to hosting duties. The company also announced affiliation agreements with eight mid-to-small MSO's as well as the National Cable Television Cooperative. The MSO's are Lenfest, Media General, Service Electric, Harron, Tele-Media, Helicon, Barden and Bismarck-Manden.



Kurmit



King



Abraham

the major events over the past several years, the pricing per person has been around \$6. "It's a self-correcting mechanism," he said, with more people gathering in a home as the price goes higher.

As the number of PPV homes has grown, the average number of customers per home has dropped, from 8.2 for the 1988 Tyson-Spinks fight available to five million homes to 6.4 for the Holyfield-Foreman fight available to 16 million. Buy rates also stabilize as a system's addressable universe grows. In systems with 10% or fewer addressable homes, the buy rates averaged 17.7%. The buy rate was 7.8 for systems with addressability between 10% and 20%. Between 20% and 100% addressable, the buy rates ranged from a 4.7 to a 6.8. It was Neville's conclusion that as the number of addressable homes increases, the pricing of individual events will drop somewhat, since fewer customers will likely gather in groups to watch fights.

Cable operators will have a bevy of fights to promote over the summer, and some in Orlando were wondering if TVKO's and Kingvision's plans to deliver quality events monthly were too ambitious.

Scott Kurmit, president of SET, agreed that "there's not enough product for what's been announced," but he did not see that as a negative. He said pricing will be all over the lot, including as low as \$5. A 0.2 buy rate on a \$20 fight, Kurmit said, is still better for the operator than what his movie buy rate would be for that night. But he cautioned that the promotion of fights has to mirror their importance. Arguably the biggest of the June fights, Tyson-Ruddock II, will be marketed more heavily than other fights.

Don King agreed that there may not be enough product, but he said "if you give the people what they want, they'll

pay for it. The people will separate the wheat from the chaff."

Seth Abraham, president of Time Warner Sports and head of TVKO, said at the next day's luncheon that "competition is good for viewers and cable operators. The most important thing we do," he said, is to make sure "we give the people their money's worth. If you make it worthwhile, they shall pay." Abraham said the 8.5% buy rate for Holyfield-Foreman "strengthens our opinion" on the viability of TVKO's approach—two big ticket fights a year to go along with TVKO's monthly schedule.

Because many viewers may be gathered in one location to watch a fight, the price tags for individual events aren't overpriced, boxing PPV proponents say. One thing that will help, said Kurmit and Mark Taffet, senior vice president, Time Warner Sports, is putting the event charge on a subscriber's Mastercard or Visa. If purchasing a major PPV event is likened to an alternative to other entertainment expenses, such as theater tickets, and not seen as an add-on to a cable bill that may double in one month because of ordering an event, the industry won't have as much of a perception problem, said Kurmit. "If we don't do anything, it will be an issue," he said.

□

In a vastly expanded PPV world, there will be more capacity for niche PPV services. Several present niche PPV programmers examined the implications of 50 channels of PPV at a CTAM session.

Rick Blume, president of Action PPV, said: "We hope to make cable systems more like home video stores by providing breadth of copy." Action PPV programs about 15 movies per month to its 1.5 million homes and can reach buy rates of 0.5% and 1% in prime

time with stars such as Dolph Lundgren. Some Action systems, he said, have buy rates between 7% and 10%. Blume estimated that with a six million home base and an 8% buy rate, the service would break even. And he hoped to be able to lower the \$3.99 price to \$1.99 once Action reached a critical mass of more than 12 million homes.

Playboy Enterprises President Robert Friedman said competition for viewers will be severe in the future, and those services with trademark names, such as MTV or Playboy, will fare better in a 150-channel world. PPV will move towards the magazine model, he said, reflecting narrower tastes found on newsstands. Friedman said Playboy's flexibility in packaging by the month, weekend or night has increased revenue in some systems anywhere from 50% to 200%. In fact, he said, Playboy has seen a number of subscribers buy the nightly or weekend service frequently enough that they become monthly subscribers.

Operators on the panel said they have to be careful about launching niche services, especially adult-type services. Both John Clark, vice president, marketing and programming for Cencom, and Seth Morrison, regional director of marketing for Viacom Cable, said they often get complaints about the promotional photos that accompany adult services. "The materials we get, we can't put in the guide," said Morrison, especially in more conservative areas in the Midwest. Clark added that operators also need flexibility on changing provocative titles. For instance, Cencom changed "Has Anybody Seen My Pants?" to "Lost Pants." But adult movies continue to produce steady revenue for operators. Clark said in some systems, adult fare outperforms movies or events as a revenue category.

-MS



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RTNDA



Sen. Conrad Burns  
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Jay Krieger  
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# TLC GETS MAKEOVER FROM DISCOVERY

*Alliance with NEA for morning programming targeted to teachers is one of several changes*

**A**s of the start of the fourth quarter, The Learning Channel's new owner, the Discovery Channel, will give the educational channel a programming facelift. October is when its new schedule, formatted into three distinct programming dayparts, officially kicks off, but viewers will start to see some changes in the next couple of months.

In the deal, which officially closed two weeks ago, Discovery paid owners FNN, its parent Infotechnology and non-profit American Community Service Network a total of \$30 million for the channel that, along with the Discovery Channel, will be part of a newly devised parent company, Discovery Communications Inc.

For the morning daypart, which will be geared toward what the network calls young learners, TLC has made its first new programming alliance with the National Education Association to create Teacher Television, a weekly (or possibly daily) two-to-three hour how-to series for teachers that will have its pilot outing in October, and go on air in January 1992. NEA and Discovery already have a relationship through the program "Assignment Discovery," which is carried on Discovery and is used in classrooms by 500,000 teachers.

Talks are also continuing with PBS for programming involvement in the channel, which would likely involve equity as well. Most likely, PBS would be involved in programming for either the morning and/or afternoon daypart, which is devoted to what TLC terms "lifelong learners." Discussions were put largely on hold until the purchase had formally closed, according to John Hendricks, Discovery's chairman and chief executive officer. But there appear to be difficulties in giving PBS equity in the programming or the channel, since it is a government-funded, noncommercial, nonprofit entity.

Maxwell Communications continues to be a possible equity partner and programmer for the prime time daypart, which will focus on world events and culture. But talks with Maxwell have been taking place on a broader level as well, and it is unclear whether input into TLC would be foregone in exchange for a bigger venture. Discussions have been going on for 18 months for a brand new channel for world programming, accord-

ing to Hendricks, who described the potential channel as "a very ambitious project."

Other programming partnerships are also being explored, including potential programming relationships with the BBC and the news division of ABC, CBS or NBC. Hendricks said TLC is talking to all three broadcast networks about the possibility of using 20 minutes of news footage (of which only a few soundbites are used on the networks) on topics such as science, history and travel for a series. "I think something will happen there," said Hendricks.

Two other new programs were announced last week for the redesigned TLC. *100 Books* likely will be a daily afternoon series examining civilization's greatest books. *Independents: Distant Lives*, which examines the lives of people in various cultures and countries, will be aired in prime time.

One programming change is only a couple of months away. Starting in July,

infomercials, which have been scattered throughout the day, will be scaled back to only overnight hours, between 3 a.m. and 8 a.m. That will also reduce the number of weekly hours for infomercials to about 3 to 4 hours fewer than the current 15 to 20 hours. Both of these changes will mean a loss of revenue. The bottom line will also be affected by the quadrupled programming budget for the new schedule. "We think by eliminating infomercials [from primary dayparts] that will help us to get better distribution," said Hendricks.

TLC's rate card has yet to be set, and Discovery will decide next month just how and whether it is going to package TLC with Discovery Channel to cable operators. Hendricks said there will likely be some economic incentives for carrying TLC, which currently reaches 15 million cable homes. Discovery will also spend the next six months looking at other ways to combine synergies and personnel of the two cable networks. -SDM

## BAFFI TO HEAD WORLDVISION CABLE ARM

**W**orldvision Enterprises has created a new cable program sales division, to be headed by William R. Baffi, who assumes the new title of vice president, cable/new technol-



William Baffi

ogies (BROADCASTING, Dec. 17, 1990). Baffi, who has been Worldvision's vice president, eastern division, since 1982, will be responsible for developing new programs and off-network program packages and movie packages to the cable industry and other emerging program delivery systems.

In addition to managing the company's eastern region for the past two years, Baffi has been responsible for selling shows to cable networks. For example, he placed the animated *Scooby Doo* on USA, *Yogi Bear* on Nickelodeon and *The Fugitive* on Arts & Entertainment. The company has also sold *Dark Shadows* to the Sci-Fi Channel, scheduled to launch by next January.

Up until now, however, cable sales have been a side business restricted to the sale of certain library product. The new division recognizes the growing importance of cable as a client for producers and distributors, said Baffi. In addition to selling series, he said, the unit will create film packages tailored to the niches of cable networks and also develop first-run programs for cable as well.

Baffi, based in New York, said he is currently working on several film package deals and first-run projects. He reports to Robert Raleigh, Worldvision's senior vice president, domestic sales.



# CTAM STUDY: PROGRESS, PROBLEMS IN CONSUMER ATTITUDES TOWARD CABLE

**A** new Cable Television Administration and Marketing Society study on the attitudes and usage of cable and noncable subscribers finds the industry with a number of things to cheer about and a number to improve.

The study of 1,000 subscribers and 1,000 nonsubscribers finds 58% of all subscribers believe cable is a good value for the money and 87% have a continuing propensity to subscribe. Those who do not subscribe have two reasons—they can't afford it or they are light TV viewers who don't value a cable subscription.

The study found strong compatible correlations between VCR's and pay subscribers; it also found consumers do not have much of an opinion about PPV—one way or the other—presenting cable with both a problem and an opportunity.

Margaret Combs, CTAM president and chief operating officer, said the price/value relationship in pay homes was quite high, as was usage. Pay subscribers said they watched 6.5 movies, on average, per month.

The continued strong relationship between VCR ownership and pay subscribers was also present. Overall, 80% of cable subscribers own a VCR, and nearly 90% of pay subs own a VCR. For one-third of cable subscribers, a VCR increases the value of cable and for 60% there is no impact. Only 4% said a VCR decreases the value of cable.

Subscribers said they would probably make fewer trips to the video store if they knew better what was on the pay networks, although 54% of multipay subscribers check to see what's on before going to the video store. Two-thirds will not rent a movie if they know it will be on the pay service later that month.

Combs said those results point to the necessity of doing more with movie title identification. "I'd be on drive time radio every morning," she said, letting people know what's on pay cable that night since most video store rentals are done on the way home from work.

Combs also said the study found that pay subscribers watch movies two and three times—41% of pay subs watch a movie more than once, whether it is seen in the theater, on a pay service or on home video.

Combs said the same communication that can be used to let pay subscribers know what's on can be used to attract pay subscribers from the basic only cate-

gory. "The good marketer is going to study that relationship the consumer has with renting and counter it in an effective manner," she said.

On the basic side, Combs said one key finding is that half of the nonsubscribers who have moved have not been recaptured as cable subscribers. "The longer they go, the less likelihood you're going to recapture them," she said.

As to the nonsubscribers, Combs said it was likely cable operators would target those light TV viewers who don't believe cable is valuable enough to pay for, more so than targeting those who say they simply cannot afford cable.

Eric Kisch, director of marketing research for Warner Cable, said cable operators have made strides in accessing lower income subscribers through lower-cost basic tiers and bundling pay services. To get increased penetration, he said, cable marketers will have to be-

come more creative.

But operators may also need to become more circumspect about who they allow on when discounted offers are present, to prevent the same subscribers from rolling on and off with low-priced deals.

On PPV, she said: "We've got a long way to go. Consumers [overall] are not excited about it." While PPV did not score well in the price/value relationship, Combs said the overall opinion was not negative, suggesting that education efforts could help overcome that inertia. Kisch agreed most people view PPV "as a channel of last resort. We have to treat it like a serious business."

There were some mild surprises. Only 38% agreed with the statement that "these days, cable TV is a necessity just like the telephone." Combs said it means subscribers "recognize it as something that is optional. It shows consumers are practical." -MS

## AMC BUYS UNIVERSAL PACKAGE

**A**merican Movie Classics made a deal last week for 372 films from the Universal Studios library and the Universal-owned pre-1948 Paramount Pictures library, paying about \$40 million, according to industry sources. AMC has licensed the films through the year 2000, and with this acquisition, says it has secured its core movie product and is prepared to move further down other avenues.

With a total of 2,500 movies in its library, AMC is devoted mostly to films from the designated Golden Age of Hollywood, from the 1930's through the 1950's. Now the basic, commercial-free network is looking to continue its expansion into what it terms younger classics, movies from the 1950's through 1980's. They now make up 10% to 15% of AMC's library and on-air selections. By the middle of the decade, AMC is looking to have nearly a third of those movies constitute its title list. "People age, and the nature of what is a classic changes. We can't be stuck in time," said Josh Sapan, president, AMC, which reaches 30 million cable homes.

But AMC is not changing its niche, its executives stress. "The younger classics are to supplement our foundation

films," said Sharon Patrick, president of AMC parent Rainbow Programming Holdings Inc. AMC plans to take the same road with its original programming. "We won't 'broadbase' our niche, and become like USA or TNT," said Patrick. Series like "Reflections on the Silver Screen," featuring celebrity interviews, or specials like "The Republic Pictures Story," all are "designed to make the experience of watching movies deeper and richer," said Sapan, and that is the direction AMC will continue to go, as it continues to increase its original programming budget 30% to 40% each year. Subjects though, will not only be the golden oldies but will increasingly have more of a "contemporary spin," said Patrick.

AMC says it does not plan to do anything that will shake up cable operators either in terms of programming content or rate increases. With its long-term program deals, "it's clear to cable operators what they're getting and what it will cost. We're not in the business of surprises," said Patrick.

Up until now, AMC has pretty much had the classic film market to itself. But Tele-Communications Inc. is launching Encore, an inexpensive premium service

that will carry films of the 1960's, 70's and 80's. Sapan said that since Encore is a pay service and AMC a basic channel, the positioning of the two networks is very different and the film content will remain very different, since current

movies will still remain the minority of AMC's programming. AMC, which makes cable-exclusive deals, could find some buying competition from Encore for some film packages, however, as well as for viewers. According to Pat-

rick, AMC's audience demographic is composed of both young and old viewers, and by expanding its program lineup to keep both happy, it may keep some of those younger viewers from going elsewhere. -SDM

## CABLECASTINGS

### NAME CHANGE

As of June 1, CTV: The Comedy Network will be known as Comedy Central. The primary reason for the name change, according to a network spokesman, is that CTV: The Comedy Network proved to be a "cumbersome name that didn't roll off the tongue well." The secondary reason, according to the spokesman, is a conflict with Canadian TV, which is seen in some U.S. northern cities, and is known as CTV. "They didn't threaten to sue us, but did express some concern," said the spokesman.

### MORE CHANNELS

Manhattan's two Time Warner-owned cable systems, which were originally scheduled to get a five-channel tier, are now going to be getting one with about 15 channels. A formal announcement of the launch is likely to be in next couple of weeks. Scheduled to launch on the rebuild sections of Manhattan Cable and Paragon Cable, the tier launches July 1 and will be priced at around \$1. Services on the tier include American Movie Classics, Court TV, E! Entertainment Television, Comedy Central (formerly CTV: The Comedy Network, [see above]), VISN and The Learning Channel.

### CONTINENTAL WINS

The Fourth Circuit Court of Appeals ruled in favor of Continental Cablevision in a right of first refusal cable sales case. The court agreed that Continental's right to purchase 53% of United Cable's Manchester, N.H., system (40,000 subs) superceded efforts by T.A. Associates to purchase control of the stock of United Cable's parent company.

### WARTS AND ALL?

Part of the \$9.3 million in liabilities CNBC assumed in its

\$154.3 million acquisition of FNN (see BROADCASTING, May 13) included accepting a dispute between ATC and FNN to the tune of possibly \$2 million. ATC has a "most favored nation" clause with FNN that it claims was violated

because another MSO had lower carriage rates (see "Closed Circuit," April 8). Although CNBC picks up ATC's contract along with the MSO's suit, it doesn't mean they are willing to shell out \$2 million.

## FAROUDJA DEMONSTRATES IN D.C.

Faroudja Research Enterprises (FRE) began a week's worth of demonstrations of its SuperNTSC advanced television system last Monday (May 13) at C-SPAN headquarters in Washington. District Cablevision and noncommercial WETA(TV) Washington also took part in the joint venture sponsored by Capital Cities/ABC, Comcast Cable, Continental Cablevision, General Instrument Corp., Newhouse Broadcasting, Scientific-Atlanta, Tele-Communications Inc., Viacom and Westinghouse Broadcasting.

WETA broadcast half of the *MacNeil-Lehrer NewsHour* in SuperNTSC, while District Cablevision carried SuperNTSC encoded programs from ESPN, C-SPAN, The Discovery Channel, The Movie Channel and Showtime.

Super NTSC uses a series of advanced encoders, noise filters, scan coders, decoders and line doublers to create finer television pictures while using existing NTSC standards.

Yves Faroudja, president of FRE, said the circuitry and chips needed to upgrade TV to take full advantage of the system—especially line doubling—should be built into sets at the manufacturer and will add about \$300 to the total cost of each set. He said the system works best on large screen sets, but sets 20 inches or smaller can have an improved picture using about half of the circuits. He said discussions with several set manufacturers, mostly Japanese, to build receivers are ongoing. Broadcast stations in the top 20 markets can expect costs of about \$400,000 to upgrade to SuperNTSC, he said.

## CABLE NEWS FOR NEW YORK

More than a year after published reports that Time Warner had plans to start a 24-hour cable news network for New York City, the company made it official last week. Time Warner set the launch date for the New York City News Channel for the first quarter of 1992 on Time Warner's 750,000 cable households, by then expected to number 800,000. Richard Aurelio, president, Time Warner New York City Cable Group, said editorially the channel will cover only the five boroughs of the city, and will use the resources of Time Magazine Co.'s publications. While the news will remain local in scope, journalists from *Entertainment Weekly*, *Sports Illustrated*, *Fortune*, *Money* and *Time* can be utilized for stories that deal with New York issues. In addition, of course, that will provide "added exposure" for those magazines, said Aurelio. He would not elaborate on the start-up costs of the channel, but a source said Time Warner plans to spend about \$10 million, which is considered the standard cost of setting up a regional network.

While Aurelio said Time Warner is not preparing to launch a similar service in other markets, he added: "This could be a model for doing it in other areas, where we have dominance in the market."

# SATELLITE

## FOOTPRINTS

**ACTS delay.** NASA now expects the launch of the Advanced Communications Technology Satellite (ACTS) to be delayed from May 1992 until "late" in that year. ACTS Project Manager R.T. Gedney attributed the delay to the need to replace 56 field-effect transistors that failed life tests. No new space shuttle manifest has been established to deliver the experimental bird into orbit.

**Noncommercial Primestar.** Minnesota Public Radio has become the ninth audio service to be carried by Primestar, the midpower Ku-band direct-to-home satellite service launched last November and marketed by nine of the nation's largest cable operators. And a second noncommercial radio programmer, WXPN-FM Philadelphia, has approached Primestar to discuss carriage.

MPR, which includes National Public Radio news services, joins America's Country Favorites, Classical Collections, Light 'n Lively Rock, Classic Hits, Soft Sounds, The New Age of Jazz, In Touch and Business Radio aboard the service now being distributed in 80 "communities" and scheduled for national rollout in July, said Primestar. WXPN-FM General Manager Mark Fuerst said his station is exploring a variety of C and Ku options for national distribution of its mostly world music format.

**Regional radio.** Rochester, N.Y.-based North East Satellite Entertainment is seeking broadcast affiliates in 12 northeastern states for a 6 p.m. to 6 a.m. radio service it plans to launch on Oct. 4. Targeting stations unable to afford overnight staff and operations, NESE will provide network compensation and downlink and automation equipment.

**New digs, new deals.** Within a span of three days earlier this month, Washington International Teleport closed two long-term contracts and cut the ribbon on its new traffic and operations center alongside 24 C and Ku-band earth stations (pictured) in Alexandria, Va., just outside the nation's capital.



A day before the ribbon cutting, WIT signed a multiyear contract with Boston-based Great American Telecommunications Services for C and Ku space segments. Two days after the center opened, WIT signed a 10-year agreement to provide

upgraded facilities and transmission (including international and domestic downlinking) services to Washington-based C-SPAN.

**DBS slow lane.** The FCC has assigned specific direct broadcast satellite orbital positions and channel assignments to Hughes Communications Galaxy and Advanced Communications Corp., granting each a four-year extension of time (until Dec. 7, 1994) to begin DBS operations. The commission determined that both permittees had met due diligence requirements to contract construction of satellites. Hughes was assigned 27 channels at 101 degrees west longitude and 27 channels at 157 degrees W.L. Advanced was assigned 27 channels at 110 degrees W.L. and 24 channels at 148 degrees W.L. The FCC still has to rule on due diligence and channel assignments for five other proponents, including Tempo Satellite Corp., whose DBS license application has been challenged based on a 1986 antitrust conviction of parent Tele-Communications Inc. One Washington source said those rulings will likely stretch out through the end of the year.

In a related ruling, the FCC declined to permanently authorize use of western DBS orbital slots—none of which can reach all 50 states with video—to deliver data and other non-mass media services to subsidize DBS services. Having authorized operators in 1989 to deliver video to the entire nation from several eastern slots, the FCC invited industry comment on alternative services for half-CONUS frequencies not used for direct-to-home video. The FCC said it would be premature to formulate new policies for uses of western locations or establish specific service requirements for Alaska and Hawaii.

"DBS entities can be assured," the commission added, "that DBS allocation will remain until every reasonable opportunity has been given to establish their DBS service."

**Litigating against piracy.** The Satellite Broadcasting & Communications Association's Anti-Piracy Task Force started the year expecting to collect \$2 million voluntary funding from members, but has cut back on criminal investigations to the tune of \$400,000. VideoCipher II manufacturer General Instrument remains committed to funding the task force at more than \$1 million in 1991. SBCA staff will present to members at the Nashville trade show, July 11-13, cost-benefit information on creating a new civil litigation fund, to which Turner Broadcasting has already committed \$5,000. APTF Chairman Ray Duffy believes other programmers and program packagers will follow Turner's lead.

**It's Showtime.** Comsat Video Enterprises will continue to deliver Showtime to 310,000 hotel rooms via satellite through the end of 1995. The National Rural Telecommunications Cooperative also reached agreement with Showtime to include premium services Showtime and The Movie Channel in its Rural TV programming package to home dish subscribers.

**Alternate revenue.** WSPA-TV Spartanburg, N.C., has established a turnkey videoconferencing service, SRC Businesslink, with Charlotte, N.C.-based Munn & Associates. The new company offers live camera production and remote uplinking.

-PDL

# JOURNALISM

## LOUISIANA TV STATION SETTLES OVERTIME SUIT

*WAFB-TV will provide back pay to reporters as culmination of suit brought by Department of Labor*

In the latest measure of just how much overtime a station is required to pay its news staffers, a Baton Rouge TV station has settled a federal lawsuit with the U.S. Department of Labor that allows its on-air reporters to collect overtime pay.

The future of overtime wages at many television stations would appear to be in question as managers across the country seek to cut budgets, but at least two recent cases have been resolved in favor of reporters receiving such pay. While management in both cases has contended that TV reporters possess an "inherent special ability or talent" that would exempt them from overtime pay, the courts have so far held that the U.S. labor laws do not exempt reporters.

"Any reporter who is not now receiving hourly wages has a right to go to the Labor Department and seek compensation," said Gerard Braud, among a group of former and current reporters at WAFB-TV Baton Rouge that will soon receive past due overtime from the station. "It could have an interesting effect on the business."

Potential cases are cropping up "all over the place," said Terry Etter, staff attorney for the National Association of Broadcasters. "It seems like broadcasters are being hit more by wage and hour inspectors these days."

The April 24 settlement between the U.S. Department of Labor and WAFB-TV Baton Rouge arrived just four months after a comparable court decision in Dallas, where the U.S. District Court affirmed a ruling that reporters and other news staff employed at KDFW-TV Dallas were not exempt from the overtime provisions of the Fair Labor Standards Act of 1938. The act specifies that employees receive one and one-half times their regular rate of pay for all hours worked in excess of 40 hours a week, unless exempted from the overtime provision on the basis of the artistic, creative or executive nature of their work.

The Texas decision, which, coincidentally, was made in the same judicial district that includes Louisiana, prompt-

ed WAFB-TV management to settle the suit, said station attorney John Renick. WAFB-TV agreed to comply with the law and pay an undisclosed amount of back wages to about a half-dozen employees. Renick, who said the station did not admit to any violation of law, characterized the law as outdated.

"The problem is that you have certain exemptions which are broad in category," said Renick. "These were issued in the 1950's and have never been updated to deal with the types of jobs we have today."

Most stations today require reporters to have a greater amount of education and expertise than those in the early days of broadcasting, agreed NAB's Etter. "We like to think that reporters in general should at least be considered as professionals, and we've tried to convince the Department of Labor of that," he said.

Etter has recommended that stations interested in maintaining overtime exemptions should take a number of precautions, such as requiring that news personnel have specialized degrees in broadcast journalism and giving news personnel more artistic freedom in choosing and developing stories and structuring newscasts.

"The Fifth Circuit Court of Appeals (Dallas) did leave room for some reporters to be exempt," said Jeff Rosser, general manager of KDFW-TV. "A lot will come down to how reporters are used."

The suit against WAFB-TV dates back about three years, when a change in ownership resulted in an overtime cut in the nonunion newsroom. Disgruntled employees went to the U.S. Department of Labor, which conducted a number of interviews with the staff to determine which staffers were not "calling their own shots" and were therefore eligible for overtime pay.

Among those owed wages is former WAFB-TV staffer Gerard Braud, now an environmental reporter with WDSU-TV New Orleans. He said as a political reporter for WAFB-TV he had frequently

worked 12-16 hours each day, which from April 1988 to September 1989 would have been the equivalent of \$14,000 in overtime pay. He said the settlement calls for the station to pay "half-time" for the extra hours, which for Braud will mean about \$2,000. The station declined to comment on details of the settlement.

Braud said Department of Labor officials had indicated to him that WAFB-TV and KDFW-TV were intended to be landmark cases, and the department indicated that it would not necessarily try to force other TV stations to do the same. Although the WAFB-TV suit was filed by the U.S. Department of Labor, Renick said he also did not have any indication that the government would seek to pursue similar suits elsewhere. Government officials were not available for comment.

Braud and other news staffers said employees themselves are not necessarily quick to take stations to court over overtime out of fear of losing their jobs. One frustrated nonunion reporter in a top 50 market told BROADCASTING that station staffers would like to complain about lack of overtime but are not in the position to do so. "Nobody here complains, because if somebody finds out, we're out in the cold," he said.

While the Dallas decision is not binding outside the Fifth Circuit (Texas, Louisiana and Mississippi), the case could be used as a model in other disputes nationally. The recent overtime decisions could have a "significant impact" on employee compensation, said Bruce York, national executive director of the American Federation of Television and Radio Artists, which represents staffers at more than 300 stations nationally.

"While every case is fact specific—that is, we must look at the actual duties and responsibilities of broadcast staff—the U.S. District Court and the U.S. Court of Appeals both clearly state that reporters are not automatically exempt from the overtime provisions of the Fair Labor Standards Act," said York. —RB

# WASHINGTON



Chairman Ed Markey (l) and Republican Matthew Rinaldo



Former FCC staffer Dan Brenner (l) and former commissioner Nick Johnson



Broadcasters Dick Novik, Ron Townsend and NAB President Eddie Fritts



National Association of Broadcasters testimony delivered to the Hill and weighing about 12 pounds

## MARKEY TO STUDY BROADCASTER-CABLE RELATIONS

*At House Telcomsubcom hearing on public interest standard, chairman says he'll help broadcasters compete with cable, but something needs to be done about 'bad broadcasters' who ignore public interest obligations*

**W**orried about the future of free over-the-air television, House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) announced he would hold a hearing next month on the relationship between cable and broadcasting.

Markey's decision came at the end of two days of hearings on whether or not broadcasters are meeting their public interest obligations. He told industry witnesses that he wanted to help broadcasters compete against cable, but he would exact a price for that help. "If we make this effort to sustain a viable [broadcast] industry, we need promises from broad-

casters about their commitment to the public interest," Markey said.

He said the public interest standard is ignored by what he called "bad broadcasters," and that some broadcasters only pay "lip service" to the standard.

Markey's cable reregulation bill contains must carry requirements for cable, but broadcasters are also seeking a retransmission consent right that would allow broadcasters to charge cable for carrying their signals. Next month's hearing is likely to look at that issue.

Industry witnesses argued that broadcasters take their public interest responsibilities "seriously." Moreover, Na-

tional Association of Broadcasters President Eddie Fritts said the FCC has the authority to "police the bad actors" and that more regulation is unnecessary.

Fritts said he was "mystified.... I haven't seen evidence of how many of these [bad] stations there are." But Markey appeared convinced that something needs to be done. He said the FCC has "turned a blind eye" toward enforcing the public interest standard for a "whole decade" and that there are too many "free riders." He told Fritts that for broadcasters to deny there is a problem with the public interest standard "undermines" their ability to argue for protec-

tion. "The more pure you are, the better case you have that these other technologies bring serious problems."

Asked later if he had a legislative solution in mind, the chairman said "right now I am contemplating how we can advance the standard. If I had a plan I would announce it." Attendance was sparse the first day, with only Markey and Bill Richardson (D-N.M.) actively participating. On Wednesday, the second day, Dennis Eckart (D-Ohio), the ranking Republican Matthew Rinaldo (N.J.), and Michael Oxley (R-Ohio) joined Markey and Richardson. Carlos Moorhead (R-Calif.) popped in but did not ask questions.

Indeed, Markey, who apologized for the hearings' low attendance, said many congressmen are still in their districts on Mondays. Asked if the small turnout on Wednesday reflected a disinterest among the members, Markey said it did not but that the congressmen are "pulled here and there." He said the hearings have been "useful" to get a reading of where the "standard is today as we move forward on cable."

Markey said broadcasters have a "good case" against cable. Broadcasters, he said, have to compete for programming with cable operators whose profits are "excessive." He quoted from testimony presented by independent broadcaster Randall Smith of WPHL-TV Philadelphia. Said Smith: "My concern with the structure of the industry is that it has distorted the competitive balance between the broadcast and cable industries. If left uncorrected, off-air television stations, particularly independent stations, will be unable to compete. Once this happens, then the economics that provide the foundation for our public interest responsibilities will be shaken to the core."

The chairman also wanted to know where NAB stood on restoration of the fairness doctrine. Richard Novik, WKIP (AM) Poughkeepsie, N.Y., told Markey that fairness was not an issue for his listeners. Over the four years since its abolition, he has heard nothing from the community complaining about its absence. Novik said the doctrine "scares" broadcasters away from covering controversial issues. "The fairness doctrine did not and does not work," he said.

Richardson complained that the media has not been responsive to Hispanics. He said broadcasters "failed miserably" to cover Washington's Hispanic community. But Ronald Townsend, president of the Gannett Television Group, which owns WUSA-TV Washington, disagreed. "We do cover the Hispanic community. We still do ascertainment; we're not ig-

norant of what's going on in the community," said Townsend.

Richardson asked Fritts if NAB would accept equal employment opportunity standards as part of a public interest obligation. Fritts said he did not think there was a problem with EEO. "The EEO guidelines [for broadcasters] at the FCC are far more stringent than those imposed on cable," Fritts argued.

Eckart is concerned about the takeover of failing TV stations by government agencies such as the Resolution Trust Corp., a government operation that sells assets for failed savings and loans. Such was the case for WCVX(TV) Vineyard Haven, Mass., (BROADCASTING, April 22), the property of Sentry Federal Savings Bank, which went under. The RTC was appointed as receiver.

*"We are here  
because of bad  
broadcasters...who  
offer blood,  
battering and  
boorishness."*

*—Beverly Chain  
United Church of Christ*

er. Eckart does not want the FCC's control over stations supplanted. He fears "security interests will replace the public interest."

The congressman also queried witness Andrew Schwartzman of the Media Access Project on behalf of Jim Cooper (D-Tenn.), who could not attend. Cooper wanted to know if Schwartzman thinks the Home Shopping Network's broadcast stations deserve must-carry status. Schwartzman said it was "outrageous" to give them must carry when they don't meet any public interest obligations.

Schwartzman was adamant in calling for a more stringent standard. He said the "fact that some broadcasters do a good job doesn't mean the FCC should ignore others."

The NAB provided subcommittee members with documentation of public service activities and programming aired by stations. It submitted more than 22,000 letters recognizing stations for their work in the community. There was so much material that it was boxed and weighed almost 12 pounds.

But consumer and public interest groups told the subcommittee that broadcasters were not serving their communities. Dr. Beverly Chain of the Office of Communication for the United

Church of Christ, said: "We are here because of bad broadcasters...who offer blood, battering and boorishness."

The UCC released the results of a study that claimed that localism has "suffered as a result of deregulation." In surveying markets in 1974, '79, '84 and '89, UCC found that "the average amount of locally produced public affairs programming declined." There was a "slight increase" since 1974 in nationally syndicated public affairs programming.

There were calls to return a portion of the airwaves to the public by establishing an "Audience Network" where TV and radio would turn over an hour each day in prime and drive times. Consumer advocate Ralph Nader is the driving force behind the idea.

Nader told Markey that the "failure" of the FCC to enforce the public interest standard had moved "beyond ridicule" to the "arena of satire."

As for his audience network, Nader said it should be an "act of patriotism" for broadcasters to turn over air time to the public.

Expressing a different point of view, Dan Brenner, legal assistant to former FCC Chairman Mark Fowler, suggested that what "ails the system is not the lack of regulation, but "market pressures." He suggested that public broadcasting could fill the gap and provide more public service programming. He said there should be more funding and that commercial broadcasters might help fund noncommercial broadcasting through a spectrum fee.

But there were others who said deregulation has had a negative impact on the public interest standard. Former FCC Commissioner Nicholas Johnson, now with the University of Iowa School of Law, said the FCC should be "whipped until it does its job" of enforcing the public interest standard. Johnson said broadcasting needs to be "democratized" and that the creation of an "Audience Network" would accomplish that goal.

The former FCC commissioner said "scarcity" was still a valid argument for imposing public interest obligations. The television networks are still a dominant force; they "control 60% of the audience," he argued. Moreover, Johnson warned that an alarming trend is underway with the merger of media giants such as the one that resulted in Time Warner. He said the company's executives have been quoted as saying that "we are moving to an age where five companies will control all the media on earth." Said Johnson: "We've got to stop this thing." —KIM

# FCC UPHOLDS DENIAL OF ARIZONA RADIO RENEWALS

*It finds Tempe AM-FM combo misrepresented ownership interests*

**T**he owners of an Arizona AM-FM combo are learning that sins of the past are not easily forgotten or forgiven at the FCC.

The full commission, in an order released last week, unanimously affirmed the denial of license renewals for KUKQ-(AM)-KUPD-FM Tempe (Phoenix), finding Tri-State Broadcasting Co., owned by John Norris and Robert Melton, was unfit to be a licensee, due to misrepresentations it made to the FCC in connection with the stations' management and ownership in the mid-1970's.

The FCC awarded the licenses to Jack Grimm and Jackie Grimm (husband and wife) and Ruth Clifford, who had challenged Tri-State for the licenses when they came up for renewal in 1983. A decade earlier, Grimm and Clifford's late husband, William, had sold the stations to Norris in settling a civil suit.

Tri-State will appeal the FCC actions in federal court and possibly at the FCC through its reconsideration process, according to its Washington communications attorney Timothy Dyk.

It is a "significant" case, said Dyk. When the challengers are former owners, there is "always a risk" they may be abusing the FCC processes, he said. "You have to be particularly careful in looking at the record."

The case also raises questions concerning the standards of proof required to disqualify an incumbent broadcaster, and how long broadcasters should be held accountable for their actions, he said.

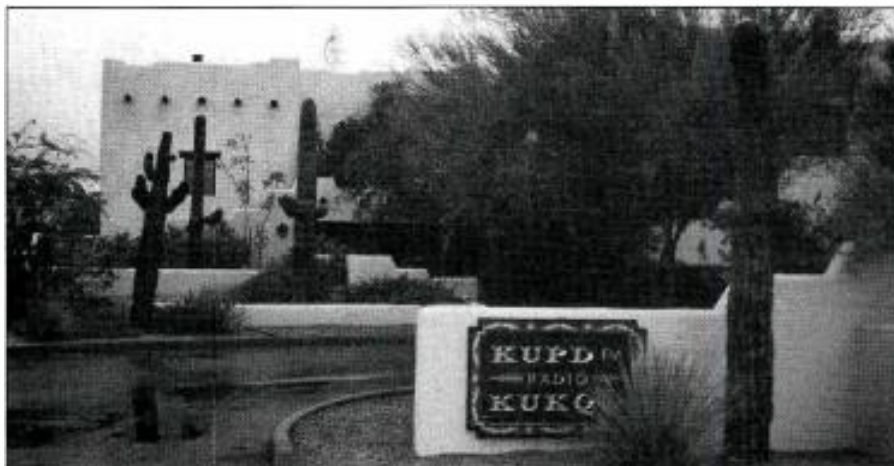
Kathryn Schmeltzer, the Washington attorney representing the challenger, said her clients were "delighted" and braced for the inevitable appeals.

None of the principals was available for comment.

Much is at stake in the case. Assuming a stick value in Phoenix of between \$9 million and \$11 million, the combo could be worth anywhere from \$10 million to \$15 million. One industry analyst estimated that the two stations bill \$4.2 million to \$4.7 million annually, yielding a cash flow of between \$1 million and \$1.5 million.

In the winter 1991 Arbitron survey, AOR-formatted KUPD-FM was ranked fifth in the Phoenix market, with a 5.3 average quarter hour share, while KUKQ, with an alternative rock format, pulled a 1.3 share (12-plus, Monday-Sunday, 6:00 a.m.-midnight).

Upholding earlier opinions by an ad-



ministration law judge and the Review Board, the FCC found Tri-State deceived the FCC with its assurances that co-owner Melton had no ownership interest or management position at the stations between 1974 and 1978. The evidence in the case fully supports "the conclusion that Tri-State committed disqualifying conduct," it said.

Under long-standing FCC policy governing basic character qualifications of licensees, "misrepresentation" and "lack of candor" in dealings with the FCC have been grounds for denying license renewals and revoking licenses.

According to FCC records, the case stretches back to January 1971 when Melton was hired as general manager by then-owners Grimm and William Clifford. At the same time, Norris, Melton's business partner, acquired an option to buy the station.

Later that same year, Melton sued Grimm and Clifford over an agreement by which Melton was to acquire a 10% interest in Tri-State. Norris intervened to protect his option.

In 1973, the parties reached a settlement. Grimm and Clifford agreed to turn Tri-State over to Norris in exchange for \$327,000 and the assumption of debt. Pursuant to the settlement, Tri-State filed applications at the FCC seeking permission to transfer the licenses from a court-appointed receiver to Norris and Melton, each of whom would own a 50% interest.

But the FCC balked at Melton's having an interest in the stations, citing the repeated violations of FCC logging and technical rules that occurred during Melton's management of the station. The agency said it would approve the transfer only if it received assurances that

Melton would have no management or ownership interest.

Tri-State provided the assurances, saying Norris would be sole owner, Barry Leverant would be general manager and Melton would be retained strictly as a salesman. Satisfied, the FCC approved the deal in December 1974.

Three years later, Norris wrote the FCC saying he would like to appoint Melton a manager at the stations and give him an ownership interest. In its March 3, 1978, ownership report, Tri-State disclosed that Melton had acquired a 49% interest.

After hearing all the evidence in the case triggered by Grimm's and Clifford's license challenge, ALJ Edward Kuhlmann and the Review Board determined Melton was a manager and, for all appearances, an owner of the stations between 1974 and 1978, despite the guarantees Tri-State made to the FCC.

"The preponderance of record evidence [supports the] conclusion that, contrary to Tri-State's 1974 representations...and its parallel representations at this very licensing hearing, Robert Melton was not, in fact, stripped of all ownership-like status at the station and confined primarily to sales (and related) functions as an ordinary employee," the Review Board said in January 1990.

"Rather, the great weight of evidence discloses that Melton was very little involved in sales (if at all), that he evinced a proprietary dominion over the station and its assets, that Barry Leverant's alleged position as the new general manager was eyewash and that the 1978 sale of 49% of Tri-State's quality...was an artifice intended to recognize de jure what was Melton's de facto interest all along."

-NAJ

# ACT CHALLENGES CHILDREN'S TV RULES

*Petition to deny urges return to 'Hot Wheels' definition of program-length commercial, calls for random audits on commercial time limit compliance*

Charging that the FCC committed a "legal error" in failing to define program-length commercials in terms of public interest, Action for Children's Television petitioned the commission to reconsider its April 12 adoption of rules implementing the Children's Television Act.

Filing its petition a day after holding its annual programing awards ceremony at the National Press Club in Washington, ACT also argued that the rules should be revised to require random auditing of licensees' adherence to commercial time limits; to require that licensees identify the target audience of its informational/educational programing (designating them pre-schooler, school-aged, teenager or some combination) and to apply commercial time limit, as well as programing, requirements to noncommercial broadcast stations.

Also filing a petition for reconsideration of the rules was the American Psychological Association (APA), asking that the commission reverse its decision to allow public service announcements and short vignettes to qualify as programing for children that satisfies a licensee's obligation under the Children's TV Act.

Although some congressmen view the rules as less than "perfect," said one reliable Capitol Hill source, there will be no "wide and broad hue and cry" from those who passed the law. ACT President Peggy Charren said her organization had not apprised House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.)—recipient of a special ACT award last week—of its intention to file the petition.

Focusing its comments heavily on the commission's definition of "program length commercial," ACT's petition urges the FCC to return to its *Hot Wheels*-Topper Corp. decision of 1969.

That decision, said ACT, found that a "toy-based program... where the toy and the program are created together, with the toy interwoven throughout the program (but with commercials for the toy off the program)... contravened the public interest." Creating such programs, said ACT, quoting the 1969 decision, "subordinates programing in the public interest to programing in the interest of its saleability."

Challenging the commission's argument that it cannot fairly distinguish between "toy-driven" programs and legiti-

mate programs with toy and other product spin-offs, ACT argues that "the commission and the industry did make those distinctions for a dozen years [1969-82] under the FCC's *Hot Wheels* policy."

By limiting its current definition to only those shows "associated with a product, in which commercials for that product are aired," the FCC has failed to address public interest issues, and action "is thus arbitrary and unlawful," ACT said. "The marketplace FCC of the 1980's... has created a public interest mess." Instead of facing up to the problem, the [current] commission recasts the matter as one akin to 'host-selling.'" And in limiting the required sep-

aration between program and related commercial to 60 seconds, said the petition, "the commission's action is a joke." The FCC, it said, "cannot seriously contend that it is protecting the child audience against host-selling when it permits the practice 61 seconds later."

Joined by the American Academy of Pediatrics and the National PTA, APA argued that "comprehensibility of the material," not time span, is "the most significant predictor of children's attention to television content." APA said it "condemns" the FCC's view that PSA's and short vignettes are "well suited to children's short attention spans." —PDL



## MARKEY GETS ACT'S 'SUPER HERO' AWARD

At the outset of last week's annual Action for Children's Television awards ceremony in Washington, ACT President Peggy Charren presented a special award to Congressman Ed Markey (D-Mass.), "super hero," acknowledging the House Telecommunications Subcommittee chairman's support of what she described as a 22-year effort to gain passage of the Children's Television Act last year.

Charren, who said cable TV and home video are providing "a more diverse TV menu for children and families who can afford" them, chided broadcasters, saying ACT hopes the children's bill "will encourage commercial TV to do a better job serving children's need to know." Nevertheless, ABC News and Turner Broadcasting System shared Stop, Look and Listen Award top billing. TBS's noncommercial CNN Newsroom service to about 20,000 U.S. schools helps schools "say no" to its ad-supported competitor, Whittle Communications' Channel One TV, Charren said. And ABC's special *War in the Gulf: Answering Children's Questions* exemplified the networks' ability to "do something for, instead of to, children."

Nickelodeon (*Eureeka's Castle*), HBO (*Encyclopedia Brown*), The Disney Channel (*Avonlea*), WGBH Educational Foundation (*Long Ago & Far Away* and *DeGrassi High*), WUSA(TV) Washington (*In Our Lives*, a series of vignettes for teens) and Canadian Broadcasting Corp. (*Street Cents*) were among the other award winners.



# TECHNOLOGY



## THE ROAD REVISITED: SIGHTS AND SOUNDS OF NAB '91

**T**he major events and product announcements expected to attract attention at the National Association of Broadcasters equipment exhibition, reported in *BROADCASTING*'s "On the Road to NAB" (Feb. 18-April 1) lived up to their billing. Among them were the HDTV World exhibition, Sony's Hyper-HAD CCD cameras, Ampex's ADAPT video layering device and the Eureka and USA Digital digital audio broadcasting technologies. This week: the second of a two-part look at some of the other products announced at NAB that did not have as much pre-show notoriety.

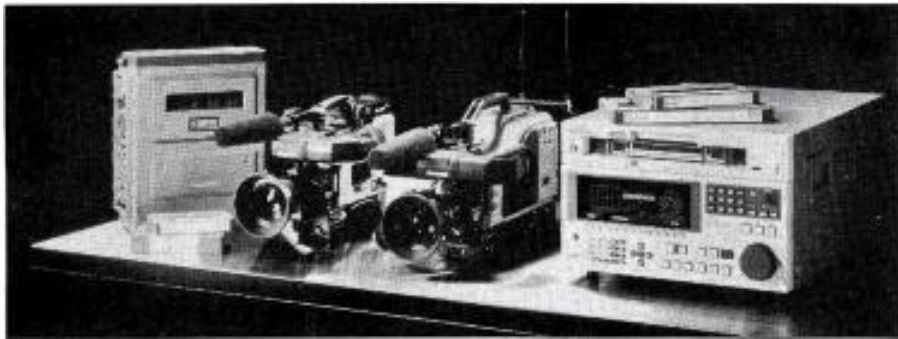
### Video recording and imaging

Much of the interest in video recording and imaging systems revolved around the composite digital videotape formats, the NHK-developed half-inch digital system supported by Matsushita and its U.S. subsidiary, Panasonic Broadcast Systems, Secaucus, N.J., and the D-2 three-quarter inch system, supported by Sony, Ampex, Hitachi and Broadcast Television Systems (BTS).

A few weeks before the show opened, NBC, the largest customer of Matsushita's MII half-inch component analog system, said it would cover the 1992

summer Olympics in Barcelona with half-inch digital (*BROADCASTING*, March 18). "Matsushita and NBC have made a major commitment to each other.... [The Olympics] will be the ultimate showcase both for NBC and Matsushita," said Michael Sherlock, NBC president, operations and technical services, during an NAB press conference. "The half-inch digital equipment will be getting a grueling test under grueling conditions" at Barcelona, Sherlock said, while expressing confidence the system will hold up.

But NBC "has not actually made the decision to go in our plant with half-inch



Panasonic's half-inch composite digital recording system

digital" on a full-time basis, he said. Several half-inch digital VTR's have been used in trial projects and NBC engineers have been impressed with it, he said. But the evaluation process is continuing.

Ikegami Electronics became the second company to announce plans to market equipment in the half-inch digital format. JVC said it would support the system during NAB 1990, and is expected to begin offering products next year. Ikegami is planning first-quarter 1992 deliveries of its HL-57 camera, dockable to half-inch digital recorders and the HL-V57 one-piece half-inch digital camcorder. The HL-57 is list priced at \$39,800 and the camcorder at \$60,000.

Maxell Corp. became the first tape company other than Matsushita to offer half-inch digital cassettes. "It could be the ideal format," said George W. McBride Jr., manager, technical support. "I would have to say if the pricing of the equipment is reasonable, there will be a lot of half-inch digital sold." Maxell also markets D-2 cassettes, which it claims produce a lower bit error rate than any other manufacturer's D-2 stock.

Panasonic and Matsushita officials at the press conference said negotiations have been held with BTS about licensing agreements to market half-inch digital gear. An agreement to either allow BTS to put its labels on Matsushita-manufactured products (as BTS does with Sony Betacam SP and D-2 equipment) or allow it to build the systems on its own would be acceptable to Matsushita, they said.

Even with the support of other manufacturers, the D-2 format has a good head start. Sony Corp. used the NAB show to announce the sale of its 4,000th recorder worldwide. "We listened to our customers and responded to their demand for a digital composite format that could replace Type C," said K. Yamakawa, managing director and senior general manager, communications products group. "Sony, however, never anticipated that the demand and market

acceptance for D-2 would be as great as it has been."

The 4000th recorder was part of a \$500,000 deal with Maryland Public Television (MPT), a Baltimore-based network of six noncommercial TV stations, for several D-2 decks and a DVC-500 Library Management System. "We were impressed with the four-channel digital audio, which we plan to use for multiple language recording for local programing. We also wanted to go with the choice that would allow us to interface with the current digital standard in the international community," said MPT President Raymond K.K. Ho.

Ampex Corp., the second largest distributor of the D-2 format has sold "a little over 1,000 machines," said George Merrick, executive vice president, marketing sales and service. Ampex announced the availability of a signal standards conversion kit in the D-2 format. With the \$17,450 kit an NTSC D-2 VTR outputs in PAL (and vice versa) saving the expense of buying a second D-2 VTR. Intercontinental Television Inc., New York, was the first customer for the kit.

An updated version of the VL-D500 composite digital (D-2) VTR was displayed by Hitachi-Denshi America, Woodbury, N.Y. The unit was billed as the smallest "full-featured" D-2 recorder on the market. Added features include a simplified control panel, new simplified menus, faster shuttle speed than the earlier version and variable speed playback ranging from -1 to +3 times normal. Audio and video test signal genera-



Ikegami's HL-V57 digital camcorder

tors are built in. The VL-D500's list price is \$79,000.

A low-cost (\$51,000) CCD studio camera, the SK-F600, was introduced by Hitachi-Denshi. The 3-interline-transfer-chip unit provides resolution of 700 lines and 62 db signal-to-noise ratio. The SK-F600 also features "Peltier thermo-electric" cooling, designed to eliminate noise created by high temperatures. The camera is aimed at broadcast and production-house customers. SK-F600's are now being delivered.

Hitachi's newest field camera, the SK-F3S, is built with its FIT Microlens Array CCD. The Hitachi technology is similar in theory to Sony's Hyper-HAD chips (BROADCASTING, March 4). Both are designed to improve sensitivity by activating microscopic lenses built into the CCD imager that focuses light more efficiently on the camera's sensors. In the SK-FS3, sensitivity is f8 at 2,000 lux. It is now available for \$38,000. The new FP-C10, which docks to Hi-8 recorders, can also be the FIT Microlens Array chip. All of Hitachi's FIT products will soon be offered with the Microlens Array technology, identifiable by an "S" at the end of the name. (Introduced with FP-C10 was the HR-C10 Hi8 dockable recorder as well as the HR-C20, a low-cost desktop VTR.)

Ikegami also introduced the HC-V, an S-VHS-C (8 mm) one-piece camcorder. The 14.3-pound camera images 750 horizontal lines with sensitivity of f5.6 at 2,000 lux. It is list priced at \$14,995 and will be available in the first quarter of 1992.

There were two new products in Ikegami's special applications camera department. The LK-33 3-D camera, shown at NAB 1990 in prototype form, is now being offered as a product. It uses six FIT CCD's for 700 lines of resolution, 60 db signal to noise and f5 sensitivity. Also available is an easy-to-use 3D zoom lens. The MKC-301 compact camera was introduced at a price of \$18,000. They were originally developed for medical applications and are already being used in some hospitals to record operations. "We had them at the show for small camera, high-quality applications" such as sports coverage, said Ikegami's Bob Estony. The MKC-301 is a 600-line camera that features RGB and Y/C outputs and freeze frame.

A second compact camera with higher quality pictures, the MKC-303A, was also introduced by Ikegami. It is a larger camera than the MKC-301, suggested for mounting on ceilings, motorcycles or other tight spaces. The \$18,500 camera employs an FIT chip for horizontal resolution of more than 700 lines.

## Up to the minute in transmission

NAB 1991 was the first equipment exhibition since Harris completed its deal with Varian Associates to acquire its TVT division in Cambridge, England, specializing in UHF-TV transmission systems. With the new company, which will go by the name Harris TVT, "we believe now it puts us in a good position to be among the top two (RF transmission companies) in the world," said Tom Yingst, vice president and general manager, Harris Allied Broadcast Equipment, Quincy, Ill. TVT will bring Harris Corp. greater prominence in the European market, it is believed. At the same time, said John Wills, Harris TVT managing director, TVT transmitters will have a large presence in several parts of the world—especially South America—for the first time due to the merger.

Harris's most important introduction was the Digital 50 FM exciter, which allows a digital input signal to the transmitter to remain in the digital domain all the way through FM modulation. New consumer receivers are not needed because final output is returned to the conventional analog mode. But those signals will be improved, Harris claims. "This will offer you the most optimum audio response available in FM today," Yingst said.

Nat Ostroff, Comark Communications, Colmar, Pa., presented a technical paper at NAB on Comark's common amplification technology for TV transmitters (BROADCASTING, April 15). A 120 kw version of an air-cooled common amplification UHF transmitter was displayed at the Comark booth. Based on a test of a 120 kw system at WSN(TV) Chicago, "air cooling combined with common amplification permits the creation of a simple, reliable, highly redundant and efficient transmitter," Ostroff said in the written version of his presentation. The greatest improvement provided by the system is in the correction

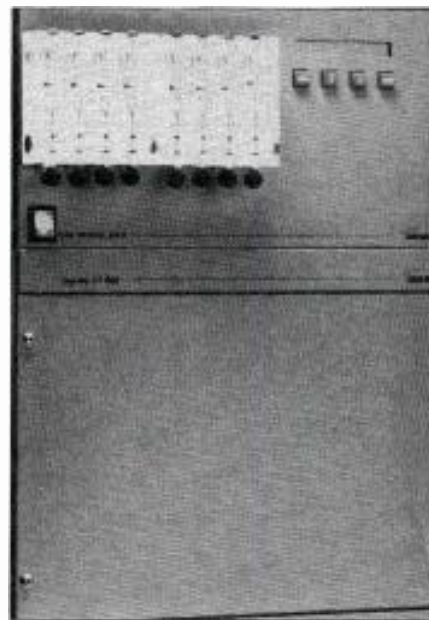
of the aural carrier providing for better TV stereo quality.

Continental Electronics, Dallas, announced it would begin marketing the 817B, a 60 kw FM transmitter, an upgrade of the 817A. The main upgrade is the development of a dual-cavity rather than single-cavity tube. "Instead of a final operating tube, you have two single tubes that cost \$2,000 each, about an \$8,000 savings in tubes," said Continental's Walt Rice. Continental began showing the 817B to customers in Dallas last week.

Andrew Corp., Orland Park, Ill., announced the availability of its new Dry-Line dehydrator, "a whole new transmission line drying technology," said Lloyd A. Keyser, product line manager, pressurization and dehydration products. "We think it is the greatest thing since the gas engine." A patented "membrane separation drying technology" is employed in the system along with what it calls an easy-to-operate PC interface. The DryLine systems are suggested as replacements for the Andrew 1920 and 1930 series dehydrators.

An extension of Andrew's Alpine series of low- and medium-power TV antennas was also announced. Now available are configurations for 1 kw low-power TV, medium-power TV to 30 kw, circular polarization and multichannel operation for LPTV or translator stations. Andrew foresees the ALPine series and antennas like it being used when broadcast HDTV is introduced. Because of its lightweight, aluminum construction, it could be side-mounted to many existing towers, saving broadcasters the expense of building a second tower.

TFT Inc., Santa Clara, Calif., showed its new Model 9100 transmitter/9107 receiver, a combination aural studio-to-transmitter link. The transmitter provides 90 db signal-to-noise ratio and 60 db stereo separation. It is designed to improve signal-to-noise and stereo performance through elimination of frequency multiplication. The 9107 receiver,



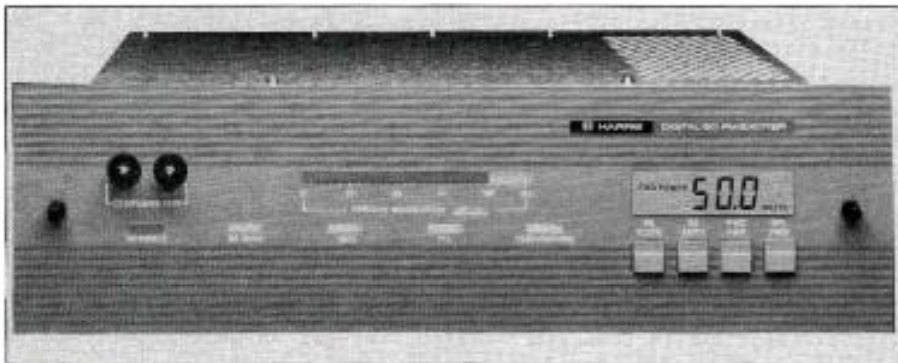
Andrew's Dryline dehydrator

er, designed to operate at 80 db signal-to-noise and 55 db stereo separation, will also operate with transmitters other than the 9100 at slightly lower performance levels.

In new satellite transmission technology, Scientific-Atlanta introduced dual-band antennas using a dichroic subreflector, "a unique approach not done by anybody else in the industry," according to Dan Ozley, general manager, broadcast satellite systems, network systems group. The technology allows for simultaneous reception of both C-band and Ku-band signals on a single antenna, saving expenses in multiple antenna systems and real estate costs for many users. The system employs a material resembling honeycomb developed by NASA for use in the S-band (frequencies near 2 ghz), but found by Scientific-Atlanta to be equally useful for isolating C and Ku-band signals.

"Typically, what people try to do in a multi-band feed is have a hybrid with a lot of crosstalk and the isolation is not quite as good," Ozley said. The first 6-meter, 6-port antenna systems will be available next month at a price range of \$20,000-\$30,000. Dichroic subreflectors will gradually be incorporated into Scientific-Atlanta's other antenna systems.

The company's second major announcement was an update of its Adap-Track satellite tracking software, allowing customers to "load in the satellite characteristics and follow the predictive curve," Ozley said. The software will review the characteristics of a 24-hour period to predict the satellite location at a given time. This saves time and money for users, especially as the satellites



The Harris Digital 50 FM exciter

reach the end of their lifetime and gradually fade into an elliptical orbit.

Vyvx NVN, Tulsa, Okla.-based national fiber optic video network delivering compressed digital video (45 megabits per second) to broadcast stations and other customers over 11,000 miles to about 40 U.S. cities, demonstrated the network live on monitors at its booth. Fresh from its

announcement it will work with the IDB Broadcast Group to backhaul some baseball games and other live events this spring (BROADCASTING, Feb. 18), Vyvx had a deal with Sony Corp.'s Conference and Satellite Systems Division, Montvale, N.J. The companies formed a partnership, offering customers a revised, portable version of Sony's teleconferencing equip-

ment package for use on the Vyvx NVN network. The new "ViaTV" unit includes a 3-CCD camera, two 32-inch monitors and a teleconference system control device. The first customer was Merrill Lynch, which installed units at its Lakewood, Colo., and Somerset, N.J., offices and is planning additional installations. -RMS

## U.S. URGED NOT TO FALL BEHIND IN FIBER, HIGH-DEFINITION RESEARCH

**T**hat fiber optic cables will be the backbone of America's future information and communications network seems to be a given these days, but what broadcasters and cablecasters may find surprising is that the telco-cable debate seems but a minor part in the formation of a national strategy for international information competitiveness. At least that was the case last Tuesday (May 14) as the House Technology and Competitiveness subcommittee held the first of two hearings on high-definition systems (HDS).

What is taking center stage is an assault on U.S. antitrust laws and their allegedly negative role in U.S. competitiveness in the emerging global marketplace. As a result, a strategy for future infrastructure will "in all likelihood, need government action to encourage cross-industry cooperation," said Robert L. Sanderson, technical assistant at the Electronic Imaging Research Laboratories of Eastman Kodak,

David H. Staelin, professor of Electrical Engineering at the Massachusetts Institute of Technology, added: "Steps must be taken to protect U.S. industry...from the side effect of strategic trade and technology policies implemented by other nations."

Staelin said the technologies of high definition systems and the information and communication infrastructure are critical to U.S. policy and international competitiveness. He said the infrastructure, "like our highways and railroads, is absolutely central to our well being."

Subcommittee Chairman Tim Valentine (D-N.C.) said "not having capabilities in these areas would be a catastrophe."

The argument made by several of the panelists suggested that Japan's dominance of the consumer electronics industries is the result of Japanese trade practices, like refusing to sell key crystals needed for video recording heads, and

crippling U.S. antitrust laws. (No one questioned why the sole facility capable of producing such crystals in the U.S. is not in use.)

Others, including Valentine, said the problems lie closer to home and may be found in American businesses' quarterly short sightedness.

Clark E. Johnson Jr., a Denver-based technology consultant, agreed in part. He said American companies, most notably Ampex, hold most video recorder patents, yet did not believe there would ever be sufficient consumer demand for the product.

Another part of the problem is that "we don't have a national telecommunications strategy...[and] the current fragmentation is unacceptable," said subcommittee member Don Ritter (R-Pa.).

Ray Thornton (D-Ark.) said "maybe what we need is a Marshall Plan for America."

Robert Kahn, director of the Corporation for National Research Initiatives, said "what is needed is national leadership...to get multiple corporations to work together."

And Dana Rohrabacher (R-Calif.) said changes in U.S. antitrust laws may be needed.

Kahn said the infrastructure must be U.S. designed and built. Otherwise, he said, overseas electronic and semiconductor industries will decide for U.S. users. "Having a U.S. built highway [infrastructure] did not insure that only U.S.-made cars could drive on it."

Sanderson said there "is no clear, shared and articulated vision in the U.S. defining a national strategy." One component any such strategy must have, he said, are standards that "reach across industries such as communications, computing, consumer electronics and imaging. Further, they must be open to accommodate current applications (for example broadcasting) while at the same time enabling new, image rich and inter-

active applications. To the extent that effective standards can be developed within the U.S., these can be advanced (along with products and services) in the international arena."

Staelin warned that complex regulation could "result in a bureaucratic quagmire which chokes progress."

What's at stake, Johnson said, is "inextroicable convergence of computers, communications, imaging, information technology and consumer electronics...connected together by the 'digital superhighway,' a fiber-optic, bi-directional link to every home and office." But he said storage capabilities—for example, ordering a movie and then saving it for later viewing—is a critical technology that the U.S. currently is not involved. The same crystal used for video recorders could be used for such storage, he said.

The strategy must also aid some industries, said Johnson. As an example, he said the professional equipment businesses will "need to invest billions of dollars in high-definition cameras and recorders...[that] business should be high on our priority list."

High resolution systems, a component in which HDTV will be a part, are the cornerstone because entertainment, computer and data transmission, educational and medical needs "are rapidly merging," said William E. Glenn, director of the Florida Atlantic University Department of Electrical Engineering.

Sanderson said high-definition systems are important because "fundamentally, humans are visual beings." But, he said, "if industry is going to invest in manufacturing plants, it must have strong incentives for long-range investment in these fields... The savings and loans associations have made \$500 billion worth of poor investments. One percent of that invested wisely could make the United States very competitive in the information age." -PJS

# BUSINESS

## CRITICAL TIME IN THE LIFE OF TVB

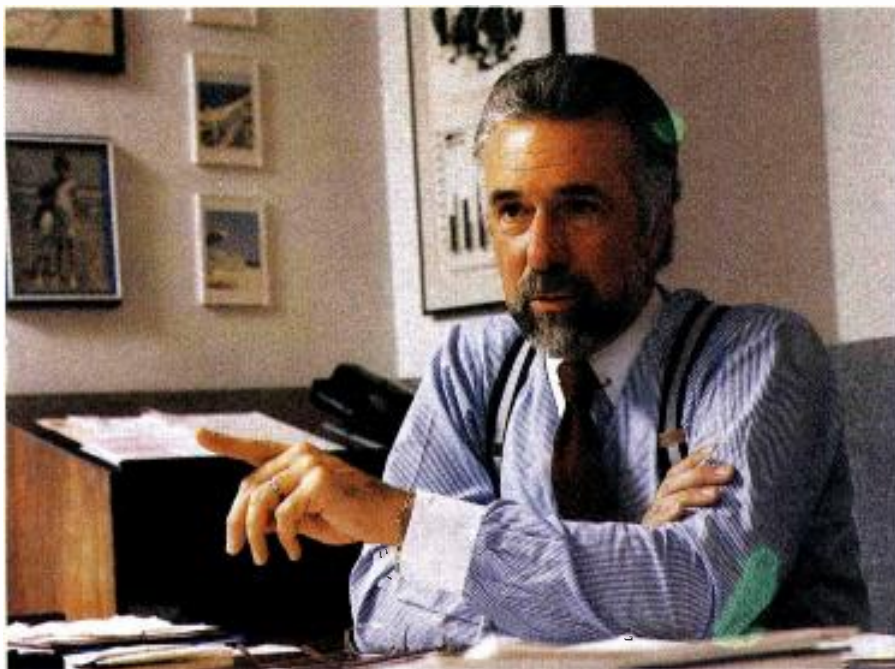
*Declining membership is putting organization in shaky financial straits; action being discussed includes merger with another association and asking member stations to donate time for it to sell*

**A**ssessment of the Television Bureau of Advertising's role in the industry and its poor support from stations reached a near crisis point at its recent board meeting in New York. Disclosed was a \$400,000 budget shortfall that, if not corrected within two months, may necessitate cutting services by as much as \$500,000. TVB President Jim Joyella, in an interview with BROADCASTING, declined to discuss specifics of the association's financial condition but confirms that: "Yes. If nothing changes, there would be a shortfall in fiscal 1992." (The association operates on a October-September fiscal year.) Joyella said the association is operating on the assumption that the membership drive will be successful and TVB will "at the very least, maintain the current level of staffing."

While adding new members is still the top priority, other ideas discussed by the board included a possible "back-end" merger with another association, asking member stations to donate air time for TVB to sell and going after suppliers and vendors to join the association.

Membership is currently just below 400 stations, compared to 460-470 a year ago and more than 500 two years ago. Joyella said the poor economy has been the primary cause of the current erosion. "That would not have been the case two years ago when the association was undergoing a major transition" and a lot of stations canceled membership. Joyella said the association suffered erosion in the fourth quarter of 1990 and the first quarter of 1991.

Joyella and the board have set a goal of 50 new members by the end of the year, but he knows it will not be easy. Said Joyella: "The practical fact is you can't just go out and do that when you are in the middle of the year. Stations don't have the money to say: 'We think your pitch is great, sign us up.' Our goal is to get the commitments to start with the new budget year." TVB executives are currently on the road talking to sta-



TVB President Jim Joyella

tions and group owners about joining the association.

While new membership would obviously increase revenue, it would not necessarily reduce administrative costs. In the last two years, TVB has closed two offices and reduced staff through attrition. Joyella said more than \$1.5 million has been cut from the operating budget over the last 18 months. To further reduce costs, the board talked about merging with another trade association. This is not the first time a merger has been discussed, but it may be taking on a greater urgency.

"I think there is something to explore there," Joyella said when asked about a merger. "All the associations have certain things in common. We all have payrolls, we all have administrations, benefits programs and meetings, and there are a number of things we could do in common." But while contemplating a merger of such "back-end" operations, Joyella dismissed the idea of merging

two different "front-end" mandates. The TVB president said it is not important for associations to be located in the same city to work together.

Board members contacted by BROADCASTING agreed a merger may solve some financial problems, but many did not anticipate a merger in the near future. Like Joyella, many said they would not support a merger that would change TVB's mandate. "It would be a mistake for the TVB to lose control of its areas of responsibility," said one board member. Associations mentioned as possible merger candidates include the National Association of Broadcasters, NATPE International and Broadcast Promotion Marketing Executives.

Besides mergers, the board also discussed whether asking stations to donate air time for the TVB to sell might not help bring in additional revenue. That is, as one might expect, a touchy issue among board members. Rep firms would probably object to that approach

because it would take away time from them. Stations struggling to meet budgets also might be reluctant to part with any air time. Two years ago, a TVB promotional effort that involved stations giving the association time to sell failed because of poor participation. Joyella, too, is doubtful that selling time is the solution. "I can't afford to turn my back on any method of generating revenue for the TVB and I will explore all these things, but the most important thing is membership." The TVB president said that the association will probably survey members to see what their reaction is. Said Joyella: "If there is an appetite among stations for doing something like this, then there is probably a way to administer it." He said the association would need to retain an independent third party to assign value to the time being offered because it would be "awkward" for TVB to be in that position.

Board members had mixed reactions to the time sale idea. One said that if the stations are in agreement, "then reps will live with the decision. Some people think this is the way the TVB ought to be set up—no dues and use this as a source of income."

Since it is unlikely any decision on

TVB selling time for revenue is near, the association is focusing most of its efforts on new members. Said Joyella: "There are about 1,000 television stations, and 40% are supporting 100% of the TVB's service. Our industry should not have that kind of imbalance for the support of its marketing association." The TVB budget, according to industry estimates, is more than \$5 million. The Cable-television Advertising Bureau's budget, one observer said, is about \$4 million. "On the same proportion with the cable industry," the observer said, "TVB should be funded at \$25 million."

Group owners will be TVB's major target. The most prominent group owners with no stations belonging to the association are Scripps-Howard (nine TV's) and LIN Broadcasting (seven TV's). There are also several group owners that only have partial membership leaving the final decision to join up to the station manager.

"The general sales managers evaluate TVB on what it is doing for them right now in their markets and that is OK," said Joyella. But, he added, "if that is the only evaluation we are being given, then there is a big piece missing." Group heads, Joyella said, are in a position to see the more strategic role of TVB in speaking for spot and local business." The TVB, he said, has generated \$65 million in new business from September 1990 through April of this year. "We are prepared to be accountable and our files are open," Joyella said.

Board members appear to be supportive of Joyella's efforts. Their only concern is whether there is enough time to turn the association around. Said one board member: "If the membership drive fails, there may have to be future concern as to whether the association can continue in its present form."

While the next few months will be a challenge, Joyella and the board think the association will weather this storm, and they don't anticipate any radical changes. Said Joyella: "The staff has enormous confidence in our ability to push the association. We have shown that we can be fiscally prudent. We have made cutbacks and improved service and I take great pride in that. It is important to claim success at TVB in terms of internal change that was necessary. The economy comes around and deals a second blow to membership, so I want every member station to tell other stations who are not members that there is no free ride out there." It may work; the association has just reached an agreement with a top-10 market station. Said Joyella: "They won't start until January, but that is a major signal." —JF

## NO 'FREQUENT VIEWER' PLAN FOR CBS YET

**C**BS Senior Vice President George Schweitzer, responding to published reports, said the network has no current plans to launch a promotional effort rewarding frequent viewers of CBS programming modeled on airlines' "frequent-flier" giveaways. The promotion, according to a published report, would include a 900 number viewers would call to register and then an 800 number for viewers to call to earn points for a prize.

"The article [in the *Wall Street Journal*] was premature," Schweitzer told BROADCASTING, adding the network will unveil new promotions at its affiliate meetings next week but nothing about frequent viewing promotions. "This is getting a lot of attention it does not deserve, he said."

The two companies CBS has had discussions with regarding such a promotion, Players International Inc. and CUC International Inc., both said they had only had "exploratory" talks.

Schweitzer declined to say what promotions CBS does have on line for the new season. For the last two years, CBS has worked with K-Mart, one of the nation's largest retailers. Schweitzer has been pleased with results from the K-Mart promotion and said viewing increased 28% during premiere week last year compared to the year before.

CBS also worked with Quaker Oats last year on a direct mail promotion effort. That campaign promoted all CBS shows in all dayparts and tried to reach close to \$20 million viewers.

With the winter Olympics and baseball, CBS will likely work on promoting more than its regular program lineup.

NBC and ABC have not announced what, if any, promotional efforts are in the works. Last year, NBC had cross-marketing promotions with McDonald's, Toys-R-Us and Stouffer Foods. The ambitious McDonald's campaign, called McMillions, was considered by many to be a disappointment for the network, especially since viewers did not have to watch shows to win.

For now, CBS affiliates will have to wait and see what the network has in mind for promotions. When asked about the idea of a "frequent viewer" program, Barry Barth, chairman of the CBS Affiliate Promotion Advisory Committee said it is important to "get as close to our customers as possible." —JF



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# CHANGING HANDS

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

**WPTF-TV Durham, N.C.** □ Sold by Durham Corp. to F.S.F. Acquisition Corp. for \$3 million cash and 835,000 shares of stock, currently trading at about \$33 per share. Sale transfer includes WMXF-AM-FM Laurinburg and WPTF(AM)-WQDR(FM) Raleigh, both North Carolina. Concurrent with and as part of consummation of transfer, F.S.F. Acquisition will cause licensee Durham Life Broadcasting to assign WPTF(AM) to First State Communications Inc. and WQDR(FM) Raleigh and WMXF-AM-FM Laurinburg to new wholly owned subsidiary Carolina Media Group Inc. Durham Life Broadcasting will then transfer all its shares in Carolina Media Group to Donald W. Curtis in exchange for Curtis's shares in F.S.F. Acquisition. Seller is headed by F.P. Coley. Curtis also has interests in Great American Media Inc., licensee of WTAB(AM)-WYNA(FM) Tabor City; WCPB(AM) Tarboro; WGBR(AM)-WKTC(FM) Goldsboro, and WBBB(AM)-WPCM(FM) Burlington, all North Carolina. Buyer is headed by F.S.F. Acquisition Corp. (100% VS), B.W. Landstreet III, B.W. Landstreet IV and Sara Camden B. Holdges. WPTF-TV is NBC affiliate on ch. 39 with 5000 kw visual, 250 kw aural.

**KLRT(TV) Little Rock, Ark.** □ Sold by Little Rock Communications Association to Clear Channel Television of Little Rock for \$6.6 million cash. Seller is headed by Gary Scollard, and has no other broadcast interests. Buyer is headed by L. Lowry Mays and J. Daniel Sullivan and is subsidiary of Clear Channel Communications

Inc., licensee of WOAI(AM)-KAJA(FM) San Antonio, KPEZ(FM) Austin, KALO(AM)-KHYS(FM) Port Arthur, KTAM(AM)-KORA-FM Bryan, all Texas; KAKC(AM)-KMOD-FM Tulsa and KTOK(AM)-KJYO(FM) Oklahoma City, both Oklahoma; WELI(AM) New Haven, Conn.; WQUE-AM-FM New Orleans and WHAS(AM)-WAMZ(FM) Louisville, Ky. Clear Channel owns 100% stock of Clear Channel Television Inc., licensee of WPMI-TV Mobile, Ala.; KTTU-TV Tucson, Ariz.; WAWS(TV) Jacksonville, Fla.; KOKI-TV Tulsa, Okla.; KSAS-TV Wichita and KAAS-TV Salina, both Kansas. KLRT is Fox affiliate on ch. 16 with 5000 kw vis., 500 kw aur. and antenna 1,768 feet.

**KWFS(FM) Wichita Falls, Tex.** □ Sold by RadioSunGroup of Texas Inc. to American General Media-Lubbock Inc. for \$1.2 million. Price includes \$786,704 cash and \$413,296 note at 10%. Seller is headed by Frank A. Woods, and is licensee of KYKX(FM) Longview and KEAN-AM-FM Abilene, both Texas. It is subsidiary of Sun Group Inc., ultimate licensee of KESY-AM-FM Omaha; WKXX(FM) Birmingham, Ala.; KKSS(FM) Santa Fe, N.M.; KKYS(FM) Bryan and WACO-AM-FM Waco (49%), both Texas; KMJF-FM Shreveport, La.; WOWW(FM) Pensacola and WGNE-FM Daytona Beach (49%), both Florida. Buyer is headed by Anthony S. Brandon (50%) and L. Rogers Brandon (50%). Anthony Brandon and L. Rogers Brandon are 66.6% owner and director, respectively, of American General Media Corp., licensee of KERN-AM-FM Bakersfield, Calif.; WWWG(AM) Rochester, N.Y.; KLLF(AM) Wichita Falls, Tex. and WWTN(FM) Manchester, Tenn. Anthony Brandon and L. Rogers Brandon are also each 50% owners of American General Media Texas, licensee of KKAL(AM) Arroyo Grande-KZOZ(FM) San Luis Obispo, both California; WYDE(AM) Birmingham, Ala., and KKCL(FM) Lorenzo, Tex. KWFS has CHR format on 103.3 mhz with 100 kw and antenna 449 feet.

**WDLT(FM) Chickasaw (Mobile), Ala.** □ Sold by JAB Broadcasting Inc. to Bay Lakes Broadcasting Inc. for \$879,000. Price includes \$344,000 cash at closing; \$20,000 escrow deposit, \$361,804 promissory note and \$153,196 eight-year promissory note at 8%. Seller is headed by J. Alex Bowab and has no other broadcast interests. Buyer is headed by James H. Faulkner (51%) and William H. Phillips (49%), and are each stockholders and officers of Bay Lakes Broadcasting Inc., licensee of WMMV(FM) Bay Minette, Ala. WDLT has adult contemporary format on 98.3 mhz with 3 kw and antenna 300 feet.

## PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$250,801 □ 5  
 FM's □ \$2,710,500 □ 6  
 AM-FM's □ \$151,000 □ 3  
 TV's □ \$37,155,000 □ 2  
 Total □ \$40,267,301 □ 16

Year to Date:

AM's □ \$28,679,047 □ 92  
 FM's □ \$74,652,705 □ 96  
 AM-FM's □ \$117,689,408 □ 78  
 TV's □ \$246,549,000 □ 33  
 Total □ \$467,570,160 □ 299

For 1990 total see Jan. 7, 1991 BROADCASTING.

## Done Deals!

Last year MVP sold more radio and TV stations than any other firm.\*

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MEDIA VENTURE  
PARTNERS

WASHINGTON, DC  
ORLANDO  
SAN FRANCISCO

\*Source:  
Paul Kagan Associates, Inc.

# FOCUS ON FINANCE

Most media stocks were flat to down for week ending last Wednesday, in line with market averages that edged down 2% to 3%. Earnings disappointments continued to be factor as News Corp. stock fell 11% in week in which it announced third-quarter results which were helped by "im-

proved results from the Group's film and broadcasting operations in the United States..." Improved third-quarter showing may have helped stock price for dick clark productions, which increased 1/4, to 5 1/2. MSO stocks were flat to down. Viacom fell 4%, to 29 3/4, and Gannett was off 5%, to 41 3/4.

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.

## BROADCASTING

	Closing Wed May 15	Closing Wed May 8	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
A (BHC) BHC Comm.	55 3/8	57 3/8	- 2	- 03.49	-7	1,615
N (CCB) Cap. Cities/ABC	446 3/4	474	-27 1/4	- 05.75	18	7,944
N (CBS) CBS Inc.	153 3/4	160 1/4	- 6 1/2	- 04.06	71	2,120
A (CCU) Clear Channel	14	14		00.00	-233	80
O (JCOR) Jacor Commun.	2 7/8	2 7/8		00.00	-3	28
O (OSBN) Osborn Commun.	8 1/2	9 3/4	- 1 1/4	- 11.25	-13	68
O (OCOMA) Outlet Comm.	9	8	1	12.50	-12	52
N (PL) Pinelands	14 5/8	14 7/8	- 1/4	- 01.67	-40	253
A (PR) Price Commun.	7/16	7/16		00.00	133	7
O (SCRIP) Scripps Howard	42	44 3/4	- 2 3/4	- 06.15	20	462
O (SUNNC) SunGroup Inc.	3/4	3/4		00.00	-16	5
O (TLMD) Telemundo	3 1/2	4 3/4	- 1 1/4	- 26.32	-2	108
O (UTVI) United Television	29 3/4	30 3/4	- 1	- 03.26	3	334

## BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	30 1/2	30 1/2		00.00	23	571
A (AK) Ackerly Comm.	3 1/8	3	1/8	04.16	-2	46
N (AFL) American Family	21 3/4	23 1/4	- 1 1/2	- 06.46	15	1,893
O (ACOMA) Assoc. Comm.	33	32 1/4	3/4	02.32	56	601
N (CCN) Chris-Craft	27 7/8	29 3/4	- 1 7/8	- 06.31	12	766
O (DUCO) Durham Corp.	30 3/4	32 1/2	- 1 3/4	- 05.39	16	274
N (GCI) Gannett Co.	41 3/4	44	- 2 1/4	- 05.12	19	6,995
N (GE) General Electric	70 7/8	72 3/4	- 1 7/8	- 03.74	14	63,519
O (GACC) Great American	2	2		00.00		71
A (HTG) Heritage Media	4 3/8	4 1/2	- 1/8	- 02.78	-6	203
N (JP) Jefferson-Pilot	42 7/8	44 1/2	- 1 5/8	- 03.66	10	1,536
N (LEE) Lee Enterprises	29 5/8	30 5/8	- 1	- 03.27	16	706
N (LC) Liberty	40 1/4	41 1/4	- 1	- 02.43	13	323
O (LINB) LIN	63 1/4	69	- 5 3/4	- 08.34	-15	3,544
N (MHP) McGraw-Hill	61 1/8	60 1/4	7/8	01.45	17	2,947
A (MEGA) Media General	20	20 3/8	- 3/8	- 01.85	21	527
N (MDP) Meredith Corp.	28 1/8	28 5/8	- 1/2	- 01.75	15	481
O (MMEDC) Multimedia	27 1/8	27 1/8		00.00	19	938
A (NYTA) New York Times	22 1/8	22 1/2	- 3/8	- 01.67	32	1,738
N (NWS) News Corp. Ltd.	12 3/4	14 3/8	- 1 5/8	- 11.31	9	3,859
O (PARC) Park Commun.	14 1/4	14 3/4	- 1/2	- 03.39	17	305
O (PLTZ) Pulitzer Pub.	25	25		00.00	24	261
O (SAGB) Sage Bsg.	1 1/4	1 1/4		00.00	-1	4
O (STAUF) Stauffer Comm.	116	116		00.00	48	144
N (TMC) Times Mirror	28 3/4	29 1/2	- 3/4	- 02.55	24	3,790
N (TRB) Tribune Co.	45 7/8	47 5/8	- 1 3/4	- 03.68	33	3,055
A (TBSA) Turner Bsg.'A'	13 5/8	13 1/8	1/2	03.80	-31	1,958

## PROGRAMING

N (WPO) Washington Post	219 1/2	224	- 4 1/2	- 02.01	18	2,660
N (WX) Westinghouse	26 1/2	27 1/8	- 5/8	- 02.31	50	7,853

O (IATV) ACTV Inc.	2 1/2	2 1/2		00.00		2
O (AACI) All American TV	1 1/2	1 5/8	- 1/8	- 07.70		3
N (CRC) Carolco Pictures	7 3/8	6 3/4	5/8	09.25	13	181
O (DCPI) dick clark prod.	5 1/2	4 1/4	1 1/4	29.41	22	35
N (DIS) Disney	118 3/8	119 1/2	- 1 5/8	- 00.95	21	15,524
A (FE) Fries Entertain.	3/4	3/4		00.00		3
A (QHHT) Heritage Ent.	11/16	11/16		00.00		5
N (HISN) Home Shop. Net.	5 3/8	6	- 5/8	- 10.40	22	522
O (IBTVA) IBS	1 1/8	1 1/8		00.00	14	3
N (KWP) King World	32 1/8	31 7/8	1/4	00.78	13	1,207
O (KREN) Kings Road Ent.	3/16	1/8	1/16	06.25		0
N (MC) Matsushita	120	125 1/2	- 5 1/2	- 04.39	15	261,069
A (NNH) Nelson Holdings	15/16	1	- 1/16	- 05.88		4
O (NNT) Nostalgia Net.	23/32	23/32		00.00		4
N (OPC) Orion Pictures	8 7/8	9	- 1/8	- 01.39	-20	202
N (PCI) Paramount Comm.	37 3/4	39 1/4	- 1 1/2	- 03.83	20	4,617
N (PLA) Playboy Ent.	6 1/8	5 5/8	1/2	08.88	62	104
O (QNTXQ) Quintex Ent.	1/8	1/8		00.00		26
O (QVCN) QVC Network	9	10 1/8	- 1 1/8	- 11.12	-10	176
O (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-16	85
O (RPICA) Republic Pic.'A'	9 1/4	8 7/8	3/8	- 04.22	52	38
A (SP) Spelling Ent.	5	5		00.00	35	165
O (JUKE) Video Jukebox	6 3/4	6 7/8	- 1/8	- 01.82	-52	72
O (WONE) Westwood One	2 5/8	2 5/8		00.00	-1	39

## CABLE

A (ATN) Acton Corp.	5	5 5/8	- 5/8	- 11.12	-1	8
O (ATCMA) ATC	43 3/4	43 3/4		00.00	37	4,771
A (CVC) Cablevision Sys.'A'	28	29	- 1	- 03.45	-2	649
A (CTY) Century Comm.	9 1/2	10	- 1/2	- 05.00	-10	704
O (CMCSA) Comcast	16 3/8	16 7/8	- 1/2	- 02.96	-10	1,950
A (FAL) Falcon Cable	8 7/8	8 5/8	1/4	02.89	-4	55
O (JOIN) Jones Intericable	11 1/2	11 7/8	- 3/8	- 03.16	-3	141
N (KRI) Knight-Ridder	54	55 7/8	- 1 7/8	- 03.36	20	2,763
T (RCLA) Rogers'A'	12	12		00.00	-17	349
O (TCAT) TCA Cable TV	16 1/4	17 1/2	- 1 1/4	- 07.12	72	428
O (TCOMA) TCI	15 3/8	15 7/8	- 1/2	- 03.15	-19	5,682
N (TWX) Time Warner	117 1/2	122 1/2	- 5	- 04.09	-8	7,040
O (UAECA) United Art.'A'	14 5/8	15	- 3/8	- 02.50	-11	2,106
A (VIA) Viacom	29 7/8	31 1/4	- 1 3/8	- 04.40	-44	3,335



# STOCK INDEX (CONT.)

Closing Closing Net Percent P/E Market  
Wed Wed Change Change Ratio Capitali-  
May 15 May 8 (000,000)

## EQUIPMENT & MANUFACTURING

Code	Symbol	5/15	5/8	Change	Change	P/E	Market Cap
N	(MMM) JM	87	5/4	87	5/4	00.00	15 19,290
N	(ARV) Arvin Industries	21	5/8	22	-	3/8	-01.71 16 413
O	(CCBL) C-Cor Electronics	6	6	1/2	-	1/2	-07.14 650 29
O	(CTEX) C-Tec Corp.	15	3/8	15	1/2	-	1/8 -00.81 -19 255
N	(CHY) Chyron	5/16	11/32	-	1/32	-09.10	3
A	(COB) Cobra	10	1/4	10	3/8	-	1/8 -01.21 8 20
N	(EK) Eastman Kodak	40	7/8	41	3/4	-	7/8 -02.10 19 13,553
N	(HRS) Harris Corp.	24	3/4	25	1/2	-	3/4 -02.95 36 991
N	(IV) Mark IV Indus.	11	1/2	11	7/8	-	3/8 -03.16 6 169
O	(MATT) Matthews Equip.	3	5/16	3	7/16	-	1/8 -05.64 171 20
O	(MCDY) Microdync	9	10	3/4	-	1 3/4	-16.28 -16 43
O	(MCOM) Midwest Comm.	29/32	9/32	-	5/8	38.09	1 1
N	(MOT) Motorola	62	3/4	62	1/4	1/4	00.00 16 8,198
A	(PPI) Pico Products	11/16	11/16	-	-	00.00	2
N	(SFA) Sci-Atlanta	14	14	-	-	00.00	9 316
N	(SNE) Sony Corp.	43	3/4	45	1/4	-	1 1/2 -03.32 22 18,019
N	(TEK) Tektronix	21	3/8	23	7/8	-	2 1/2 -10.48 -22 696
N	(VAR) Varian Assoc.	44	3/4	45	-	1/4	-00.56 102 851
O	(WGNR) Wegener	1	1/2	1	13/32	3/32	06.66 -3 10
N	(ZE) Zenith	6	3/4	6	7/8	-	1/8 -01.82 -2 200

Closing Closing Net Percent P/E Market  
Wed Wed Change Change Ratio Capitali-  
May 15 May 8 (000,000)

## SERVICE

Code	Symbol	5/15	5/8	Change	Change	P/E	Market Cap
O	(AFTI) Am. Film Tech.	5	7/8	5	1/8	3/4	14.63 55
O	(BSIM) Burnup & Sims	8	8	5/8	-	5/8	-07.25 -26 108
A	(CLR) Color Systems	3	3/8	3	1/4	1/8	03.84 -3 33
N	(CQ) Comsat	29	28	1/4	3/4	-02.65	-31 528
N	(CDA) Control Data	11	5/8	11	7/8	-	1/4 -02.11 98 505
N	(DNR) Dun & Bradstreet	46	48	1/8	-	2 1/8	-04.42 17 8,596
N	(FCB) Foster Cone & B.	24	3/8	25	1/2	-	1 1/8 -04.42 12 278
O	(GREY) Grey Adv.	141	141	-	-	00.00	12 159
O	(IDBX) IDB Commun.	8	8	1/4	-	1/4	-03.04 75 52
N	(IPG) Interglobe Group	44	44	3/8	-	3/8	-00.85 18 1,630
N	(OMC) Omnicom	28	1/2	28	1/2	-	00.00 14 798
O	(RTRSY) Reuters	42	1/4	40	1/4	2	04.96 14 17,459
N	(SAA) Saatchi & Saatchi	1	1	-	-	00.00	158
O	(TLMT) Telemation	1/4	1/4	-	-	00.00	1
O	(TMCD) TM Century	11/32	11/32	-	-	00.00	7
A	(UNV) Unitel Video	8	7/8	9	-	1/8	-01.39 12 13
O	(WPPGY) WPP Group	6	7	3/8	-	1 3/8	-18.65 2 303

Standard & Poor's 400 438.51 450.00 11.49 -2.6

## POST-NEWSWEEK LEAVES PETRY

Blair and TeleRep pick up two stations each

Petry Television lost a big account last week—the four Post-Newsweek TV stations, with national spot billings that approach \$100 million annually. Blair Television picked up two of the stations—WDIV(TV) Detroit and WFSB(TV) Hartford, Conn. Telerep picked up the other two—WPLG(TV) Miami and WXT(TV) Jacksonville, Fla. The switch takes effect today (May 20). The Post-Newsweek station group had been with Petry for 10 years. As with most media companies, Post-Newsweek's earnings and revenues have suffered in recent quarters with the downturn in the economy, and rumors the company was considering a change in reps have been circulating for months.

Harry Stecker, executive vice president, Petry Television, suggested several factors contributed to Post-Newsweek's decision. In addition to financial pressures, there has been a change of management, with a close Petry ally, Joel Chaseman, retiring as chairman of the group as William Ryan continues to run the group as president. Stecker also said Post-Newsweek was not thrilled when Petry filed suit against the Pre-

miere Announcement Network, formed by Group W Broadcasting and NBC, of which Post Newsweek was a charter member. At deadline last week, William Ryan, president of Post-Newsweek stations, had not returned several calls to his office.

The Post-Newsweek switch follows by about three months Petry's loss of WGNX-TV Atlanta to MMT. "Obviously we are not happy about this," said Stecker. "But if you put it in perspective, this is part of the rep business. There is not a single rep firm that goes unscathed." Since 1980, Petry has had 11 consecutive years of revenue and client growth, Stecker said. Stecker wouldn't reveal the company's revenues, but others said the rep has been billing around \$900 million annually with Post-Newsweek in the mix. Whether Petry can make up for the loss of Post-Newsweek and the Atlanta market for a 12th year of growth, remains to be seen. It will certainly take more than WHP-TV Harrisburg, Pa., which Petry added to its roster two weeks ago. Petry's station roster, without Post-Newsweek, is 107 stations. —SM

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Milwaukee-Racine, Wisconsin

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(Steve Adams, Chairman)  
(Marr Mills, President, Radio Div.)

Price: \$3,000,000



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# FOR THE RECORD

As compiled by BROADCASTING from May 9 through May 15 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

- **WDLT(FM) Chickasaw, AL (BALH910425GW; 98.3 mhz; 3 kw; ant. 300 ft.)**—Seeks assignment of license from JAB Broadcasting Inc. to Bay Lakes Broadcasting Inc. for \$879,000. Seller is headed by J. Alex Bowab and has no other broadcast interests. Buyer is headed by James H. Faulkner, (51%) and William H. Phillips (49%), each are stockholders and officers of Bay Lakes Broadcasting Inc., licensee of WMMV(FM) Bay Minette, AL. Filed April 25.
- **KLRT(TV) Little Rock, AR (BALCT910429KE; ch. 16; 5000 kw-V; 500 kw-A; ant. 1,768 ft.)**—Seeks assignment of license from Little Rock Communications Association to Clear Channel Television of Little Rock for \$6.6 million. Seller is headed by Gary Scollard, and has no other broadcast interests. Buyer is headed by L. Lowry Mays and J. Daniel Sullivan, and is subsidiary of Clear Channel Communications Inc., licensee of WOA(AM)-KAJA(FM) San Antonio, KPEZ(FM) Austin; KALO(AM)-KHYS(FM) Port Arthur, KTAM(AM)-KORA-FM Bryan, all Texas; KAKC(AM)-KMOD-FM Tulsa and KTOK(AM)-KJYO(FM) Oklahoma City, both Oklahoma; WELI(AM) New Haven, CT; WQUE-AM-FM New Orleans, and WHAS(AM)-WAMZ(FM) Louisville, KY. Clear Channel owns 100% stock of Clear Channel Television Inc., licensee of WPMI-TV Mobile, AL; KTTU-TV Tucson, AZ; WAWS(TV) Jacksonville, FL; KOKI-TV Tulsa, OK; KSAS-TV Wichita and KAAS-TV Salina, both Kansas. Filed April 29.
- **KCBR(AM) Monument, CO (BAL910502EA; 1040 khz; 4.6 kw-D)**—Seeks assignment of license from Trip-Lakes Broadcasting of Colorado Inc. to Chip Lusko & Kent Bagdasar Partners for \$3,000. Seller is headed by Dan R. Hubbard, Carolyn D. Hubbard and Richard Brame and has no other broadcast interests. Buyers Lusko (50%) and Bagdasar (50%) have no other broadcast interests. Filed May 2.
- **WDXR(AM) Paducah, KY and WXZB(FM) Golconda, IL (AM: BTC910429GO; 1450 khz; 1 kw-U; FM: BTCH910429GP; 105.1 mhz; .992 kw; ant. 179 ft.)**—Seeks transfer of control from Metromedia of Kentucky to Mason-Dixon Broadcasting Co. for \$20,300. Seller is headed by William L. Moir and has no other broadcast interests. Buyer is headed by David J. Emerson (50%) and Michael D. Travelstead (50%), and has no other broadcast interests. Filed April 29.
- **WQFX(AM) Gulfport, MS (BAL910429EG; 1130 khz; 500 w-D)**—Seeks assignment of license from Steere Broadcasting Corp. to Bleu Bayou Broadcasting Inc. for \$47,500. Seller is headed by David E. Steere and has no other broadcast interests. Buyer is headed by William B. Thrasher (10%), Travis B. Anderson (36%), Albert J. Jenkins (5%) and Robert R. Fauchoux Jr. (49%). Fauchoux has 60% interest in WSLA(AM) Slidell, LA. Filed April 29.
- **KAWL-AM-FM York, NE (AM: BAL910429EE; 1370 khz; 500 w-D, 176 w-N; FM: BAPLH910429EF; 104.9 mhz; 2.75 kw; ant. 310 ft.)**—Seeks assignment of license from Gleason Broadcasting Co. Inc. to Central Nebraska Broadcasting Co. Inc. for \$530,000. Seller is headed by E. Louise Gleason, and has no other broadcast interests. Buyer is headed by Tommy L. Gleason Jr. (50%) and Tommy L. Gleason Sr. (50%), brother-in-law and nephew of seller, and are minority stockholders in Community Service Radio Inc., licensee of KRVR(FM) Davenport, and WIRL(AM)-WSWT(FM) Peoria, both Illinois. They also have interests in Galaxy Cablevision Management Inc., which operates systems in seven states. Filed April 29.
- **WCLN-AM-FM Clinton, NC (AM: BAL910424EJ; 1170 khz; 5 kw-D; FM: BALH910424EJ; 107.1 mhz; 3 kw; ant. 300 ft.)**—Seeks assignment of license from Sampson Broadcasting Co. to Willis Broadcasting Co. for \$650,000. Seller is headed by Lawrence B. Carr and has no other broadcast interests. Buyer is headed by L.E. Willis Sr., and has interests in KDFT(AM) Ferris, TX; KLRG(AM) North Little Rock, KFTH(FM) Marion, KMZX(FM) Lonoke and KSNE(FM) Marshall, all Arkansas; WAYE(AM) Birmingham, WSFU-FM Union Springs and WVCA(FM) Selma, all Alabama; WBO-K(AM) New Orleans; WESL(AM) East St. Louis, IL; WGSF(AM) Charlotte, WBXB(FM) Edenton, WKJA(FM) Belhaven, WVRS(FM) Warrenton and WSRG(AM) Durham, all North Carolina; WIMG(AM) Ewing, NJ; WPCF(AM) Portsmouth and WMXS(FM) Cape Charles, both Virginia; WTJH(AM) East Point, GA; WURD(AM) Philadelphia; WVCA(AM) Gary and WPZZ(FM) Franklin, both Indiana, and WKSQ(FM) Orangeburg, WKWQ(FM) Batesburg and WWP(D) FM) Marion, all South Carolina. Filed April 24.
- **WPTF-TV Durham, NC (BTCCT910412KM; ch. 39; 5000 kw-V; 250 kw-A; ant. 2,000 ft.)**—Seeks transfer of control from Durham Corp. to F.S.F. Acquisition Corp. for \$3 million cash and 835,000 shares of stock, currently trading at about \$33 per share. Sale transfer includes WMXF-AM-FM Laurinburg and WPTF(AM)-WQDR(FM) Raleigh, both North Carolina (see below). Concurrent with and as part of consummation of this transfer, F.S.F. Acquisition will cause licensee Durham Life Broadcasting to assign WPTF(AM) to First State Communications Inc. and WQDR(FM) Raleigh and WMXF-AM-FM Laurinburg to new wholly owned subsidiary Carolina Media Group Inc. Durham Life Broadcasting will then transfer all of its shares in Carolina Media Group to Donald W. Curtis in exchange for Curtis's shares in F.S.F. Acquisition. Seller is headed by F.P. Coley. Curtis also has interests in Great American Media Inc., licensee of WTAB(AM)-WYNA(FM) Tabor City; WCPS(AM) Tarboro; WGBR(AM)-WKTG(FM) Goldsboro, and WBBB(AM)-WPCM(FM) Burlington, all North Carolina. Buyer is headed by F.S.F. Acquisition Corp. (100% VS), B.W. Landstreet III, B.W. Landstreet IV and Sara Camden B. Holdges. Filed April 12.
- **WMXF-AM-FM Laurinburg, NC (AM: BTC910412KN; 1460 khz; 5 kw-U; FM: BTCH910412KO; 96.5 mhz; 100 kw; ant. 985 ft.)**—Seeks assignment of license from Durham Corp. to F.S.F. Acquisition Corp. (see WPTF-TV Durham, NC, above). Filed April 12.
- **WPTF(AM)-WQDR(FM) Raleigh, NC (AM: BTC910412KQ; 680 khz; 50 kw-U; FM: BTCH910412KP; 94.7 mhz; 100 kw; ant. 1,200 ft.)**—Seeks assignment of license from Durham Corp. to F.S.F. Acquisition Corp. (see WPTF-TV Durham, NC, above). Filed April 12.
- **KNFB(FM) Nowata, OK (BALH910429GU; 94.3 mhz; 1.7 kw; ant. 400 ft.)**—Seeks assignment of license from William R. Williams, bankruptcy trustee, to KBGH Radio Group for \$5,000. Seller is headed by William R. Williams and has no other broadcast interests. Buyer is headed by Bruce H. Campbell (25%), Gene Sheets (25%), Kyle Sheets (25%) and Homer H. Hillis Jr. (25%), and has no other broadcast interests. Filed April 29.
- **WJSM-AM-FM Martinsburg, PA (AM: BTC910429GS; 1110 khz; 1 kw-D; FM: BTCH910429GT; 92.7 mhz; 330 w; ant. 984 ft.)**—Seeks transfer of control within Martinsburg Broadcasting, from Sherwood B. Hawley to Larry S. Walters for \$151,000. Neither seller nor buyer has other broadcast interests. Filed April 29.
- **KJWL(FM) Georgetown, TX (BAPH910501GZ; 107.7 mhz; 3 kw; ant. 328 ft.)**—Seeks assignment of CP from Williamson County Communications Inc. to KJWL Associates for \$400,000. Seller is headed by C. Noel Luper, and has no other broadcast interests. Buyer is headed by Richard D. Rees (50%) and Eric E. Slaymaker (50%). Rees is sole owner of Rees Broadcasting Inc., which has application pending against renewal application for licensee of KJQN-FM Ogden, UT. Filed May 1.
- **KTDD(FM) Huntsville, TX (BAPH910426GY; 103.5 mhz; 1.55 kw; ant. 139 ft.)**—Seeks assignment of CP from Oara Inc. to New Wavo Communications Group Inc. for \$125,000. Seller is headed by J.D. Osburn and Kenneth R. Reynolds, and is permittee of KAGG(FM) Madisonville, TX. Osburn and Reynolds each have 50% interest in WYN-WSLI Inc., Jackson, MS; Lufkin Broadcasting Inc., licensee of KYKS(FM) Lufkin, TX, and Radio Victoria Inc., licensee of KZEU(FM) Victoria, TX. Buyer is headed by Benjamin B. Amato, and has no other broadcast interests. Filed April 26.
- **KOGT(AM) Orange, TX (BAL910429ED; 1600 khz; 1 kw-U)**—Seeks assignment of license from George Marti, lienholder of Klement Broadcasting Corp. to Orange County Broadcasting Corp. for no monetary consideration in assumption of debt. Marti has no other broadcast interests. Richard Klement, president of Klement Broadcasting Corp., owns First IV Media Inc., licensee of KGAF(AM) Gainesville, TX. Buyer is headed by C. Thomas Carson, and is president of KGAF(AM) Gainesville, TX. Filed April 29.
- **KWFS(FM) Wichita Falls, TX (BALH910418GH; 103.3 mhz; 100 kw; ant. 449 ft.)**—Seeks assignment of license from RadioSunGroup of Texas Inc. to American General Media-Lubbock Inc. for \$1.2 million. Seller is headed by Frank A. Woods, and is licensee of KYKX(FM) Longview and KEAN-AM-FM Abilene, both Texas. It is subsidiary of Sun Group Inc., ultimate licensee of KESY-AM-FM Omaha, NE; WKXX(FM) Birmingham, AL; KKSS(FM) Santa Fe, NM; KKYS(FM) Bryan, TX; KMJJ-FM Shreveport, LA; WOWW(FM) Pensacola, FL; WACO-AM-FM Waco, TX (49%), and WGNE-FM Daytona Beach, FL (49%). Buyer is headed by Anthony S. Brandon (50%) and L. Rogers Brandon (50%). Anthony Brandon and L. Rogers Brandon are 66.6% owner and director, respectively, of American General Media Corp., licensee of KERN-AM-FM Bakersfield, CA; WWWG(AM) Rochester, NY; KLLF(AM) Wichita Falls, TX and WWTN(FM) Manchester, TN. Anthony Brandon and L. Rogers Brandon are also each 50% owners of American General Media Texas, licensee of

KKAL(AM) Arroyo Grande-KZOZ(FM) San Luis Obispo, both California; WYDE(AM) Birmingham, AL, and KKCL(FM) Lorenzo, TX. Filed April 18.

■ **KLLB(AM) West Jordan, UT** (BAL910501EA; 1510 khz; 10 kw-D)—Seeks assignment of license from Western Broadcasting Inc. to United Security Financial Inc. for \$180,001. Seller is headed by Carole R. and John H. Hinton, husband and wife, and has no other broadcast interests. Buyer is headed by Rosemary Cosby, and has no other broadcast interests. Filed May 1.

■ **WZKM(FM) Montgomery, WV** (BAPH910424HU; 93.3 mhz; .4 kw; ant. 218 ft.)—Seeks assignment of CP from Upper Kanawha Valley Broadcasters Inc. to R-S Broadcasting Co. Inc. for \$101,500. Seller is headed by Arthur Clark and has no other broadcast interests. Buyer is headed by Vivian Jean Brown and C. Farrell Johnson (100%) and is licensee of WVAR(AM) Richwood and WCWV(FM) Summersville, WV. Filed April 24.

#### Actions

■ **KLKY(AM) Prescott Valley, AZ** (BAL910319EA; 1130 khz; 1 kw-D)—Granted assignment of license from Lucky Communications Inc., debtor-in-possession, to Oasis International Communications for \$70,500. Seller is headed by R. David Carson, Clifton W. Glasgow, John C. King, Don Aldridge and Justin Hathaway, and has no other broadcast interests. Buyer is headed by Horizon Christian Fellowship (100% O) and Michael MacIntosh, and has no other broadcast interests. Action April 29.

■ **KJDE(FM) Sand Point, ID** (BAPH910305GN; 102.5 mhz; 3 kw; ant. 177 ft.)—Granted assignment of CP from Joseph Donald Powers to Kennedy Broadcasting Inc. for \$2,000. Seller is headed by Joseph Donald Powers, and has interests in WREY(AM) Millville and WIBG(AM) Ocean City, both New Jersey. Buyer is headed by Kennedy Broadcasting Inc., general partner of Avis Broadcasting Ltd., licensee of WHUM-FM Avis, PA, and general partner of Kennedy Broadcasting Ltd., licensee of WBRX(FM) Patton, PA. Action April 23.

■ **WKIT-AM-FM Brewer, ME** (AM: BAL910314HA; 1200 khz; 10 kw-U; FM: BALH910314HB; 100.3 mhz; 16 kw; ant. 882 ft.)—Granted assignment of license from Sunspot Broadcasting Co. Inc., debtor in possession, to H&L Broadcasting Inc. for \$293,000. Seller is headed by John J. Pineau, who is 50% shareholder of Airborne Broadcasting Co. Inc., licensee of WXGL-FM Lewiston, ME. Buyer is headed by Eric D. Hake (50%) and Raymond H. Lynch (50%), and has no other broadcast interests. Action May 1.

■ **WXXV-TV Gulfport, MS** (BALCT910312KF; ch. 25; 2,240 kw-V; 224 kw-A; ant. 1,780 ft.)—Granted assignment of license from AmSouth Realty Inc. to Prime Cities Broadcasters Corp. of Mississippi for \$3.2 million. Seller is headed by John W. McRoberts, and is subsidiary of guarantor AmSouth Bank N.A. McRoberts is vice president of Star Cablevision Inc., operator of cable systems at Brunswick, GA. Buyer is headed by John B. Tupper (40%), Richard F. Shively (40%), Harry B. Smart (10%), Lawrence C. McQuade (5%), William L. Kepper (5%) and Jon J. Masters. Shively holds 63% interest in Shively Communications Inc., which holds controlling interest in North Platte Television Inc., licensee of KNOP-TV North Platte, NE. Action May 1.

■ **WUMI(FM) State College, MS** (BAPH901119GF; 104.3 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Marshall R. Magee to PDB Corp., State College for \$4,000. Seller is headed by Marshall R. Magee and has no other broadcast interests. Buyer is headed by Donald B. Brady and has no other broadcast interests. Action April 29.

■ **KUUB-AM-FM Bozeman, MT** (AM: BAL910306EA; 1450 khz; 1 kw-U; FM: BALH910306EB; 95.1 mhz; 94 kw; ant. 781 ft.)—Granted assignment of license from CASI Broadcasting & Entertainment Enterprises Inc. to Gilbert Broadcasting Corp. of Montana for \$829,000. Seller is owned by Bee Broadcasting Inc., headed by Benny Bee (95%). Buyer is headed by Bee (40%), Christopher T. Gilbert (5%), Joan H. Zabriskie, (5%), Harry B. Combs (30%), Virginia P. Combs (10%) and Benny L. Bee

(10%). Bee Broadcasting, which is 100% stockholder of licensee, is also licensee of KBBZ(FM) Kalispell and KJJR(AM) Whitefish, both Montana. Action April 25.

■ **KVEG(AM) North Las Vegas, NV** (BAL910318EC; 840 khz; 50 kw-D, 25 kw-N)—Granted assignment of license from Bel Air Communications Ltd. to K-G Communications Inc. for \$225,000. Seller is headed by Mark Stone and Richard Grisar. Buyer is headed by Grisar (13.675%) and Stone (13.675%), assignors; Jules Kutner (70%) and Steven A. Buchsbau (2.65%), and has no other broadcast interests. Action April 29.

■ **WSQV(AM) Berwick, PA** (BAL910318EF; 1280 khz; 1 kw-D, 175 w-N)—Granted assignment of license from Heritage Broadcasting Inc. to M&M Broadcasting Inc. for \$160,000. Seller is headed by Paul D. Grimes, and has no other broadcast interests. Buyer is headed by Charles J. Miller (15%), Denise M. Miller (15%), Joshua C. Miller (10%), Bob Moisey (40%), Jennifer Moisey (10%) and Jeff Moisey (10%). Bob Moisey is individual permittee of WZWB(FM) Berwick, PA. Action April 29.

■ **WGFX(FM) Gallatin, TN** (BALH910305GL;

104.5 mhz; 49 kw; ant. 1,312 ft.)—Granted assignment of license from Triangle Broadcasting Co. to HAPA Inc. for \$3.5 million. Seller is headed by Kenneth S. Johnson, and is 55% owned by Capitol Broadcasting Corp., licensee of WCAW(AM)-WVA(FM) Charleston, WV; WKSJ(AM) Pritchard, and WKSJ-FM Mobile, both Alabama, and WRKA(FM) St. Matthews, KY. Johnson is 100% shareholder of Johnson Broadcasting Co., 45% general partner of assignor. Buyer is headed by Victor Rumore and Della Rumore, husband and wife. Victor Rumore owns 50% interest as limited partner in RMF Broadcasting, licensee of KFRR(AM) Englewood, CO. Action April 23.

■ **WBBC-AM-FM Blackstone, VA** (AM: BAL900718EC; 1440 khz; 5 kw-D; FM: BALH900718ED; 93.5 mhz; 1.8 kw; ant. 370 ft.)—Dismissed app. of assignment of license from Blackstone Communications Inc. to Central Virginia Communications Corp. for \$250,000. Seller is headed by Michael C. and Robert Rau, brothers, and E.B. Crutchfield, and has no other broadcast interests. Buyer is headed by Gardner H. Altman Jr., who is 100% shareholder of Kat Broadcasting Corp., licensee of WDSC(AM)-WZNS(FM) Dillon, SC; WHCC(AM)-WQNS-FM Waynesville and WFLB-AM Fayetteville,

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL*
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
<b>Total Radio</b>	<b>10,830</b>	<b>1,495</b>	<b>12,325</b>
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ <b>Total TV</b>	<b>1,470</b>	<b>215</b>	<b>1,685</b>
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ <b>Total LPTV</b>	<b>821</b>	<b>1,188</b>	<b>2,009</b>
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

### CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

\* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. <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.

both North Carolina; WSVS-AM-FM Crewe, VA, and WETT(AM)-WWTR(FM) Ocean City, MD. Action April 30.

■ **WUSQ-AM-FM Winchester, VA** (AM: BAL910225GW; 610 khz; 500 w-U; FM: BALH910225GX; 102.5 mhz; 3 kw; ant. 630 ft.)—Granted assignment of license from The Holt Corp of New Mexico Inc. Benchmark Radio Acquisition for \$3.65 million ("Changing Hands," March 4). Seller is headed by Arthur Holt, who owns WTKX-AM-FM Pensacola, FL; WKAP(AM) Allentown and WZZO(FM) Bethlehem, both Pennsylvania, and WOAD(AM)-WJMI(FM) Jackson, MS. Holt also heads Holt Corp. Appraisal and Consulting. Buyer is headed by Bruce R. Spector, R. Calvin Sutliff Jr., C. Philip Rainwater and Joseph L. Mathias IV. Benchmark Communications Ltd. is sole general partner of Benchmark Radio Acquisition Fund II Ltd., and through other limited partnerships controls cable television systems serving Virginia and California, and is licensee of WDOV(AM)-WDSO(FM) Dover, DE. Action April 24.

■ **KSMX(AM) Walla Walla, WA** (BTC900831EA; 1320 khz; 1 kw-D)—Granted transfer of control from KMEC Inc. to Ralph and Cheryl Broetje and Barry and Maria Delaluz Jenkins for \$180,159.60. Seller is headed by Barry and Maria Jenkins and Ralph and Cheryl Broetje. Buyers have no other broadcast interests. Action May 1.

■ **WLDY-AM-FM Ladysmith, WI** (AM: BTC910226HK; 1340 khz; 1 kw-U; FM: BTCH910226HL; 92.7 mhz; 1.7 kw; ant. 377 ft.)—Granted transfer of control from Ruth A. Jonassen to Gary R. Johnson and Bernice C. Beyer for \$236,500. Seller has no other broadcast interests. Buyers are Johnson (50%) and Beyer (50%). Johnson is 90% stockholder of both WAGN(AM) Menominee and WHYB(FM) Peshtigo, both Wisconsin, and 33% stockholder of WKTS(AM) Sheboygan, WI. Action April 24.

■ **WZXA(FM) Sturtevant, WI** (BAPH910305GO; 104.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Michael R. Walton to Janus Radio Corp. for \$70,000. Seller has interests in Sheboygan County Broadcasting Co. Inc., licensee of WHBL(AM)-WWJR(FM) Sheboygan, WI. Sheboygan County Broadcasting owns 100% of stock of Holland Communications Inc., licensee of WHTC(AM)-WYXX(FM) Holland, MI. Buyer is headed by Norris F. Richardson and Judith S. Richardson, and has no other broadcast interests. Action April 22.

## NEW STATIONS

### Applications

■ **Laurel, MT** (BPH910419MB)—Jubilee Radio Network of Montana seeks 101.7 mhz; 100 kw; ant. 301 m. Address: 5630 Billy Casper Dr., Billings, MT 59106. Principal is headed by Ronald M. Bergland, Betty D. Bergland, Kimberly L. Weller and Madeline C. Elbert, and has no other broadcast interests. Filed April 19

■ **Langston, OK** (BPED910423MB)—Langston University seeks 89.3 mhz; .151 kw; ant. 61 m. Address: P.O. Box 967, Langston OK 73050. Principal is headed by Jimmie C. Thomas, and is licensee of KALU(FM) Langston, OK. Filed April 23.

### Actions

■ **Moulton, AL** (BPH900209ME)—Granted app. of LAWCO FM Ltd. for 103.1 mhz; 6 kw; ant. 100 m. Address: P.O. Box 307, Moulton, AL 35650. Principal is headed by Alton Ray Wallace, Timothy A. Goodman, Mildred R. Goodman and Billy G. Hogan, and are stockholders in Moulton Broadcasting Co. Inc. licensee of WHYY(AM) Moulton, AL. Hogan is president and 51% stockholder in Northeast Florida Radio Inc., licensee of WHOG(AM) Fernandina Beach, FL. Action April 29.

■ **Litchfield, CT** (BPH880815MT)—Granted app. of Local Girls & Boys Broadcasting Corp. for 97.3 mhz; 3 kw H&V; ant. 100 m. Address: Litchfield Commons, West St., Litchfield, CT 06759. Principal is headed by Virginia Mortara, and has no other broadcast interests. Action May 1.

■ **Howe, IN** (BPED900413MJ)—Granted app. of Howe Military School for 89.7 mhz; .10 kw; ant. 17 m. Address: Academy Place, Howe, IN 46746. Principal is headed by Francis C. Gray, and has no other broadcast interests. Action April 29.

■ **Ocean Pines, MD** (BPH870406KH)—Granted app. of George V. Delson Associates for 97.1 mhz; 3 kw H&V; ant. 100 m. Address: 888 7th Ave., New York, NY 10106. Principal is headed by Malcolm Kahn. George V. Delson, Allen Skolnick and Saul Hertzig. Kahn is 51% owner of both WBSR(AM) Boca Raton and WTHM(FM) Goulds, and 95% owner of WVBH(FM) Key Largo, all Florida. Delson is 49% owner of both WTHM and WBSR. Action April 30.

■ **McClellanville, SC** (BPH880606OG)—Granted app. of Gilchrist Communications, Inc. for 98.9 mhz; 50 kw; 150 m. Address: 1729 Heritage Park Rd., Charleston, SC 29407. Principal has no other broadcast interests. Action April 25.

■ **Spencer, TN** (BPH880125MK)—Granted app. of Van Buren Broadcasting for 98.7 mhz; 1.2 kw H&V; ant. 167 m. Address: P.O. Box 31, McMinnville, TN 37110. Principal is headed by Aaron Durham and Kay Durham. Aaron Durham is president and 50% shareholder of Durham Broadcasting Corp. Inc., licensee of WAKI(AM) McMinnville, TN. Action April 30

■ **Gregory, TX** (BPH881027MJ)—Granted app. of Stuart Gaines Broadcasting Corp. for 104.5 mhz; ant. 0 m. Address: 515 Madison Ave. Ste. 2100, New York, NY 10022. Principal is headed by John R. Stuart and Mary M. Gaines, and is licensee of KSVZ(AM) Fort Worth, which will be divested upon grant of this CP. Action April 29.

## FACILITIES CHANGES

### Applications

#### AM's

■ **Little Rock, AR** KITA(AM) 1440 khz—April 24 application for mod. of CP (BP870331CH) to correct coordinates to: 34 42 46N 92 16 48W.

■ **Orange, CA** KSRT(AM) 830 khz—April 29 application for mod. of CP (BP810209AK) to change city of license to Orange-Huntington Beach, CA; increase power to 23 kw day, 50 kw night and make changes in antenna system.

■ **Port Orange, FL** WART(AM) 1020 khz—April 29 application for mod. of CP (BP860904AJ) to change TL: to corner of Beach St. and Wilder Blvd., Daytona Beach, FL; reduce power to 400 watts; change from DA to non-DA and make changes in antenna system: 29 11 19N 81 00 28W.

■ **Chicago** WXEZ(AM) 820 khz—April 29 application for CP to change hours of operation from unlimited time to daytime only; make changes in antenna system and change TL: 4949 W Belmont Ave. Chicago, IL 41 56 18N 87 45 05W.

■ **Babylon, NY** WGLI(AM) 1290 khz—April 29 application for CP to change city of license to Mastic Beach, NY; increase night power to 550 watts; make changes in antenna system, and change TL: Nicoll Floyd Lane at Biltmore Dr., Mastic Beach, NY 40 46 56N 72 49 44W.

#### FM's

■ **Bakersfield, CA** KUZS-FM 107.9 mhz—April 24 application for CP to change ERP: 5.95 kw H&V; change ant.: 416 m.; change TL: atop Mt. Adelaide, CA, 26.55 km ENE of Bakersfield, CA on bearing of 74.37 degree (T).

■ **South Lake Tahoe, CA** KRLT(FM) 93.9 mhz—April 29 application for CP to change to class A.

■ **Newton, IA** KLVN(FM) 95.9 mhz—April 25 petition for reconsideration filed.

■ **Big Rapids, MI** WAAQ(FM) 102.3 mhz—April 25 application for CP to change ERP: 10.5 kw H&V; ant.: 133 m.; change class: C3.

■ **Coleman, MI** WSMZ(FM) 101.5 mhz—April 29 application for mod. of CP (BMPH891214IB) to change ERP: 2.2 kw H&V; change ant.: 114 m.; TL: 1000 ft. N of NE corner Curtis Rd. & 11 mi Rd.

intersection, MI.

■ **Cleveland, MS** WCLD(FM) 1410 khz—April 30 application for CP to make changes in antenna system and correct coordinates to: 33 45 11N 90 42 50W.

■ **La Monte, MO** (no call letters) 97.1 mhz—April 25 application for mod. of CP (BPH890313MM) to change ERP: 25 kw H&V; change ant.: 100 m.; TL: 0.3 km W of La Monte, MO; class: C3.

■ **Elko, NV** KRJC(FM) 95.3 mhz—April 22 application for CP to change ERP: 25 kw H&V; ant.: 236 m.; change class: 237A to 237C1.

■ **Gallup, NM** KQNM(FM) 93.7 mhz—April 22 application for mod. of CP (BPH870225IR as mod.) to change antenna gain & change tower height.

■ **Ruidoso, NM** KBUY-FM 93.5 mhz—April 25 application for CP to change ERP: 25 kw H&V; ant.: 57 m.; change class: C3 (per Docket #89-164).

■ **Honeoye Falls, NY** (no call letters) 107.3 mhz—April 24 application for mod. of CP (BPH870819NG) to change ant.: 100 m.; change TL: Bailey Rd., E Bloomfield, NY.

■ **Davidson, NC** WDAV(FM) 89.9 mhz—April 29 application for mod. of CP (BPH891107IA) to change ant.: 313 m.; change TL: .76 km NNE of intersection of Caldwell Rd. and Back Creek Church Rd., 5.4 km SW of Richmond, NC; class: C.

■ **Streetsboro, OH** WSTB(FM) 91.5 mhz—April 26 application for CP to change ERP: .3 kw H&V; ant.: 38 m.; change TL: Streetsboro High School, 1900 Annalane Dr., Streetsboro, OH.

■ **Newport, OR** KYQT(FM) 102.5 mhz—April 24 application for mod. of CP (BPH870331JB) to change ERP: 64.75 kw H&V; ant.: 268.5 m.

■ **Bristol, TN** WHCB(FM) 91.5 mhz—April 29 application for CP to change ERP: 1.55 kw H&V.

■ **Crossville, TN** WXVL(FM) 99.3 mhz—April 24 application for CP to change ERP: 6 kw H&V.

■ **Jefferson City, TN** WNOX(FM) 99.3 mhz—April 24 application for CP to change ERP: 1.38 kw H&V.

■ **Loudon, TN** WLOD-FM 99.1 mhz—April 24 application for CP to change ERP: 6 kw H&V.

■ **Huntsville, TX** KTDD(FM) 103.5 mhz—April 26 application for mod. of CP (BPH890119MC) to change ERP: 3.6 kw H&V; change ant.: 130 m.; TL: 0.62 mi S of the intersection of U.S. 75 and St. Rd. 2296, on U.S. 75.

■ **Littlefield, TX** (no call letters) 95.5 mhz—April 25 application for mod. of CP (BPH890123MS) to change ERP: 6.5 kw H&V; change ant.: 62 m.

### Actions

#### AM's

■ **Chicago** WOPA(AM) 1200 khz—April 26 application (BMP891027AE) granted for mod. of CP (BP810105AE as mod.) to add day and night augmentations for new stations.

■ **Brevard, NC** WPNF(AM) 1240 khz—May 7 application (BMP910308AC) granted for mod. of CP (BP900711AC) to increase tower height.

#### FM's

■ **Phoenix, AZ** KPHF(FM) 88.3 mhz—April 23 application (BMPED8904131F) granted for mod. of CP (BPED840629IL) to change ERP: 25 kw H&V; ant.: 306.8 m.; TL: top of Shaw Butte, Phoenix, AZ.

■ **Ashdown, AR** KMLA-FM 103.9 mhz—April 30 application (BMLH900716KD) granted for mod. of license to increase ERP: 5.1 kw H&V (pursuant to docket #88-375).

■ **Greeley, CO** KUNC-FM 91.5 mhz—April 26 application (BPED870224IB) dismissed for CP to change ant.: 364.45 m.; install DA.

■ **Hilo, HI** KKBG(FM) 97.9 mhz—April 30 application (BPH901224II) returned for CP to change ERP: 100 kw H&V; ant.: 175 m.; TL: Stainback Hwy., 6.25 km NE of Puu Kulua, HI; change class: C1 (per docket #89-127).

■ **Mason City, IA** KCMR(FM) 98.3 mhz—April 30 application (BMLH900716KH) granted for mod. of license (BLH7904166AB) to increase ERP: 4.5 kw

H&V and to change channel to 250A (pursuant to docket #88-375).

- **Morehead, KY** WMKY(FM) 90.3 mhz—April 30 application (BPED880825PE) granted for CP to change ERP: 100 kw H&V; ant.: 277 m.
- **Dewitt, MI** WQHH(FM) 96.5 mhz—April 30 application (BMPH910128IB) granted for mod. of CP (BPH870914MR as mod.) to change TL: 0.80 km SW of the intersection of Cutler Rd. and Francis Rd.
- **Vestal, NY** WMXW(FM) 103.3 mhz—April 30 application (BPH901217IB) dismissed for CP to change ERP: 0.592 kw H&V; ant.: 309 m.
- **Castalia, OH** WGGN(FM) 97.7 mhz—April 29 application (BPH9006251A) granted for CP to change ERP: 1.25 kw H&V.
- **Shippensburg, PA** WSYC-FM 88.7 mhz—April 30 application (BPED901203IA) granted for CP to change TL: Prince St., Shippensburg, Cumberland, PA 40 04 30N 77 31 15W.
- **Athens, TN** WJSQ(FM) 101.7 mhz—May 02 application (BPH901207IB) granted for CP to change ERP: 7.5 kw H&V; change ant.: 160.9 m.; TL: approximately 1.1 km WSW of "Roy Knob"; change class: C3.
- **Humboldt, TN** WLSZ(FM) 105.3 mhz—April 30 application (BPH901220IB) dismissed for CP to change ERP: 6. kw H&V.
- **Georgetown, TX** KJWL(FM) 107.7 mhz—April 30 application (BMPH901221IA) dismissed for mod. of CP (BPH870701NA) to change ERP: 25 kw H&V; ant.: 100 m.; TL: 6 km W of Granger TX on N side of County Rd. 326, E of County Rd. 320 and change to class: C3.
- **Lubbock, TX** KTXT-FM 88.1 mhz—April 30 application (BPED900227MA) granted for CP to change ERP: 35 kw H&V; ant.: 129 m.
- **Sheboygan, WI** WSHS(FM) 91.7 mhz—April 30 application (BMPED9009171A) granted for mod. of CP (BPED860624MA) to change ERP: .180 kw (V); ant.: 24.6 m (V); Specify Vertical Polarization only.
- **Casper, WY** KCSP(FM) 106.9 mhz—April 29 application (BPH901224IB) granted for mod. of CP (BPH890403IH) to change ant.: 556 m.
- **Buffalo, WY** KLGTFM) 92.7 mhz—April 29 application (BMPH901224IH) granted for mod. of CP (BPH880907IJ) to change ant.: 340 m.; ERP: 12 kw (H), 3 kw (V); class: C1.

**TV's**

- **Kirkville, MO** KTVO(TV) ch. 3—April 11 application (BPCT890607KJ) granted for CP to change ERP: 100 kw (vis); ant.: 339 m; TL: 7.2 km E of Lancaster on U.S. Hwy. 136; ANT: RCATF-6AL; 40 31 47N 92 26 29W.
- **Goldvein, VA** WNVTV(TV) ch. 53—April 30 application (BMLET901114KE) granted for mod. of license to change antenna and transmission line.

**ACTIONS**

- **Adopted** supplemental report to Congress which examines whether, in providing superstation and network station programming, satellite carriers unlawfully discriminate against home earth station distributors in favor of cable system operators or other video program providers, such as satellite master antenna systems or wireless cable systems, in violation of Copyright Act. (Gen. Docket 89-88 (Report DC-1866, May 9 by Second Report [FCC 91-160].
- **Clarified** and modified its rules to reflect its effort to eliminate abuse of Commission processes by limiting payments that can be made to settle cases involving competing applications for construction permits for new broadcast stations or modifications to facilities of existing stations. (MM docket 90-263, Report DC-1872, May 9 by MO&O [FCC 91-155]).
- **Declined** to permanently authorize alternative uses for DBS frequencies from western orbital locations and to institute specific requirement that DBS operators provide service to Alaska and Hawaii. (MM docket 89-355, Report DC-1856, April 24 by R&O [FCC 91-140]).
- **Dismissed** request by Thomas L. Root for compen-

sation pursuant to EAJA for fees and costs incurred in obtaining judicial stay of his temporary suspension from practice of law before FCC. (Gen. docket 90-297, Report DC-1861, April 12 by MO&O [FCC 91-124].)

■ **Issued** Notice of Proposed Rulemaking, instituting proceeding to explore possible changes to its multiple ownership rules and other structural rules and policies governing radio broadcasting, with view toward ensuring that aural services will be able to adequately adapt to quickly changing communications marketplace. (MM docket 91-140, Report DC-1865, May 9 by NPRM [FCC91-156].)

■ **Issued** clarification and made certain procedural adjustments to Report and Order which streamlined comparative hearing process. Specifically, Commission clarified hearing fee procedures for cases designated before effective date of new rules and fine tuned new discovery rules to make them more efficient. (Gen. Docket 90-264, Report DC 1867, May 9 by MO&O [FCC 91-154].)

■ **Modified** 1990 Policy Statement and Order regarding character qualifications of broadcast licensees and permittees by easing reporting burden imposed on licensees and clarifying reporting requirement. (Report GN-73, General Action, May 1 by MO&O [FCC91-146].)

■ **Advanced Communications Corporation and Hughes Communications Galaxy Inc.** Granted requests of direct broadcast satellite (DBS) permittees for specific orbital positions and channel assignments and has granted them extensions of six-year period to begin operations of DBS systems. (By MO&O [FCC 91-133] adopted April 18.)

■ **Fox Broadcasting** Granted extension of waiver of network definition rules until effective date of R&O amending financial interest and syndication rules. (Report MM-539, Mass Media Action) Action by Commission May 6 by Order (FCC 91-149).

■ **Trussville, AL** Denied appeal from dismissal of application filed by Lawson Communications, Inc., in

proceeding involving competing applications for new FM on channel 290A. (MM docket 90-273, by MO&O [FCC 91R-36] adopted April 15 by Review Board.)

■ **Oxnard, CA** Dismissed as moot appeal from dismissal of application filed by Spanglish Communications, Inc.; approved settlement agreement in proceeding involving competing applications for new FM on channel 275A. (MM docket 90-416, by MO&O [FCC 91R-37] adopted April 17 by Review Board.)

■ **Rancho Mirage, CA** Granted application of Anne K. Wallace and William F. Wallace for new FM station on channel 258A; and denied competing applications of Rancho Mirage Radio, General Partnership, Hugh R. Paul, Sundial Radio Broadcasters, California Limited Partnership, and Drake Broadcasting. (MM docket 90-10 by Initial Decision [FCC 91D-23] issued April 30 by ALJ Joseph Chachkin.)

**ALLOCATIONS**

■ **Burlington, IA** Effective June 20, allotted channel 276C3 as its third FM service. Filing window June 21-July 22. (MM docket 90-511 by R&O [DA 91-533] adopted April 23 by Chief, Allocations Branch.)

■ **Banks, OR** Effective June 20, substituted channel 298C3 for channel 298A, and conditionally modified construction permit of Common Ground Broadcasting. (MM docket 90-462 by R&O [DA 91-535] adopted April 23 by Chief, Allocations Branch.)

■ **Nephi, UT** Effective June 24, substituted channel 280C for channel 224A at Nephi, and conditionally modified construction permit of KCDH(FM) accordingly. (MM docket 90-609 by R&O [DA 91-552] adopted April 29 by Chief, Allocations Branch.)

■ **Dayton, WA** Effective June 3 substituted channel 223C1 (92.5) for channel 223A; modified license of KZHR(FM) accordingly. (MM docket 90-596, March 28, DA 91-425.)

■ **Buckhannon, WV** Effective June 10 Substituted

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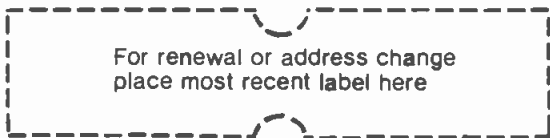
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channel 228B1 for Channel 228A and modified license of WBTQ(FM) accordingly. (MM Docket 90-23 by R&O [DA 91-507] April 15, by the Chief, Allocations Branch.)

■ Adams, WI Effective May 30, allotted channel 291A (106.1) as first broadcast service. Filing window: May 31-July 1. (MM docket 90-615 by R&O [DA 91-444] adopted April 1 by Chief, Allocations Branch.)

### CALL LETTERS

#### Grants

#### Existing FM's

WBIZ-FM WBIZ Americus Communications #1 Ltd.; Eau Claire, WI  
 WBHY-FM WAYF Goforth Media Inc.; Mobile, AL  
 WBYG(FM) WZYI Tri-County Radio; Point Pleasant, WV  
 WDTL-FM WQAZ Larry G. Fuss; Cleveland, MS  
 WFGY(FM) WFBG-FM Logan Broadcasting Inc.;

Altoona, PA  
 WGNB(FM) WXYB The Moody Bible Institute of Chicago; Zealand, MI  
 WJPC-FM WLNR Iliana FM Broadcasters Inc.; Lansing, IL  
 WKIP-FM WEXT Bridge Broadcasting Group Inc.; Arlington, NY  
 WKME(FM) WVCN Brenda R. Tanger; Kennebunk, ME  
 WKSV(FM) WMXS WKSX Inc.; Cape Charles, VA  
 WLYY(FM) WKKP MacDonald Broadcasting Company; Lansing, MI  
 WLZZ(FM) WYDF Lake Cities Broadcasting Corporation; Montpelier, OH  
 WRAF(FM) WRAF-FM Toccoa Falls College; Toccoa Falls, GA  
 WSTT-FM WSTT-FM Thomasville Radio Inc.; Thomasville, GA  
 WTGR(FM) WBNN State Line Radio; Union City, OH  
 WTKT-FM WTKT Kentucky Radio Ltd.;

Georgetown, KY  
 WWLF-FM WZCQ Tia A. Soliday; Copenhagen, NY  
 WXPS(FM) WZFM West-Land Communicators Inc.; Briarcliff Manor, NY  
 WYOY(FM) WHWB-FM Edward G. and Carole L. Pickett; Rutland, VT

#### Existing TV's

KSDI(TV) KZJE San Joaquin Television Improvement Corp.; Clovis, CA  
 KSMO-TV KZKC Kansas City TV 2 Ltd.; Kansas City, MO  
 WIFR(TV) WIFR-TV Benedek Broadcasting Corporation; Freeport, IL

#### Clarifications

WBSY(FM) WZYI Duplin County Broadcasters; Rose Hill, NC  
 WESK(FM) WJDG Deborah H. Greenwood; Loudon, TN  
 WUZR(FM) WXS Media Five Corporation; Bicknell, IN

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**Local sales manager wanted** immediately by Jammin' 92 FM Cleveland, Ohio. Applicant must have successful experience working with vendor and co-op plans. We're looking for a person with good motivational, training and developmental business skills. CRMC a plus. Send resume and samples of successful retail presentations to: Carl Kitts, CRMC, General Sales Manager, Jammin' 92 FM, 2156 Lee Road, Cleveland Hts, OH 44118. EOE, M/F.

**Highly qualified CFO** needed to complete management team of newly forming radio group with aggressive growth plans. Must have successful group experience that has included station acquisition evaluation and negotiation, debt sourcing, negotiation, structuring and placement, and administration of corporate and station tracking systems. Top salary and equity position. EOE. Respond to Box C-9.

**Aggressive GM** for expanding group owner is being sought. Midwest opportunity for a manager seeking position with financially solid group operator. Send resume, references and compensation history to Mid-America Radio Group, Box 1970, Martinsville, IN 46151 or call 317-349-1485. EOE.

**Sales manager:** Currently or recently employed sales manager wanted for a Chicagoland AM station. This is an exceptional and lucrative opportunity for a creative, conscientious and ambitious person. Please send evidence of your ability to develop, maintain and motivate a six person sales team -- and a history of your sales results -- along with your resume and compensation history. All replies will remain confidential. Reply to Box C-24. EOE.

**General manager, Albany, NY:** Group broadcaster seeks general manager for WGNA-AM/FM. Outstanding facility, consistently great ratings. Needs experienced leader. Send resume and letter with income history in confidence to: David S. Gingold, President/COO, Barnstable Broadcasting, Inc., PO 9042, Waltham, MA 02254. EEO.

**General manager:** Former group owner ready to tackle your most pressing problem. Let's talk and I'll tell you why. Write to Box C-23. EOE.

**Aggressive, creative manager** with successful sales background for AM/FM combo in North central Florida. Small market with big market facilities. Send resume to Owner, Box 6, Birmingham, AL 35201. EOE.

**GSM** - creative, aggressive, self starter with team leading experience wanted for a top rated, small/medium Midwest market CHR FM & full service AM. Proven track record a must. Winners only need apply. Send resume to Box C-35. EOE.

**New England AM/FM** (50kw). Excellent location. Needs a sales/marketing oriented general manager for newly acquired profitable stations. Good salary, bonus and stock option available. Send letter and resume on a confidential basis to Box C-36. EEO employer.

**Business manager** religious format commercial AM stations. Underwriter, fundraiser, PR person inspirational FM network. Resume to Positive Radio, Box 889, Blacksburg, VA 24063. EOE.

**Sales-oriented station manager** for New England station. Well rounded background with emphasis on direct sales and sales management. Looking for proven "on the street" producer. Resume to Box C-37. EOE.

#### HELP WANTED SALES

**Sales manager:** Exceptional opportunity with a top rated AM/FM combo in Western Colorado. If you are aggressive and self motivated with a proven sales manager track record, contact us. Excellent working conditions! Year round recreation: skiing, hunting, fishing, camping. Send resume, references and billing record to Box C-38. EOE.

**Defiance Ohio**, wants you, salesperson to move up to sales manager, excellent commission, growing company. Send resume to GM WZOM, 408 Clinton St., Defiance, OH 43512. EOE.

#### HELP WANTED ANNOUNCERS

**On-air personality:** Afternoon/evening shift for Rock station in major market; 3-5 years experience. Send resume and tape to Joe Bonadonna, WMMR-FM, 19th & Walnut, Phila, PA 19103. EOE M/F.

**Entry level.** All around broadcasters with management goals. Live operation. Prefer non smoker, required tape and photo returned. Near Phoenix. KQSS, Miami, AZ 85539. EOE.

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**Chief engineer:** New York area AM/FM combo. Must have strong, working knowledge of directional AM, organization skills, and ability to maintain state of the art multiple studio facility, as well as familiarity with mobile remote equipment and all FCC rules and regulations. Excellent salary and benefits. EOE, Reply Box C-11.

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**Radio/TV news combo.** Akron's #1 radio station, WNIR, and the new TV 29 are expanding. We have openings for news director/anchor and anchor/reporters. Radio news background required. TV news background optional. Send tape and resume to Bill Klaus, WNIR/TV 29, Box 2170, Akron, OH 44309. EEO.

#### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**KMPC-AM in Los Angeles**, Flagship station of Golden West Broadcasters, seeks afternoon drive sports talk show host for fall. Minimum 5 years major market experience required. Send tapes and resumes to Personnel, KMPC, PO Box 710, Los Angeles, CA 90078. EOE.

**Program director** to grow 12+ ARB market leader Class C country Chattanooga, Tennessee. The person we are searching for must possess strong people skills and must mesh with our current air staff. US-101 needs a highly motivated P.D. who possesses great organizational skills, promotional abilities, who is detailed oriented and a follow thru person. Research and music rotation experience and proven winning track record necessary. Send resume and track record to General Manager, WUSY, PO Box 8799, Chattanooga, TN 37411. WUSY Colonial Broadcasting is an equal opportunity employer.

#### SITUATIONS WANTED MANAGEMENT

**One of radio's best** general managers now available. Sober, reliable, honest, family man. Non drinker, non smoker, experienced in management, with a sales emphasis. William E. Powley, 1301 2nd Avenue, Brunswick, GA 31520. 912-262-9703.

**In search of excellence?** Your next GM/GSM is a trainer, motivator, team builder and goal oriented sales tactician. If your bottom line needs improving, let's talk. Proven success record. Medium markets sought. Rod 719-520-1671.

**Sale of stand-alone** daytimer releases utility man; 16 years small-medium markets. GM, SM, corporate officer, production, programing, news, engineering. West preferred; available 6/1/91. 602-772-8837.

**50% cash flow**, 43% market revenue, in the black after 5 months with 117% increase in sales, 34.9 ratings share, #1 in 41 categories, 94% ratings increase in 6 weeks, dominating community involvement with 37 newspaper articles, personal local billing of \$516,000, sales trainer, CRMC former owner/president, VP of 2 chains. Winning at all properties. I want to be your next general manager. Top 100 markets only. Call Jay Martin at 915-672-6943.



**13 year pro** with programing/MD experience seeks AMD, Middays at Oldies, AC outlet. Available now! Gary Begin 517-799-2614. Medium or large markets considered.

**20+ years experience** in management, sales, programing - seeks general manager position - MidAtlantic S.E. 703-261-3882.

**Let me bring your AM back to life** - 25 years experience in AM management. I turn AM into profit and prestige. Reply Box C-39.

**Florida success oriented** program director/announcer seeks challenge and opportunity in MOR/Big Band format. 407-743-1188.

**I am looking for a new opportunity.** Great record of successful management. Unimpeachable references. Prefer S.E. but will discuss any locale. No challenge is too small or too difficult. Call me in Albuquerque; Charley Jones 505-292-6129. Formerly V.P. NAB; New Mexico Bdcstng: Cosmos Bdcstng.

**Texas position sought** for GM or GMS in medium or major market. Sales-intense background includes management experience in Dallas, San Antonio, Corpus Christi, & Laredo. Charlie Van 512-663-2892.

**Hire the competition!** Cable SM, extensive radio experience, seeks return to radio. Creative, decisive pro, strong background. Metro medium SM/GM position sought. 55K minimum. 305-424-2194.

**Former station owner who hit the streets every day.** Called on ad agencies, watched the budget, conducted sales and staff meetings to motivate his people to new heights. Monitored the other stations as well as his own. Took a hand in programing, even conducted a talk show in Atlanta. Wants back in Broadcasting. Been out 12 years. Great believer in M.B.W.A. (Management by walking around). A leader not a director. 52 years young and a tough competitor. Equity a great incentive to me when I earn it. Investment possible. Let's talk. Reply Box C-1.

**General manager.** Great track record. Top industry references. Vast experience in large and medium markets. Looking for long term relationship with solid company. Reply to Box L-23.

#### SITUATIONS WANTED SALES

**Jason Jennings trained AE** ready to close direct sales on your team. Radio-TV UMass Amherst graduate with telemarketing media direct sales experience. Raised by radio sales pro father. Kathleen Phelps. 413-253-2587 or 517-321-6607. Invest in a winner!

#### SITUATIONS WANTED ANNOUNCERS

**Seeking entry level DJ position.** Broadcasting school graduate. Looking for full or part-time position in New England but will consider elsewhere. Write Charles Urnie, PO Box 3055, Waterbury, CT 06705.

**Announcer:** Mature broadcaster interested in Country, Oldies or Adult Contemporary format. Willing to relocate. Available now! Call Ed. 703-799-0739.

**Announcer,** 9 years experience returning to full-time work after finishing master's degree. Seeking position with small to medium market station, most formats. Will relocate. Good voice, dependable. Experience with automated and live formats. Wade, 205-222-1750.

**Experienced, hard working sportscaster.** Strong PBP in basketball, football and baseball, seeks collegiate level position with station committed to sports. Over 15 years sports coverage. Has experience in news, boardwork and production. Available soon. Reply Box C-40.

**Young PBP voice** looking for college/pro team. Has experience, passion for his work. Steve, 602-425-5523/602-425-4471 evenings.

#### SITUATIONS WANTED TECHNICAL

**Chief engineer** many years of experience with FR and audio processing. 919-784-4502 leave message.

#### SITUATIONS WANTED NEWS

**Network foreign correspondent/bureau chief** wants to settle stateside in small to medium market. Strong writing/interview/production skills. Mike Wengert 1337 Braeburn Road, Concord, NC 28027. 704-782-9383 Fax 788-1291.

**Husband and wife journalists** desire career move to progressive area. Wife, award-winning broadcaster, seeks either researcher/writer/reporter/producer slot or management. Husband, print veteran with management experience, wants public or community relations opportunity. Call 901-324-4040 ext 54 and leave message for either Lynn or Lewis.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Traffic/continuity/sales service.** Experience in TV and radio, using Columbine, J.D.S., Bias and Marketron. Call George 908-417-1923. NY, NJ, CT area.

#### 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.

**Air check service:** Air checks by request for Chicago market. Call evenings 312-685-8125.

#### TELEVISION

##### HELP WANTED MANAGEMENT

**General manager** for 100-plus Central states affiliate. Seeking seasoned, community-oriented leader who can sell and respects the bottom line, and is ready to grab hold of a good facility and give it the success it deserves. State capital location. Please send background and references to: Business Focus Services, PO Box 126, Millwood, NY 10546. EOE.

**National sales manager** opportunity for experienced rep or NSM. Immediate opening with market leader, WOKR-TV. Candidates must have strong organizational skills, local a plus. Contact Kent Beckwith, WOKR-TV, PO Box L, Rochester, NY 14623. EOE.

**General manager** 15 years experience. Contract knowledge and programing. Resumes only. 1730 S. Clementine, Anaheim, CA 92802. EOE.

**Sales manager wanted.** National leader in video distribution to TV stations seeks LA-based, aggressive sales manager; sales experience a must; knowledge of TV news helpful; track record in PR or entertainment industries a plus. Salary: 30s plus commission, stock options, full benefits. Send resume and cover letter only, to Box C-41. EOE.

**General sales manager:** Candidates must have sales management experience. Qualities that are the most important to us are team building, leadership, initiative and work ethic. Developed skills should include sales training, new business, vendor, research and inter-departmental coordination. This opportunity is with a Northeast affiliate 100+. Reply to Box C-44. EOE.

**Director of corporate support:** Fund raising professional for award winning public station, WBGU-TV. You'll continue successful underwriting and other support development; position open due to retirement. B.S. and three years in business, marketing, communications or fundraising with public broadcasting or other non-profit required. Strong written/verbal skills. Media, market research knowledge a plus. \$30,000 annually. Letter; resume; names, addresses and phone numbers of three professional references by 5/31/91 to Search V-014, Personnel Services, Bowling Green State University, Bowling Green, OH 43403. BGSU is an AA/EOE committed to a multicultural environment and offers a smoke-free workplace.

**Creative services manager:** Major market independent is looking for an aggressive creative person to do it all. Position is responsible for promotion, graphics and public relations. We are interested in finding the person who can move us to the next step. If interested, send resume and salary requirement. EOE. Reply to Box C-42.

**Everything is coming up roses** but sales at our SE group owned station. I'm looking for the right leader to take charge of our sales and marketing department. If you've got a "green thumb" plus the experience, ability, and desire to make our garden grow, I'd like to talk to you. Send your resume to Box C-43. EOE.

#### HELP WANTED SALES

**Senior account executive:** WKRN-TV, the ABC affiliate in Nashville has an immediate opening for a senior account executive. A minimum of three years of television sales experience plus a strong aptitude for new business development are requirements. If you have a desire to work for a growing station with supportive sales management please contact by resume only: Mickey Martin, Local Sales Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. WKRN-TV is a division of Young Broadcasting and an equal opportunity employer.

**Spanish language television** is the wave of the future. California's KCSO-TV is the only Spanish language station serving the Sacramento/Stockton/Modesto market (the 14th Hispanic market in the 21st ADI). Every month has been a growth month, but we need a highly motivated LSM/NSM with a proven track record of success to direct our operation into the 21st century. Must be a strong trainer and innovator, capable of developing and implementing a strategic plan. If you are the person, the sky is the limit. Send resume to our corporate office, Sainte Limited. PO Box 4159, Modesto, CA 95352. EOE.

**WMAR seeks a sales & marketing executive** who is highly motivated and a team player. Minimum 2 years local sales experience preferred. Send resumes to Mark Distler, Local Sales Manager, WMAR-TV, 6400 York Road, Baltimore, MD 21212. No phone calls please. EOE M/F.

#### HELP WANTED TECHNICAL

**Assistant director** of television engineering Nebraska Educational Telecommunications Commission. Under director of engineering has primary responsibility for supervision, technical and advisory support of transmission aspects of statewide educational television and radio network system. Responsible for nine TV/FM transmitters and seventeen translators. High school degree plus eight years broadcast electronics experience and FCC Radiotelephone Operator's license required. Equivalency considered. \$32,336 minimum. Application form required. Apply by June 14 to Personnel Coordinator, Nebraska Educational Telecommunications Commission, PO Box 83111 Lincoln, NE 68501. 402-472-3611. AA/EOE.

**Engineering leader needed now:** Upper Midwest 100+ affiliate needs a chief engineer. Technical and management expertise are equally important to us. Transmitter experience is a must. Please respond immediately with resume and references, to Box C-45. EOE.

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#### HELP WANTED NEWS

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**Are you the #2 person** looking to be news director? Network affiliate on the Gulf Coast is looking for you. Our ratings are the highest in our history. Need aggressive leader to take us to #1. No phone calls. Equal opportunity employer. Send resume to Box L-64.

**Senior director:** Strong newscast director with 3 years experience and 2 years supervisory experience. Excellent planning and organizational skills a must. Point persons for big special projects. A proven leader with good people skills. Reply to: Production Manager, WTOL-TV, PO Box 715, Toledo, OH 43695. EOE/MF.

**Director:** Early morning newscast and commercial production. Must have excellent directing and people skills. Team player with can do attitude. Reply to Production Manager, WTOL-TV, PO Box 715, Toledo, OH 43695. EEO/MF.

**Producer:** WIS-TV is looking for an energetic, skilled producer with a positive attitude. Job entails producing "Nightcast," our late news broadcast, assisting in production of "The 7:00 O'Clock Report," monitoring feeds, coordinating satellite information and acting as assignment editor for "Nightcast." Must be a proven writer, able to edit video tape and copy. Previous producing experience required. Send resume and tape to Fred Ertz, News Director, WIS-TV, PO Box 367, Columbia, SC 29202. EOE.

**News producer:** We are seeking sharp, dynamic producers for current and future openings. We are a #1 ranked ABC affiliate in the 56th market with 4 daily newscasts, a satellite truck and lots of bells and whistles. Send resume and references to Personnel Director, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE/MF.

**Weather anchor.** The ABC affiliate in the Florence/Myrtle Beach, SC market is seeking a top-notch, personable weather anchor for our 6:00 p.m. and 11:00 p.m. newscasts. Vibrant presence and outgoing personality are a must. You'll be outside every night, and live on the road often. Personal appearances daily. Minimum three years live weather experience and computer graphics knowledge. No beginners, coasters, grumps, or attitudes. This is a great job with a great team in a fun market, and we want the right person. Tapes and resumes to Tim Kenny, News Director, 3215 South Cashua Drive, Florence, SC 29501. No calls. EOE MF.

**Need strong anchor** to complement our female co-anchor. Reporting and producing skills a must. 3-5 years experience preferred. Send resume, nonreturnable tape to: News Director, KQTV, Box 6247, St. Joseph, MO 64506. EOE.

**Meteorologist.** Entry level. 50% on-air weather...50% weather-oriented reporting and shooting. Blizzards, thunderstorms-we've got it all. Non-returnable tape and resume to: John Wheeler, Chief Meteorologist, WDAY-TV, Box 2466, Fargo, North Dakota, 58108. No calls please. EOE.

**TV news producer:** One of the strongest news operations in the Southeast is looking for a 10 p.m. producer. The successful candidate must be a strong writer with proven production skills who takes the non-traditional approach to each newscast. We have all the toys, including Newstar. Send resume, references, and non-returnable tape to Steve Minium, News Director, WBRC-TV, PO Box 6, Birmingham, AL 35201, EOE.

**News executive producer/special projects manager** with experience and general management skills, long term news events planning, fluent in Spanish. Send resume and salary requirements to: Human Resources Dept., WSCV Ch. 51 2340 W. 8th Ave. Hialeah, FL 33010. EOE.

**Host/associate producer:** "Black College Sports Today" on ESPN. Weekly, half hour sports magazine show. Resume, tape & writing samples to: PO Box 13397 Greensboro, NC 27415. EOE.

**Producer:** We're looking for a highly motivated newscast producer. Applicant must have good news judgement and writing skills. We need someone who is aggressive and creative, no stackers. Tape and resume to Ed Scripps, News Director, KJRH-TV, 3701 South Peoria, Tulsa, OK, 74105. No phone calls please. EOE.

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#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

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**Production supervisor:** Houston Public Television seeks an organized motivator with superior technical and administrative skills. BA in Radio/TV and five years prior TV production experience with minimum three years in a supervisory capacity required. Extensive background in TV lighting design essential. Strong administrative and budgetary skills necessary. Minimum salary \$32,000/year. Resume with references, portfolio and tape to Laura Gonzales, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004. Application deadline May 28, 1991. KUHT/UH is an equal opportunity employer.

**Producer/director:** Houston Public Television seeks a versatile individual who can demonstrate strong technical skills combined with proven creative ability. Minimum requirements: BA/BS degree in telecommunications and related field, or five years experience as producer-director. Three years actual producer-director experience in studio and location production. Supervise and direct production, engineering and design crews and camera talent. Direct multi-camera production. Create and manage all aspects of television production including writing and budgeting for studio and field projects. Minimum salary \$30,000/year. Resume with references and sample tape to Laura Gonzales, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004. Application deadline May 28, 1991. KUHT/UH is an equal opportunity employer.

**Morning show talent:** New entertainment based program needs talent with 5 years experience in talk or magazine format. August start. Segment producing capabilities required. Send photo & resume to: Box C-25. EOE.

**San Diego's largest** post facility seeking experienced editor looking to move up. Two years on-line experience with ADO a must, experience with Ampex ACE editor and Chyron 4100 a plus. Salary depends on experience. Send resume to World Video Productions, 10625 Scripps Ranch Blvd., San Diego, CA 92111. Attn: Dan Rogers. EOE.

**Creative editor needed** for commercial and industrial production with local ABC affiliate. ACE editing, ADO, ESS still storer and studio lighting a must. Experienced only. Call John Cannon at 301-742-4747. EOE MF.

**Development associate:** Public station, WBGU-TV, seeks individual for creative/technical production of all on-air fund raising and coordination of other development activities. B.S. and directing experience required. Communications degree and public broadcasting experience preferred. You'll write clear, concise and creative copy and edit 3/4 and one inch. Salary, \$20,000-\$21,000. Letter; resume; annotated video tape of professional work; names, addresses and phone numbers of three professional references by 5/31/91 to Search V-015, Personnel Services, Bowling Green State University, Bowling Green, OH 43403. BGSU is an AA/EOE committed to a multicultural environment and offers a smoke-free workplace.

**Graphics designer:** If you want to live in a cool city... hear great music... and work with an award-winning creative team, we've got the job for you! Interested designers should have creative skills in both video computer and print graphics. Knowledge of Dubner Turbo Paint Box helpful. Send resume and tape to: Mary Nelson, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. EEO.

**Producer:** KQED, the PBS station in San Francisco, seeks producer for "Bay Area Newsmaker" (a daily in-studio interview program) and "This Week in Northern California" (1/2 hour live reporter's round-table discussion program). Candidate must possess demonstrated experience producing studio-based news or public affairs discussion programs for TV, min. 5 years journalism experience and min. 2-3 years as a news assignment editor or news producer. Knowledge/experience in Northern California topics desired. Send resume to: KQED, Attn: Human Resources, 500 Eighth Street, San Francisco, CA 94103. EOE.

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#### SITUATIONS WANTED MANAGEMENT

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**Luck ≠ success,** that's right, success has never been a matter of luck! Rather, it is the result of proper planning, effective management and the ability to identify and utilize company assets. That is my specialty, increasing productivity and profitability by improving the utilization of existing assets. My 15+ years of TV station and corporate staff experience can help your company achieve its goals. I am currently a VP for a major group and ready for a new and difficult challenge. Let's talk! Reply to Box C-32.

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#### SITUATIONS WANTED ANNOUNCERS

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**Young sportscaster** looking for next step: TV or radio. Has experience, knowledge, PBP skills. Currently radio sports director in Southwest. Will travel. Steve 602-425-5523/602-425-4471 (evenings).

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#### SITUATIONS WANTED TECHNICAL

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**25 years broadcast engineering.** 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply to Box C-26.

**Experienced and versatile** operations engineer. Over 14 years in master control switching, tape operations/editing, satellite operations and production with network affiliates and major cable network. Excellent references. Call 612-432-6430.

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#### SITUATIONS WANTED NEWS

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**Meteorologist** with on-air experience, exclusive professional broadcasting training, extensive knowledge of ColorGraphics products, seeks on-air weather position. Call Brian 314-432-2566/305-424-3950.

**Excellent, experienced** sportscaster looking for a fine station in which to work, also knowledgeable newscaster. 216-929-0131.

**Meteorologist:** 3 years medium market experience anchoring weeknights and overseeing three man weather department. Informative weather presentations your audience can understand are my specialty. Upbeat, accurate, a real crowd pleaser. Call 601-332-5187.

**College graduate** looking for general assignment reporting position. Four years of part-time radio and newspaper experience. Television internship. Solid 3/4" taping and editing skills. Tom Overie, 712-722-0741.

**Urgent! Contact ASAP!** Looking for first general assignment position in TV news. Will relocate anywhere! Leaving military Oct '91. Will graduate June '91. Experienced in TV production, interviewing, writing, strong camera presence too! Call Greg Townsend 714-335-1520.

**New York market experienced** past internship. Recent college grad with significant experience in reporting at Midwest affiliate. Looking to move to full time reporting. Also interested in meteorology. Let demo-tape convince you! Ken 614-282-3561 or 201-447-3096.

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**SITUATIONS WANTED PROGRAMING  
PRODUCTION & OTHERS**

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**Aggressive young journalist** with professional experience in television, radio and print journalism, seeks position behind-the-scenes in sports production. Willing to relocate. Call Seth at 516-295-4332.

**Super, creative,** national talk show producer, seeks exciting position. NY based. Daytime/late night/comedy. 201-827-3452.

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**MISCELLANEOUS**

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**Career videos.** Our broadcast professionals prepare your personalized video resume tape. Excellent rates, unique format, placement assistance. 708-272-2917.

**For sale LPTV** Murfreesboro, Tenn on air 3 years. MTSU & 4 high school football and basketball. Channel America. Contact John McCreery 615-893-6612.

**Primo people** seeks bi-lingual (Spanish/English) sports reporters with some anchoring experience. Call Steve Porricelli or Fred Landau at 203-637-3653, or send resume and 3/4" tape to Box 116, Old Greenwich, CT 06870-0116.

**Attention employment-seekers.** We rescue media professionals from the avalanche of job-hunting! FREE referral nationwide. No placement fees or contractual obligations. From major-market to entry-level. Register today -- and find your place in the sun! Media Marketing/THE HOT SHEET, PO Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

**Reporters--never memorize again** with instant memory wireless ear prompter and instructional video! Free brochure. Performer's Technologies, PO Box 52541, Atlanta, GA 30355. 404-233-0283.

**Improve your job chances.** Get your audition tape analyzed. Write BYZCOM, 116 W. Florida Ave., Urbana, IL 61801.

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**ALLIED FIELDS**

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**HELP WANTED SALES**

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**Ready for a six-figure income?** If you are a self-starter with broadcast sales experience and want to own and build your own business, we have a great opportunity to discuss with you. CASCOM Syndication is looking for full-time representatives to market a wide variety of industry-related products, including a library of stock animated effects, music libraries, pre-produced commercials and custom commercials featuring such characters as Ernest P. Worrell (Jim Varney) and Jose Jimenez (Bill Dana). Markets already committed include New York City, Los Angeles, Philadelphia, DC, Atlanta, Baltimore, Kansas City, Nashville, San Francisco, Portland, Houston, Chicago, Seattle, Miami, Orlando, Salt Lake City, Tampa, Hartford, Jacksonville, Ft. Myers, Bakersfield, Richmond, Raleigh-Durham, Mobile and Evansville. Markets are closing rapidly. If you are serious and qualified, don't wait. Call Lee Michaels at 615-242-8900. EOE.

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**HELP WANTED PROGRAMING  
PRODUCTION & OTHERS**

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**PGA TOUR Productions** in Jacksonville, Florida is seeking an art director to fill a creative/management position with 3-5 years experience in computer graphics. Must have the ability to create and execute computer graphic designs and storyboards for all of PGA TOUR Productions. Knowledge of a computer paint system is essential. Send tapes and resumes to: Mrs. Beth Larson, PGA TOUR Productions, 8160 Baymeadows Way West, Suite 300, Jacksonville, FL 32256. 904-737-7001. EOE.

**TV production position.** Primary duties: Teach undergraduate courses in audio/video production and performance, additional duties include Intro to Mass Communications, area of specialty and advising. Background in production essential, preferably with broadcast or commercial production house: MA required, Ph.D. and university teaching preferred. Rank and salary dependent upon qualifications. Facilities utilize state-of-the-art equipment with campus on-air Public Broadcast Station and NPR. Closing date: June 3, 1991 or until filled. Starting date: August 19, 1991. Send letter of application, curriculum vitae, resume tapes, and names, addresses, and phone numbers of four references to: Dr. Lee E. Scanlon, Chair, Search Committee, Station 3, Eastern New Mexico University, Portales, NM, 88130. ENMU hires only U.S. citizens and aliens lawfully authorized to work in the U.S. and is an AAEO employer.

**Senior producer-director.** West Virginia University seeks applicants for a senior level television producer. Production responsibilities includes full range of University needs: academic, student recruiting, public relations, athletic events. Facilities include excellent state-of-the-art equipment. Candidates must have a Bachelor's degree in Broadcasting or related field, and three years experience as a producer-director. Experience with a major university is desirable. Salary, \$22,248. Applications must be received by 5:00 p.m., May 31, 1991. Candidates should send application letter, current vita, and names of three references to Director, WVU Radio & Television Services, Route 10, Box 304-B, Morgantown, WV 26505. WVU is an equal opportunity/affirmative action employer.

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**SITUATION WANTED INSTRUCTION**

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**Recent MA graduate** seeks teaching position for Fall '91 semester. Interests include broadcasting, film & journalism history, audio production, broadcast journalism & introduction to the mass media. Contact: Daniel C. Wilhoft, Jr., PO Box #1082, South Orange, NJ 07079, 201-763-8843.

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**SITUATIONS WANTED PROGRAMING  
PROMOTION & OTHERS**

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**Hot radio-TV custom jingles/musical themes.** For station call letters, news programs, local productions, etc. Complete package price only \$2999.95. Call Edmond A. Bruneau toll-free today at 800-735-1116.

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**SALES TRAINING**

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**Kiss your butterflies goodbye!** Speak with com-fort, confidence, conviction. Presentation skills workshops for sales people/GSM's/GM's. Videotaping/critiquing. Groups/privately. Make your next presentation your best. Call Jon Rosen, Impact Communications, 212-557-5610. "25 years of broadcast/training expertise."

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**EMPLOYMENT SERVICES**

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**Reporters:** Are you looking for your first or second position in TV news? We can help. Call M.T.C. at 619-270-6808. Demo tape preparation also available.

**Government jobs** \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 Ext. R-7833 for current federal list.

**Looking for a position** in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$250.00 for 1 year of service. Free information. Write: Bill Elliott, Consultant/Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

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**EDUCATIONAL SERVICES**

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**On camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart. Eckhart Special Productions.

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**WANTED TO BUY EQUIPMENT**

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**Wanted:** 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Used 1" or VHS videotape.** Looking for large quantities. Will pay shipping. Call Carpel Video, 301-694-3500.

**Top dollar** for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

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**FOR SALE EQUIPMENT**

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**AM and FM transmitter,** used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

**1KW AM transmitters:** Cont. 314R1 (1986), Harris BC1H1 (1974), RCA BTA 1S (1976), Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

**AM transmitters:** Collins 820E/F, 10KW (1974), Cont. 316F, 10KW (1980), RCA BTA 1OU, 10KW (1972), Harris BC10H, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D, 5KW (1972), McMartin BA5K, 5KW (1980), Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

**FM transmitters:** BE FM30, 30KW (1983), Collins 831G2, 20KW (1975), RCA BTA 20E1, 20KW (1973), BE FM10B, 10KW (1990), Harris FM10K, 10KW (1980), Cont. 814R-1, 2.5KW (1983), CCA 2500R, 2.5KW (1978), Harris FM1H3, 1KW (1976), Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

**Transmitters, radio & television:** TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

**FM antennas.** CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

**TV antennas.** Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

**1000' tower.** Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

**Blank videotape:** Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam - 20's \$4.99. 3/4" - 20 minutes \$5.99, 3/4" - 60 minutes - \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. For more info. call Carpel Video toll free, 1-800-238-4300.

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

**Equipment financing:** New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding. 1-800-275-0185.

**Lease purchase option.** Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

**Save on videotape stock.** We carry 3/4" & 1" evaluated broadcast quality videotape. 3/4 20 min. - \$4.59. 60 min - \$7.49. All time lengths available. Try us you'll like us. Call toll free IVC 800-726-0241.

**500' utility tower.** New, on ground, ready to ship. Call Bill Kitchen, Sunbelt Media 303-786-8111.

**Two Harris cameras,** model J TC50B, complete with camera control, power supply, 100 ft. Camera cables, low hours on pick up tubes, all technical manuals, some spare parts. \$3,000.00 each. Call 317-285-1891.

**UHF TV transmitters** 2 avail. 30KW, 110KW. Low band 4 good Klystrons low price. Bill Kitchen, Sunbelt Media. 303-786-8111.

**2 edit systems** with GVG-141 & 110, Graham-Patten 608, all monitoring, console, wired for 4 VTR's. Also Abekas A53D (2ch w/warp), A42, 4 BVW-75, 2 BVW-65. All have low hours and are available immediately. Fax Technical Leasing Co. Attn: Chuck Heuer 212-752-3745 for more info or call 212-752-3010.

**Ampex VPR-6/TBC-6** and VPR-80/TBC-80 with SI, TC, new heads, 2800 hours. Good condition. \$26K and \$18K. 507-433-0678.

**RCA cameras:** 5 complete RCA TK47 cameras, Fujinon lenses, 2 setup terminals, 1 DSU, Arvil cases, RTS intercom. Spare parts, boards, CPU, camera head, operate panel. Also RCA TK86 cameras. Very reasonable prices. Call Eric Address 215-626-6500.

**Used towers.** Dismantled. Self-supporting and guyed. 502-826-8700, Nationwide Tower Company.

**Production studio-complete:** Remote multicamera, IKE-CCD's, Sony 3/4" portable, 3/4A-B edit console, racks...the works. Perfect for LPTV 2 years old. Call 602-792-0327.

**Ikegami lens:** Like new Canon J13x9B IRS II with extender 60% discount, \$2,500 703-642-3915.

**1972 Harris MW-50** 50kw transmitter on 540Khz. Taken off the air January 1990. Good-excel cond. \$35,000 OBO. Buyer pays for removal and freight FOB Lake Alphred Fl. Contact Chuck Jones. WGTO 407-656-5440.

**Used FM antenna's for sale:** Shively med. power 6813-2, ERI Hi power one bay, and more. Call SCMS 1-800-438-6040.

## RADIO

### Help Wanted News

**WOOD RADIO**  
AM 1300 FM 105.7

#### The Radio Leader!

Meteorologist at The Radio Leader for Weather. Be the only radio meteorologist in West Michigan, with the tools you need: RADAC, DIFAX, etc. Changeable weather here means this is high-profile position; degree in meteorology or equivalent. Contact:

**Robb Westaby, PD, WOOD,  
180 N. Division,  
Grand Rapids, MI 49503  
EOE**

### Situations Wanted Management

#### I WANT TO BUY YOUR RADIO STATION

If property is not profitable, I will build it into a winner - with an option to buy. Record setting sales, collections, cash flow and ratings. Former owner/president, VP.

Reply Box C-31

### Miscellaneous

#### EDWARD ST. PE' AND

**NATIONAL WEATHER NETWORK**  
AMERICA'S #1 BARTER WEATHER SERVICE FOR RADIO SEEKING NEW AFFILIATES IN TOP 100 RADIO MARKETS. AMS CERTIFIED / OVER 200 AFFILIATES ON-LINE

**CALL AFFILIATE MANAGER  
RODGER OWNBY: 601-352-6673**

### Business Opportunity

#### FM & TV TOWERS WANTED

Does your station need to pay down debt, buy new equipment, maybe buy another station??? Sell us your tower, lease back its use. Purchase price based on tower cash flow. No naked towers. Call Keith Miller, Miller Tower Company  
212-582-2063

## TELEVISION

### Situations Wanted Management

#### DIRECTOR, OPERATIONS & ENGINEERING

18 years television engineering experience. 11 years in supervisory capacity. Major facility construction; ENG/SNG; Rf systems; Telecommunications; HDTV; Budgets; Team building.

**217 Madison Ave.  
Hamilton, VA 22068  
(703) 338-3838**

## Situations Wanted News

### WHAT'S WRONG?

In 4 months I haven't had one call. You hire journeymen ad inexperienced college grads. Why not me? Is it talent?

I was one of the top sports anchors/producers/reporters for AFN R/TV. (And our talent was demonstrably better than some of the anchors I'm watching here in ADI 45.) **Exposure?**

Over 750 of you already have my resume on file, or have seen my ads here and in RTNDA and ASA newsletters. **Experience?** 14 years R/TV sports; 4 TV anchor; 8 ENG reporter/producer, regularly writing and producing local specials. I've also built 2 staffs. **Money?** The Feds will even pick up as much as \$20,000 of my salary with the right deal.

I'm the best bargain on the market. Location, market size - no problem. (I have a friend in ADI 198 who loves it!) R or TV, Cable, Community TV, or Corporate. I have experience, affordability, stability, and the most saleable product on the market. All I need is a phone call.

**Stan Kosmoski  
215-777-5664**

## ALLIED FIELDS

### Help Wanted Management

#### PUBLIC RELATIONS SALES MANAGER

**BROADCAST MONITORING**  
NYC broadcast monitoring company seeks bright, aggressive fast-track sales professional to manage staff of 8 AE's in busy PR service environment. Minimum 5 yrs sales exp with heavy PR agency contact as well as 3-5 yrs management exp with excellent communication, interpersonal and PC skills (WP and Lotus 1-2-3). Salary plus commission. Please send resume along with salary history and requirements, to: Dept. RPQ

**RADIO TV REPORTS**  
41 East 42nd Street New York, NY 10017  
Equal Opportunity Employer M/F

### Employment Services

#### WHY MEDIALINE INSTEAD OF 900?

- Because MediaLine:
- Lists jobs taken ONLY FROM THE HIRING SOURCE.
  - Offers FAST FORWARD, REWIND and PAUSE functions
  - Averages 65-85 NEW, CONFIRMED TV LISTINGS per week.
  - Has an EASILY ACCESSIBLE OFFICE STAFF to answer questions.
  - ALLOWS YOU TO PICK UP LOTS MORE JOBS FOR LOTS LESS MONEY!


Ask around — those in the business will tell you...  
**NOBODY DOES IT BETTER THAN MEDIALINE**  
To subscribe call 800-237-8073/California 408-648-5200

**MediaLine**  
THE BEST JOBS ARE ON THE LINE  
P.O. Box 51909, Pacific Grove, CA 93950

**Employment Services Continued**

**Find A Job Today!**

Broadcast JobLine is the largest daily report of TV and Radio Jobs! No subscriptions, credit cards or checks to get jobs. Call when you want! Fast forward/rewind functions saves time and money!

1-900-786-7800 *Broadcast JobLine*   
\$2.29 per minute

**JOBPHONE**

- Press: 1 Radio jobs, updated daily  
2 Television jobs, updated daily  
3 Hear "talking resumés"  
4 To record "talking resumés" and employers to record job openings  
5 Weekly memo to improve your job search technique

**1-900-726-JOBS**  
\$1.99 per min. (5 6 2 7)

**For Sale Stations**

**S. FLA FULL C FM**

**Booming Market  
For sale by owners  
Reply Box L-73**

**TOP RATED ALBUQUERQUE  
AM/FM FOR SALE BY COURT  
ORDER. PRICED AT LESS  
THAN ONE TIMES GROSS.  
CALL JOHN EMERY.**

(505) 242-0626

**TURN BANKRUPT STATIONS  
INTO BUCKS**

Buy or lease failing stations and make them low overhead satellites of your SUPER STATION.  
Call Dan at Marti  
for details on Plan A.  
(817) 645-9163

**Kepper,  
Tupper &  
Fugatt**

**MW Single Stns  
w/strong C.F.s  
(approx. 7x's)**

300 Knightsbridge Parkway, Suite 360  
Lincolnshire, Illinois 60069  
Phone: 708 / 634-9258

**For Sale Stations Continued**

**FLORIDA**

AM E. COAST MAJOR MKT. \$25K DOWN  
FM RESORT MARKET \$950K  
AM/FM GREAT TERMS 50KW \$1.2M  
AM/FM GULF COAST 50KW \$1.8M

**Hadden & Assoc.**  
● Orlando ●  
407-365-7832

**FOR SALE**

KASL-AM, NEWCASTLE, WYOMING. PRICE \$60,000 CASH. STATION HAS AN ANNUAL GROSS OF FROM \$100,000 TO \$140,000 EACH YEAR OVER THE PAST FIVE YEARS.

**CALL: 605-347-4557 OR  
WRITE: BOX 687, STURGIS, SD, 57785.**

**AM/FM: DOUBLE OUR \$400K  
ANNUAL GROSS**

100KW FM; 24HR. AM. Strong sales GM to make equity investment & take control in substantial No. Ariz. Mountain community of 100,000 + pop. Realistic to double sales over 36 months.

Call 1-800-533-2910

**MID-ATLANTIC FM**

**Class A FM  
In Top 50 Market  
Low Overhead  
With Good Cash Flow  
Reply to Box C-46**

**GIANT UNIQUE MARKET  
CALIFORNIA F.M.**

- NEW 6,000 WATT F.M. 400' TOWER
  - THAT SERVES ONE OF THE NATION'S FASTEST GROWTH MARKETS
  - MINORITIES ARE ENCOURAGED TO RESPOND - GREAT OPPORTUNITY
- FAX: 803-297-7186**

**WHITLEY  
MEDIA**

Arkansas AM/FM Combo  
Metro market  
\$1,250,000 with \$250,000 down  
FM Class C

**5495 Beltline Rd. Suite 340  
Dallas, TX 75240  
214-788-2525**

**EARLY  
DEADLINE  
NOTICE**

**Due to the Memorial  
Day Holiday,  
Deadline for the June  
3, 1991 issue is  
Friday, May 24, 1991.**

**BROADCASTING'S  
CLASSIFIED  
RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. 202-659-2340 (Information only).

**Payable in advance.** Check, money order or credit card (Visa or Mastercard). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

**Deadline is Monday at noon Eastern Time for the following Monday's issue.** Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications \$1.30 per word, \$24 weekly minimum.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments) Per issue: Help Wanted \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

**Blind Box Service:** (In addition to basic advertising costs) Situations wanted \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials, such materials are returned to sender. Do not use folders, binders or the like.

**Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036. **Please do not send tapes.**

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

# FATES & FORTUNES

## MEDIA



Kiel

**Doug Kiel**, executive VP, radio, WTMJ Inc., Milwaukee, owners of two AM's, three FM's and three TV's, and VP and general manager, co-owned WKTJ(FM) there, named executive VP, WTMJ Inc.

**K. Patrick Meehan**, communications lawyer, Leibowitz & Spencer law firm, Miami, joins Palmer Communications Inc., Fort Meyers, Fla., as general counsel.

**Beth Vershure**, program manager, KAET(TV) Phoenix, named station manager.

**Bill Moore**, station manager, KUSI-TV San Diego, named VP and director of broadcasting.

**Gene Napier**, VP, operations and acting general manager, WJCT(TV) Jacksonville, Fla., named executive VP and general manager.

**Jack Alix**, VP and general manager, WQSI(AM)-WZYQ(FM) Frederick, Md., joins KXXR(FM) Liberty, Mo. (Kansas City), as station manager.

**Rennold E. Madrazo**, sales manager, WKSJ(FM) Asheville, N.C., named general manager.

Appointments at WBRZ(TV) Baton Rouge, La.: **Doug Manship Sr.**, former president, named chairman of board; **Richard F. Manship**, general manager, named president, and **Pat Cheramie**, former assistant general manager, named general manager.

## SALES AND MARKETING

**Michael Tardif**, president, Tangram computer design and consulting firm, Beverly, Mass., joins Backer Spielvogel Bates Inc., New York, as creative computer design director.

**Steve Oshin**, local sales manager,

KBIG(FM) Los Angeles, named general sales manager.

**Phil Adams**, account executive, Telerep, New York, joins Group W Television Sales, Los Angeles, in same capacity.

**Stacie Colbeth**, Eastern sales director, Cable Networks Inc., New York, named VP, sales, Eastern division there.

**Paul Damp**, supervisor, advertising sales traffic, Arts & Entertainment Network, New York, named manager, advertising sales traffic.

**Craig Simon**, VP and general manager, NBC Radio Network and Talknet, joins Video Jukebox Network Inc., Miami, as general manager, advertising and new business development.

**Tom Forst**, general sales manager, WHCT-TV Hartford, Conn., joins WTXN(TV) Waterbury, Conn., as local sales manager.

**Chuck Kellner**, former account executive, Westwood One Radio Networks, joins PIA Radio Sports, Chicago, as VP, director of sports marketing, succeeding **Larry Grossman**, VP, national sales, NBC Cable Sales, Chicago.

**Larry Grossman**, VP, sales and marketing, Public Interest Affiliates Radio Sports, joins NBC Cable Sales, Chicago, as VP, national sales.



Grossman



McGowan

**William J. McGowan**, VP, operations and sales, Fox Television Stations Inc., joins Discovery Channel, New York, as senior VP, advertising sales.

**Debra Hanson Hirsh**, account executive, KSDK(TV) St. Louis, Mo., joins KGW-TV Portland, Ore., in same capacity.

**Jill Crawford**, local sales manager, KHMJ(FM) Houston, joins The Interep Radio Store, there as VP, marketing.

**Edward Papie**, account executive, Katz

& Powell Radio, Chicago, named Midwest manager there. **Douglas M. Levy**, from WCKG(FM) Elmwood Park, Ill., joins Katz & Powell Radio, Chicago, as account executive.

Account executives at Eastman Radio named regional sports specialists: **Angelo Scialfa**, New York; **Mike Kinna**, Detroit, and **Denise Muntzner**, Los Angeles.

**Terry Johnson**, regional sales manager, KAKE-TV Wichita, Kan., named national sales manager.

## PROGRAMING

**Burt Rosenburgh**, president, Premiere Entertainment Corp., joins MTM Television Distribution, New York, as sales and marketing consultant, Northeast region.

**Teri Rawson**, director of series development, MGM/UA Television, Culver City, Calif., named VP, longform development.

**Don Wollman**, executive in charge of production, Dick Clark Productions Inc., Los Angeles, named VP, production.

**David J. Bloomfield**, formerly from Gibson, Dunn & Crutcher and Pircher, Nichols & Meeks law firms, Los Angeles, joins Spelling Entertainment Inc., there as counsel.

**Hugh Panero**, VP, business operations and pay-per-view, Time Warner Cable Group, New York, named VP, pay-per-view programing and distribution.

**Robert Whitehill**, marketing representative, Franklin Resources, San Mateo, Calif., joins Moviestore Entertainment, Los Angeles, as assistant manager, acquisitions.

**Tim Rae**, assistant general manager, Viacom Cablevision, San Francisco system, named general manager, North Bay region, San Rafael, Calif. **Gary Zelamsky**, director of operations, Viacom Cablevision, Puget Sound, Wash., named VP, operations.

**Terry Botwick**, VP, original programing, The Family Channel, Virginia Beach, Va., adds duties as executive VP, Family Productions Inc.

**Suzu Mayzel**, program director, KQRT-AM-FM San Francisco, named VP of programing.



Considine

**Gary Considine**, VP, production operations, NBC Productions, Burbank, Calif., named senior VP and executive in charge of production-tape. **Dennis A. Brown**, senior executive VP, productions, ITC Entertainment

Group, joins NBC Productions, as senior VP and executive in charge of production, film.

**Dona Cooper**, director, story department, NBC Entertainment, Burbank, Calif., named director, current drama programs.

**Nick Lombardo**, VP, production, Turner Network Television, Los Angeles, named senior VP, production.

**Gregory Payne**, senior corporate counsel, DIC Enterprises, Los Angeles, named VP, legal and business affairs.

**Tony Kiernan**, VP and general manager, WLWT(TV) Cincinnati, joins King World Productions, New York, as director of corporate development.



Kiernan



Hawkins

**Phelps S. Hawkins**, director of news and public affairs, WTTW(TV) Chicago, joins American Public Radio, Minneapolis, as senior VP and director, news and special events.

**Philip J. Riley**, historian, Universal Studios, Burbank, Calif., named technical adviser and historian, Select Media Communications, annual Halloween special *The Horror Hall of Fame II*, and named board member.

**Rick Wilcoxon**, branch sales manager, BMG Distribution, Chicago, named director, national sales, New York.

**Jeff Greenstein** and **Jeff Strauss**, writers and producers, Los Angeles, join Universal Television, Universal City, Calif., writing and producing original programming for network production distributed by MCA.

Appointments at VH-1, Los Angeles: **Sal LoCurto**, director of music programming, named VP, programming and sched-

uling; **Norman Schoenfeld**, director of talent and artist development, named VP, program and artist development; **Jackie Sharp**, executive producer, long-form programming, named VP, production and original programs, and **Tom Tercek**, director of on-air promotion, named VP, on air promotion.

**Laura Lee Mall**, TV program manager, WXEL-TV West Palm Beach, Fla., named director of TV programming and promotions.

**Kurt Bartolich**, programming coordinator and associate program director, KSMO(TV) Kansas City, Mo., joins WDAF-TV there as programming coordinator.

**Patty Steele**, air personality, WHTZ(FM) Newark, N.J. (New York) and WEGX(FM) Philadelphia, adds duties as host, Unitar's *The Weekly Special*.

**Jim Barron**, morning air personality, WLKI(FM) Angola, Ind., joins WOWO-AM-FM Fort Wayne, Ind., as midday air personality, succeeding **Jim Reed**, air personality, WTCB(FM) Orangeburg, S.C. (Columbia).

**Harlan Freedman**, freelance production manager, Los Angeles, joins Playboy Video Enterprises Inc., there as production manager.

**Peggy Bonner**, traffic manager, Prism, Bala Cynwd, Pa., named schedule manager.

## NEWS AND PUBLIC AFFAIRS

**David S. Broder**, national political correspondent and columnist, *The Washington Post* and **Jack W. Germond**, from *The Baltimore Sun*, will appear regularly on CNN, Washington, as political analysts.

**Daphne Polatty**, from Republican National Committee, Washington, joins ABC News, there as manager of news information.

**Marcie Ersoff**, managing editor, *The Cincinnati Enquirer*, joins Great American Broadcasting, there as VP of news, TV group.

**John Corporon**, senior VP, news, WPIX(TV) New York, elected VP for TV, Associated Press Broadcaster Services.

**Gail Bending**, news manager, WJZ-TV Baltimore, named on-air manager.

Appointments at KSTP-TV St. Paul: **Carolyn Marinan**, assignment editor and general assignment reporter, KARE (TV) Minneapolis, named assignment

editor; **Charles Barker**, former assignment editor, WHO-TV Des Moines, Iowa, named to same capacity, and **Stan Miller**, 6:30 p.m. and 11 p.m. anchor, KFMB-TV San Diego, named 6 p.m. anchor.

Appointments at WBFF(TV) Baltimore: **Bob Shilling**, news director, WBAL(AM) Baltimore, named managing editor; **Joe DeFeo**, morning producer, WTTG(TV) Washington, named executive producer; **Dianna Rosborough**, producer, WBAL-TV Baltimore, named to same capacity; **Scott Brady**, producer, WRIC(TV) Richmond, Va., named to same capacity; **Sonja Danielson**, producer, WSET-TV Lynchburg, Va., named associate producer; **Melissa Tallman**, producer, WCBF-TV Charleston, S.C., named associate producer; **Anji Taylor**, overnight assignment editor, WMAR-TV Baltimore, named night assignment editor, and **Scott Livingston**, photographer, WMAR-TV Baltimore, named senior photographer.

## TECHNOLOGY

**Mark L. Dziekan**, formerly with NEC, joins Toshiba America C.P. Inc., Buffalo Grove, Ill., as manager, marketing and product development, Professional Video Systems Group.

**Ron Bassett**, manager, customer service, Ampex Corp., joins Sony Operations and Technical Services Co., Teaneck, N.J., as regional manager, Northeast region. **Glenn Govier**, service planning manager, broadcast products, Sony, Teaneck, N.J., named supervisor, field service operations.



Sambor

**Robert Sambor**, Central region VP of sales, Panduit Corp., Chicago, named Western regional VP of sales, Phoenix.

**James C. Fishinger**, formerly from Cellular One, Iselin, N.J., joins National Gateway Video,

Plainsboro, N.J., providers of uplink/downlink satellite services, as finance manager.

**Matt Ward**, training manager, Studer Editech Corp., Menlo Park, Calif., named training and product manager.

**Walt Lowery**, from Gentner Electronics, Salt Lake City, joins Broadcast Supply West, Tacoma, Wash., as sales representative, Southwest region.

## PROMOTION AND PR



**David Percelay**, executive producer, Victoria Principal Productions and 12-year veteran of CBS where he was VP, CBS News, VP, CBS/Broadcast Group and VP, station manager, WCBS-TV New York, joins Jacobs & Gerber Inc., Los

Angeles, creative agency specializing in broadcast entertainment, as managing partner.

**Jay Curtis**, director of advertising and marketing, Broadcast Promotion and Marketing Executives, joins Chuck Blore & Bill McDonald Inc., Los Angeles, as director of creative services.

**Patrick McFarland**, national publicist, Arts & Entertainment Network, New York, named senior publicist, corporate communications.

**Lauren Bacigalupi**, production specialist and promotions producer, WRIC(TV) Richmond, Va., named news promotions manager. **Andrea E. Kent**, production specialist and programing information coordinator, WRIC named community relations manager.

## ALLIED FIELDS

**Timothy C. Alders**, former senior associate, Korn/Ferry International, Los Angeles, joins Gary Kaplan & Associates executive search firm, Pasadena, Calif., as VP.

**Michael J. Solomon**, president, Warner Bros. International Television Distribution, Burbank, Calif., awarded honorary doctor of law at Emerson College, Boston.

**Wilder Baker**, chairman and CEO, Warwick Baker & Fiore Inc., New York, elected president, The Advertising Club of New York.

**Allen S. Hammond IV**, associate director and professor, New York Law School, named director of media center.

New trustees elected at NATPE International's Educational Foundation, Los Angeles: **Vicky Gregorian**, VP, program services, WHLL(TV) Worcester, Mass.; **George A. Heinemann**, president, Showmakers Inc., and **Joe Zaleski**, president, Joseph D. Zaleski Inc.

**Scott Fitzpatrick**, senior editor, *Radio Business Report*, joins H.B. La Rue Media Brokers Inc., Annandale, Va., as broker.

**Deborah Amos**, correspondent, National Public Radio, London, named Nieman Fellow at Harvard University, Cambridge, Mass.

**Walter Cronkite**, named winner of Award of Excellence at 12th Banff Television Festival.

**Ronald J. Doerfler**, senior VP and chief financial officer, Capital Cities/ABC Inc., New York, presented with The Pinnacle Award from Fairleigh Dickinson University, Madison, N.J. The Pinnacle Society selects alumni based on success or distinction in their chosen field, significant contributions to society and humanity and service to the University.

## DEATHS

**Duff Thomas**, 57, veteran radio broadcaster and correspondent, died of an aneurism May 11 in Arlington, Va. In early 1960's, Thomas began his career at WFAX(AM) Falls Church, Va. From 1965 to 1968 he was correspondent for United Press International, for ABC radio and TV from 1968 to 1973, and then covered White House and Congress for Mutual Broadcasting System from 1974

to 1980. Thomas produced and narrated syndicated radio series for National Federation of Independent Businesses from 1981 to 1986, and most recently was news director at WTKN(AM) Pinellas Park, Fla. (St. Petersburg). Survivors include his wife, Lee; two daughters, Laura and Andrea; four sisters and four grandchildren.

**Marc Gibson**, 51, sports anchor, KGO-TV San Francisco, died of heart attack in San Pueblo, Calif., April 30. Before joining KGO-TV in 1982 as general assignment reporter, Gibson worked as White House correspondent for Sheridan Broadcasting Network. From 1975 to 1981 he was correspondent and anchor for NBC Radio News Network and earlier in career was correspondent for Public Broadcasting System and Independent Network News. Gibson additionally was an anchor and reporter at WBAP(TV) Fort Worth. He is survived by wife, Rosa; four children and five grandchildren.

**George A. Powstenko**, 64, partner, Smith and Powstenko broadcasting and telecommunications consultants, Washington, died May 11 of blood infection associated with lymphoma there. He is survived by wife, Valentia; daughter, Tamara, and mother, Anastasia.

**Steve Broomell**, 52, engineer, died March 23 in Casper, Wyo., after complications following surgery. He developed KAWY(FM) Casper, Wyo., in 1967 for Modcom Corp. He had stints at Gates Radio, Quincy, Ill., CBS Laboratories, Stamford, Conn., and was director of engineering at Harriscope Broadcasting. At time of death he was engineering head for KGWC-TV Casper, Wyo. He is survived by wife, Colleen; four sons, Sean, Chris, Sam and Matt, and sister, Martha.

**Franklin Lee Mewshaw**, 66, retired executive assistant to late CBS Chairman William S. Paley, died of stroke in Alexandria, Va., May 7. Mewshaw aided Paley for 26 years before his retirement from CBS in 1989. He is survived by brother, James.

**Thomas A. Carlin**, 62, TV actor, died of heart failure May 6 in New Rochelle, N.Y. He had stints on *Kraft Television Theater*, *Alcoa-Goodyear Playhouse* and *Studio One*. He portrayed daytime TV character Fred Metcalf on *Search for Tomorrow* and had appearance on *The Guiding Light*. Surviving him are wife, Frances; two daughters, Amanda and Sarah; four sons, Paul, Tony, Peter and John; brother Philip, and two grandchildren.

**John Gray Trezevant**, 67, former executive with National Association of Broadcasters, died after short illness May 9 in Tiburon, Calif. Cause of death was not disclosed. Survivors include his wife and three sons.

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# FIFTH ESTATE

## IAN RAE: FOX'S MAN IN THE NEWS

**P**laying an integral part in Rupert Murdoch's news operations for the last 30 years, Ian Rae has worked on three continents in a string of positions that have ranged from editor and publisher of *The Star* supermarket tabloid to news director of the number-one rated independent news show in New York. And as Fox continues to expand its news initiatives, the Australian native continues to expand his responsibilities.

"I just take on a job, and it's another job," Rae shrugs matter-of-factly. "I've covered important political events, I've worked all kinds of newspapers and now television."

Rae's career has taken him on a long journey since his first professional job with the *Daily Mirror* in 1952, the Australian newspaper later purchased by Murdoch. He spent the early part of his career as a general assignment reporter in Australia, the U.S. and the UK for a number of newspapers, often switching gears to cover a murder trial one day and a celebrity profile the next.

Those years proved to be a valuable training ground for his later move to Fox, where, along with Joachim Blunk and Peter Brennan, he helped create the trend-setting tabloid show, *A Current Affair*. Rae, who guides the syndicated show as executive producer, helped create the show as part of a larger mission to develop news programming for Fox. "News has generated the thrust and the success of the company, and it was clear to us all that we wanted to start producing as much news and information as we could, here and hopefully eventually around the globe as well," said Rae.

Other ideas for Fox news shows have included talk about "instant docudramas" and a national midday show, said Rae. "I'm always thinking about ideas, but for the last year or so we've been concentrating on what we've got."

One of Rae's latest projects has been launching *Fox Style News*, a daily feature segment fed to Fox affiliates through the fledgling satellite-delivered Fox News Service. Rae, who assisted in the development of the national Fox News Service, said one of his frustrations has been industry confusion over the company's national news efforts.

"Over the years, every time some-



body comes to talk to me or talks to any officers in the company, it's always, 'When are you going to start a network

news?' " he said. "It doesn't matter how many ways I tell them we're not, it comes out that we are. The fact of the matter is, we're not. The stations prefer their own local news to begin with, and I really believe that you're going to see less network news."

Prior to the launch of the Fox News Service earlier this year, Rae oversaw the development of Fox Feed, a nightly satellite news exchange among the Fox owned-and-operated stations. Rae, news director at WNYW(TV) New York since 1986, has taken on the added role of executive vice president, news, Fox Television Stations Inc., as the Fox-owned TV stations have expanded their news efforts.

"My job is more to keep everybody in touch with each other," he said. "We have a very good weekly conference call in which we have an exchange of ideas." Those who have worked with Rae say that his many years of working for Murdoch in

several capacities have placed him close to the Fox executive. Former *Current Affair* host Maury Povich, in his just-published book, "Current Affairs: A Life on the Edge," describes him as "reliable, competent, worshipful, protective and utterly loyal."

"I marvel at how quick he went from print to television," said Bob Kreek, president of CTV: The Comedy Network, who met Rae while running the Fox-owned station group. "He has real solid commercial instincts."

Rae said he often looks for TV journalists with print backgrounds when hiring, which is little surprise considering his own career. Following his years as a daily reporter, Rae moved to Australia in 1966 to head Murdoch's *TV Week*. By 1969, he became editorial director of The Southtown Press, the parent company of *TV Week* and a number of other best-selling Murdoch magazines.

His work at The Southtown Press eventually led to his appointment in the U.S. as editor and publisher of *The Star*, the supermarket tabloid which, he boasted, was "never once judged to be guilty of libel." During his nine years with *The Star*, Rae helped the publication evolve to include not only celebrity gossip but also a variety of human interest stories, a mix later successfully adapted by *A Current Affair*.

"I've always said that this country is just rich with the most remarkable stories," said Rae. "You could probably just cover California, Texas and Florida and have enough stories to keep the show going for 10 years." But 10 years of *A Current Affair* would not be sufficient for Rae. "I'd like to believe that we can make *A Current Affair* continue as long as *60 Minutes* has been on the air," he said.

### Ian G. Rae

*Executive VP, news, Fox Television Stations; VP, news director, WNYW-TV New York; executive producer, A Current Affair; b. February 7, 1936; cadet journalist, grade journalist, 1952-57, The Sydney Sun; reporter, subeditor and Canberra correspondent, Daily Mirror, 1957-61; U.S. correspondent, 1961-64; reporter, New York Journal American, 1965; foreign correspondent for Murdoch newspapers and reporter for The Daily Mail, U.K., 1965; editor, TV Week, Australia, 1966-69; editorial director, The Southtown Press, 1969-76; editor and publisher, The Star, 1977-85; program development, WNYW(TV) New York, 1986; executive producer, A Current Affair, 1986-present; VP, news director, WNYW(TV), 1986-present; executive VP, news, Fox Television Stations, 1988-present; Children: Nicholas, 25; Andrew, 21; Simon, 19; Michael, 16; Catherine, 11.*

# IN BRIEF

**Dow Jones and Group W formally ended their attempt to buy FNN late last week.** They withdrew all legal challenges to acquisition of FNN by CNBC for \$154.3 million (BROADCASTING, May 13). "Continued pursuit of FNN would involve lengthy litigation that would further degrade the FNN property and cause confusion among FNN's remaining employees, the cable industry and its customers," Donald Mitzner, president of Group W Satellite Communications, said in statement. In response, Pennsylvania dropped its antitrust suit on behalf of 14 other states, as did Illinois.

**Arbitron Co. has launched MediaWatch—the electronic television commercial monitoring system—in five markets.** MediaWatch uses frame-by-frame pattern-recognition technology (see photo) to identify commercials and replaces manual logging of commercials now being



done by Arbitron's Broadcast Advertisers Reports (BAR). MediaWatch is up and running in Baltimore; Tampa-St. Petersburg, Fla.; St. Louis; Phoenix,

and Charlotte, N.C. According to Arbitron, MediaWatch, when it is completely operational, will collect commercial occurrence information every day from 75 markets currently measured by BAR.

**Senate Commerce Committee approved bill, S.521, that would require broadcasters to sell time for political advertising at "lowest unit rate" for non-preemptible time.** Disclosure requirement was expanded to require candidates to state they approved ads. Committee also passed S.218, bill to reallocate 200 mhz of government spectrum for private use.

**Meeting between House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Commerce Secretary Robert Mosbacher last week was described as "general discussion" about Markey's cable reregulation bill and administration's opposition.** Markey spokesman said upshot was "our staff will meet with his staff to get a feel for what the administration could support."

**National Cable Television Association, in letters to General Accounting Office and House Telecommunication Subcommittee, has asked GAO to revamp its on-going survey of cable system rate hikes in 1990,** saying survey as now fashioned has methodological problems that may "undercut" reliability of its findings. Survey was ordered by subcommittee, which is pushing legislation that would reregulate rates. In letter to subcommittee, NCTA complained that it "had virtually no opportunity to review the survey before it was mailed out."

**Net loss for Tele-Communications Inc. dropped from \$67 million to \$25 million in first quarter** as company moved closer to posting profit. Company revenues jumped from \$861 million to \$963 million, while operating income increased from \$165 million to \$210 million.

**California cable operators, who defeated 10% tax proposal in Los Angeles, are fighting 12% tax proposal in state senate,** 6% coming from state sales tax and another 6% excise tax. California Cable Television Association said taxes hit cable but not its competitors.

**Cable operators were being advised last week that Mike Tyson-Razor Ruddock PPV boxing rematch scheduled for June 28 has**

**been called off.** Speculation is rising that deal may be worked out whereby Tyson will fight champion Evander Holyfield, which some believe could generate \$100 million in PPV revenue.

**In response to banks seeking security interest in group owner Tak Communications (three FM's, six TV's) broadcast licenses, Sharad Tak requested court to dismiss bank's complaints.** Tak said that under Communications Act of 1934 and FCC's rules, Bank of New England and "banks it purports to represent do not have a valid or enforceable security interest in Tak Communications' FCC licenses or in any other rights it has under Communications Act of 1934." Also, letter of intent for Tak's WKOW-TV Madison and WAOW-TV Wausau, both Wisconsin, has expired, but spokesperson said negotiations with Dudley Communications were continuing.

**Warner Bros. Domestic Television Distribution has reached final agreement with Broadcast Data Systems (BDS) for application of its new computerized barter tracking system during May sweeps.** Following six-month test (BROADCASTING, Dec. 24, 1990), Warner Bros. officials say new system will allow for faster verification and accompanying commercials for advertisers of syndicated television programs. Additional test of BDS system on 120-plus stations carrying Warner Bros. syndicated is major boost for BDS, which is in competition with Advertising Verification Inc. to obtain first major studio contract to provide widespread verification services.

**Time Warner Co-CEO Nick Nicholas Jr. has been nominated to replace Warner Cable President James Gray on Turner Broadcasting System board.** Gray chose not to stand for reelection to TBS board, which holds annual meeting, June 7.

**QVC Network said it will begin providing shopping programming to JCPenney Television Shopping Channel beginning today.** JCPenney had been receiving programming from Shop TV Network, which said it suspended its programming operations to JCPTV because JCPTV "would not assure reimbursement to STN for amounts advanced for production." QVC offer to buy JCPTV touched on litigation between STN, which argued it

had right of first refusal to purchase JCPTV (BROADCASTING, May 6). QVC said additional four million homes will be receiving its programing. QVC plans to differentiate programing by July 1.

**FCC failed once again last week to issue order on new financial interest and syndication rules** adopted April 9, but agency promised it will see light this week. Hollywood and networks are eagerly awaiting document as it triggers their campaigns to challenge new rules in petitions for reconsideration and court appeals. Mute testimony to controversial nature of proceeding is fact that two lengthy dissents to new rules by Chairman Alfred Sikes and Commissioner James Quello taken together are expected to be as long as 60-70-page order.

**FCC Mass Media Bureau charged last week Garden State Broadcasting challenged license renewal of WWOX-TV Secaucus, N.J. (New York), "for the illegitimate purpose of obtaining a monetary settlement,"** and Garden State and its counsel (Berfield & Cohen) "were not forthcoming" in supplying testimony and documentary evidence" during license renewal hearing. Charges were made in context of further hearing in case ordered by full commission last March to determine whether Garden State was bona fide applicant for station. Commission order blocked closing of \$2 million settlement agreement.

Pending approval by currently contracted orchestras, **American Public Radio and WFMT(FM) Chicago will jointly distribute classical concert service** to commercial and noncommercial radio stations five nights a week beginning next fall. With \$1.6 million in new grants, APR announced other program initiatives at May 15-19 Public Radio Conference (PRC) in New Orleans, including launch of new weekly series hosted by Peter Schickele of PDQ Bach fame next Jan. 1 and expansion of BBC World Service to 24 hours beginning July 1.

**FCC fined Benito Rish, licensee of WREM(AM) Monticello, Mo., \$10,000 for unauthorized transfer of control** of station. FCC found Rish had selected general format and abdicated remainder of control to ARK Communications Inc.

**Three DJ's will reimburse Los Angeles County \$12,170.98 in costs associated with its investigation of fabricated murder confession** aired last June on KROQ(FM) Pasadena, Calif. In May 13 letter to FCC, parent Infinity Broadcasting Corp. President Mel Karmazin said DJ's Kevin Ryder, Gene Baxter and Doug Roberts (each to provide 149 hours of communi-

## MORE NEWS FOR NETWORKS?

All three network news divisions are said to be considering an expansion of their existing affiliate newsfeeds to include anchored overnight news for easy insertion into station schedules. As outlined by various network sources, ABC, CBS and NBC (see page 29) would each offer their services to affiliates for an as-yet-undetermined fee.

ABC News is currently reexamining the possible launch of an overnight anchored news service in preparation for its annual affiliates meeting in June, according to Richard Wald, senior vice president. The division, which had originally hoped to launch such a service for affiliates earlier this year, had shelved the plan in September due to declining ad revenues and costly Gulf war coverage.

"There's nothing that's going to be announced at the affiliates meeting, but it will be discussed at the meeting," said George Newi, executive vice president, affiliate relations. He said ABC affiliates are expected to conduct a poll at the meeting to decide whether they would want to split the start-up costs of an anchored overnight service, which the network estimates at \$10 million-\$15 million.

ABC currently provides approximately nine hours of newsfeeds per day over its Newsone satellite service, which is basically structured the same as the CBS Newsnet service. Affiliates currently have the opportunity to link up to their respective network satellite service and, for a fee, receive regional, national and international footage.

CBS Newsnet executive John Frazee and network affiliate relations president Anthony Malara were not available for comment on the possibility of an anchored service.

About a dozen stations nationally carry an anchored newswheel from CNN's Headline News, according to a spokesman for the cable network. But the company is no longer actively selling such packages to stations and is instead promoting Newsource, a "video wire service" more in line with the existing network feeds.

## MGM-PATHE BANKRUPTCY PETITION DISMISSED

U.S. bankruptcy court judge dismissed an involuntary bankruptcy petition against Pathe Communications's subsidiary MGM-Pathe Communications Co. The group of creditors and Pathe settled the dispute out of court over claims of \$15 million. The dismissal means Pathe can now receive another \$145 million from its chief lender, Credit Lyonnais. If the suit had not been dismissed by May 28, the principle amount of more than \$360 million of the company's notes and debentures would have become due and payable. Even with the new credit line, Pathe is still required to pay roughly \$70 million in undisputed claims.

MGM-Pathe also made appointments last week that reflect Alan Ladd's new management of the struggling studio. The MGM-Pathe chairman and chief executive officer has named Jay Kanter, currently production chairman, MGM-Pathe, to chief operating officer; Kenneth Meyer, executive vice president and general counsel, MTM Entertainment Inc., to senior executive vice president; William Allen Jones, senior vice president, corporate general counsel, and secretary, MGM-UA, to executive vice president, general counsel, and Thomas Carson, senior vice president, finance and chief financial officer, MGM-UA, to executive vice president and chief financial officer.

ty service) perpetrated hoax without management's knowledge but have been retained by station following "forthright and remorseful on-air apology" and 80% audience support of their continued employment.

Former CBS News executive **Tom Bettag has been named executive producer of ABC News's Nightline**, filling position left open since Dorrance Smith resigned to join White House as media aide to President

Bush two months ago. Bettag was replaced as executive producer of *CBS Evening News with Dan Rather* in February.

As if tentatively fining KSHE(FM) St Louis \$25,000 earlier this month for allegedly broadcasting Emergency Broadcast System tone as part of false nuclear attack alert was not enough, **FCC last week issued one-page warning against broadcast of "false or deceptive emergency warnings."**

# EDITORIALS

*Committed to the First Amendment and the Fifth Estate*

## THE THIRD GENERATION

**F**or the second time in 60 years, BROADCASTING is changing hands. Early last Friday morning an agreement was reached to transfer this magazine and its associated publications from Times Mirror to Cahners Publishing, a U.S. subsidiary of Reed International. The corporate and publication pedigrees of these sizable organizations are suggested in the announcement on page 6.

For a magazine that has been owned and operated by one family for most of its existence, such upward mobility is just short of staggering. Being a part of Times Mirror put us in association with such journalistic giants as the *Los Angeles Times* and the *Baltimore Sun*, not to mention a number of impressive magazines, four television stations and one of cable's leading MSO's. Being a part of Reed allies us not only with the daily and weekly *Variety* newspapers, which are to show business what we have sought to be to broadcasting, but with an international publishing house whose reach we have yet to comprehend. It is a very big league indeed.

We hope readers will find the transition transparent: that BROADCASTING will remain as constant as they've come to expect and as subject to change as the times demand. The best is yet to be.

## THE GAMBLER

**I**n his final words as NBC Entertainment chairman, addressed to the Hollywood Radio and Television Society, Brandon Tartikoff, architect along with Grant Tinker of that network's rise to prime time power, provided an ace or two that his audience could—and should—keep.

Although his advice to network programmers about giving productions more time to find their audience comes from a soon-to-be production executive, it is also from someone whose success grew from gambling on quality as well as banking on formulas. To stretch the metaphor a little further, knowing "when to hold 'em" was among Tartikoff's principal messages. (With NBC still number one but losing ground, he apparently knows when to walk away as well). He used his own network as an example of how shortsightedness can be self-defeating: "I can almost pick the point in time where things began to slip away, and it was right in the heart of the 68-week winning streak," he said. "We were obsessed at that time with dominating in the ratings and less so with what we were winning with. Decisions were made and dictated by the short term, and I was the chief culprit.... [We] forgot how we got there. We did it by chance-taking, and that began to take a back seat to stunting, and to winning."

Tartikoff also suggested—with the caveat that it might be "heresy"—that there were too many programming executives forming a "shadow government" of supervisory positions at both networks and studios. Remove that layer, Tartikoff advised. And if you have enough confidence to renew a show, he

added, don't put a network executive over the shoulders of the show's producers.

As the networks prepare to draw up the battle plans for next fall, they would do well to consider carefully the advice of the most successful programming strategist of the past decade. There may, as he suggests, be too many network executives, but there will always be room for the likes of Brandon Tartikoff.

## A WHIMPER

**T**he nonissue of broadcasters' alleged inattention to the interests of their viewing and listening publics was revealed for the molehill it is last week both by the lack of interest shown by the public's representatives in Washington and the mountain of evidence to the contrary—12 pounds worth of testimony and testimonials (see story, page 59)—supplied by the National Association of Broadcasters.

At hearings held by Ed Markey, chairman of the House Telecommunications Subcommittee, on how well the industry is meeting its public interest obligations, only one other member of the committee joined Markey on his grandstand for the two-day event. On the second day, a grand total of four other members made an appearance (out of a possible 27). Meanwhile, Ralph Nader, whose reasoning is unsound at any speed, was arguing that radio and TV broadcasters should be made to give up time to a noncommercial national Audience Network programming service run by committee (hasn't he heard of PBS?), while the United Church of Christ representative was twisting tongues with this rationale for her presence at the hearings: "because of bad broadcasters...who offer blood, battering and boorishness." On the other hand, the NAB had 22,000 letters from communities nationwide recognizing broadcasters for their contributions.

The bottom line, it seems to us, is that a majority (make that an overwhelming majority) of the committee found no compelling reason to legitimize Markey's show with their presence. Their nays have it.



Drawn for BROADCASTING by Jack Schmidt

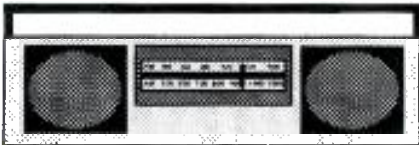
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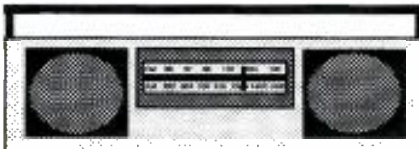
### Radio Syndication



**June 24**

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- The pros and cons of satellite-delivered programming.
- A close-up look at over 50 program suppliers.

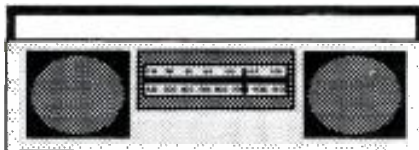
### Radio '91 Convention



**September 8**

- Spotting Marketing and Sales, Advertising, Research, Station Trading, Programming and Technology.
- The Radio '91 convention agenda and advance.

### Radio Business



**November 11**

- 1991 Radio revenues.
- Projections for the radio industry in 1992.
- A broker's analysis of station sales in 1991 and the outlook for 1992.
- Network predictions for 1992.
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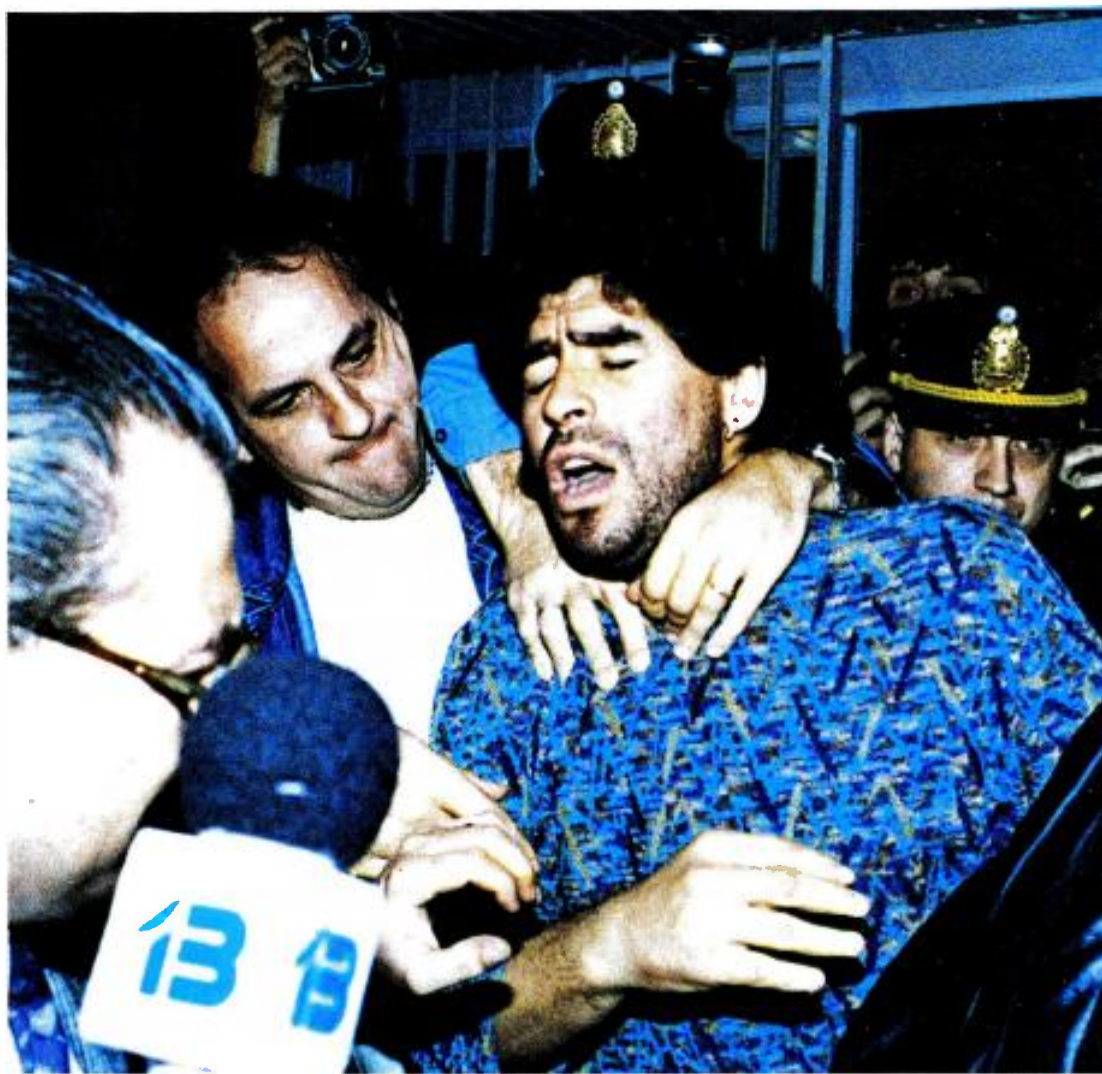
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