

Broadcasting Jun 17

Reaching over 117,000 readers every week

60th Year 1991

TELEVISION / 28

*PBS discovers Columbus;
BPME/BDA in Baltimore;
CPT tries first-run*

RADIO / 34

*Spring Birch numbers:
war blip leveled; new
money for radio*

BUSINESS / 52

*Companies turn to
're-equitization' to
raise funds, retire debt*

WASHINGTON / 60

*An Administration.
who's who of Bush
communications advisers*

KRBC WXXA KOAT KLAX WTAJ KAMR KTUU WXIA
 WJBF KXAN KGET WBAL WABI WBRZ KJAC
 KTVQ WBNG WBMG KFVR KTVB WLVI KXLF WWTV
 KTWO KWVL WCBF WDEF KRCR WCPO WEWS
 KRDO KMIZ WTVM WBNS KXAS KWQC WDTN WAND
 KUSA WHO WDIV KDLH KTSM WJET KEZI
 WEHT KVRR WPDE WPTA WINK WCJB KJCT WOTV
 KRTV WGBA WFMY WNCT WFSB WHLT KHNL
 WOWK WAFF KPVI WTHR WJTV WTLV WJHL KODE
 KSHB WATE WLAX KADN WILX KVBC WLEX
 KASN KCAL KLBK WGXA WMTV WLUC KOB/KOTI
 WMC WISN KARE KPAX KNOE KCBA WAVY
 KOSA KOCO KETV KTVO WPSD WMBB WHOI KPNX
 KGW WNAC WPTF KOLO WTVR WSLA KAAL
 KCRA WMDT KENS KICU WSAV WYOU KING KTAL
 KELO WSPA KREM WWLP KYTV KTVI WIXT
 WCTV WFLA KCEN WUPW WIBW KOLD KJRH KAS
 KETK WUTR WUSA WSAW KRGV WPTV WTRF
 KAUZ WWAY WFMJ KYMA

WITHDRAWN



BLAIR TELEVISION

WORKING WITH YOU
TO MEET THE CHALLENGES OF THE 1990'S

PERIODICALS READING ROOM
RECEIVED

JUN 18 1991

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ADA, OKLAHOMA



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Vol. 120 No. 24 \$2.50
Four From the FCC
 New rulings on lowest unit
 charges, DAB, effective
 competition, satellite
 television stations

#1

ONCE
IN ARBIT



SOURCE: NSI/ARB Metered Marketrek 5/91; Combined Weighted Average

AGAIN, WE'RE #1 WITH TINY TOON ADVENTURES!

PERIODICALS READING ROOM
RECEIVED

JUN 18 1991

EAST CENTRAL UNIVERSITY
LINSCHIED LIBRARY
OKLAHOMA

#1 Animated Strip In May In Arbitron Overnight Markets!

RANK	PROGRAM	HH RTG.
1	TINY TOON ADVENTURES	4.8
2	Teenage Mutant Ninja Turtles	4.0
3	Duck Tales	3.8
3	Tale Spin	3.8
5	Merrie Melodies	3.1
5	Chip 'n' Dale	3.1
7	Alvin & The Chipmunks	3.0
8	Gummi Bears	2.9
9	Muppet Babies	2.7
10	Peter Pan & Pirates	2.3
11	New G.I. Joe	1.8
12	Wake, Rattle & Roll	1.7
13	Mighty Mouse	1.6
13	Video Power	1.6
15	Jetsons	1.5
16	Super Mario Bros.	1.3
17	New He-Man	0.8

#1 Animated Strip In May In Nielsen Overnight Markets!

RANK	PROGRAM	HH RTG.
1	TINY TOON ADVENTURES	4.3
2	Teenage Mutant Ninja Turtles	4.2
3	Tale Spin	3.9
4	Duck Tales	3.8
5	Chip 'n' Dale	3.5
6	Gummi Bears	3.1
7	Merrie Melodies	3.0
8	Muppet Babies	2.8
9	Alvin & The Chipmunks	2.7
10	Peter Pan & Pirates	2.1
11	New G.I. Joe	1.9
12	Jetsons	1.8
13	Wake, Rattle & Roll	1.6
13	Mighty Mouse	1.6
15	Video Power	1.5
16	Super Mario Bros.	1.3
17	New He-Man	0.8

Steven Spielberg Presents

TINY TOON

Adventures



AMBLIN



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DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Company

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THIS WEEK

19 / FCC ACTION

The FCC had a busy and productive meeting last week, adopting a new "effective competition" standard that will expose thousands of cable systems to municipal rate regulation; carving out spectrum for digital audio broadcasting; settling—once and for all—what broadcasters' obligations are under the law requiring them to sell time to political candidates before elections at their largest discount or "lowest unit charge," and bringing some certainty to the authorization of satellite TV stations.

22 / MAY RATINGS BOOST

With most of the May rating books in, viewing to syndicated shows generally rebounded to normal levels after Persian Gulf war interruptions had caused a sharp drop in viewing last February.

23 / ABC AFFILIATES ADDRESS CONCERNS

Two dayparts of greatest concern to ABC affiliates—late night and daytime—are addressed at the network's annual meeting. There will be significant changes in both areas.

25 / TAKING THE FIELD

Television and radio outlets in Miami and Denver will soon vie for regional rights to carry Major League Baseball's newest franchises. Most players expect a more pitched battle in the Sunshine State.



ABC Entertainment President Robert Iger with Jamie Lee Curtis, Richard Lewis of 'Anything But Love' at ABC affiliate meeting (page 23)

26 / SPENDING MORE OVERSEAS

A U.S. Commission on Public Diplomacy said in a 56-page report released last week, that the government is spending too much on TV Marti. The report also recommended increased funding (primarily to the USIA) and consolidating all U.S. international radio and TV broadcast services into one organization.

28 / PBS FALL SHOWCASE

With a special emphasis on public TV's role in educating and informing Americans of all ages, about 750 noncommercial station executives met in Orlando, Fla., for the Public Broadcasting Service's annual meeting. A sneak preview of next fall's national schedule—including another history-based mini-series, *Columbus and the Age of*

Discovery—and congratulations from President George Bush were among the highlights.

30 / BPME LOOKS AHEAD

This week's Broadcast Promotion Management Executives conference in Baltimore will focus more on radio and cable than in years past. The association will also pay more attention to the marketing and cost side of the business.

Attendance may be down slightly from a year ago, but among those expected are more than a dozen distributors. They will show off new promotional packages for their syndicated programming (see page 53).

31 / RIVERA'S NEW SHOW GETS STAFFED

Al Primo, former news director and TV news consultant, has been named executive producer of

the new syndication magazine *Now It Can Be Told*, scheduled to debut next September. It is produced by Geraldo Rivera's Investigative News Group and distributed by Tribune Entertainment.

34 / BLIP BREAK

Now that the Persian Gulf war is three months past, the ratings blip enjoyed by news stations has evened off—although not necessarily returning to pre-war levels. Meantime, Urban-formatted stations again are showing strength in the spring 1991 Birch survey, released for seven top 10 markets this week.

35 / THE GOLD FOLD

While more stations attempt to grasp a piece of the baby boom bubble, the differences between many of those stations are becoming more difficult to distinguish. Many stations increasingly are turning to oldies for help: solid gold hits of the '60s and '70s; the best of the '60s, '70s and '80s; soft hits of the '70s and '80s; classic rock of the '70s and '80s, and a mix of '70s and '80s oldies and

Buena Vista Television's 'Darkwing Duck' hopes to fly at BPME (page 53)



today's top 40 hits are creating a format fragmentation that is causing many stations to develop a market identity crisis.

39 / NIELSEN ERROR IN D.C.

Nielsen Media Research has asked TV stations in the Washington market to return all copies of its May 1991 audience measurement survey while the company corrects its data. Nielsen executives said as far as they knew the recall was a first, but some observers said there is a possibility that the same problem could happen just as easily in other markets around the country.

40 / VENEVISION PLANS HISPANIC NETWORK

Venevision International, the Miami-based distribution arm of the Venezuelan TV network, said it will launch a new cable network targeted to U.S. Hispanic homes. The company will spend between \$20 million and \$25 million to launch Spanish Cable Network between February and May next year. Program details are still sketchy at this point for the proposed new cable service, but the daily schedule would include a mix of movies, daytime serials and hourly news updates.

44 / TALKIN' (BUT NOT BUYIN') BASEBALL

Cable baseball advertising had a decent second quarter, but no one is sure what to expect for third quarter.

45 / ABC FARMS CABLE

First it was Nickelodeon. Now ABC is getting programming from MTV and Lifetime. The broadcast network has entered into one-time programming



'Columbus and the Age of Discovery' sets sail on PBS Oct. 6-9 (page 28)

arrangements with the last two cable networks, airing a one-hour special celebrating MTV's 10th anniversary next fall, and this summer airing a Lifetime original movie that premiered on the cable channel in March.

47 / BUILDING INTERACTIVE TV MARKET

TV Answer Inc. has begun seeking entrepreneurs across the country to help it build a market for interactive television technology.

50 / DBS PERMITS: WHO'S ON SECOND?

Media Access Project has agreed to withdraw its petition to deny a high-power direct broadcast satellite license to TCI. Now the FCC must decide whether the cable giant is second or last in line for the remaining 24 frequencies positioned to reach the whole nation.

52 / 'RE-EQUITIZATION'

A trend has surfaced of

media companies offering stock, convertible debt, or other forms of equity. Financings are helping to deleverage media balance sheets.

59 / GOING PUBLIC

Laser-Pacific, a privately

held Hollywood, Calif.-based post-production company, has issued a prospectus for 1,650,000 shares, which it estimates will be offered publicly at a price between \$9 and \$11 per share. Much of the equity raised will be used to pay bank debt.

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The Fifth Estate TELEVISION.

Broadcasting Cable

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CLOSED CIRCUIT

WASHINGTON

A little help

Turner Broadcasting had hand in statement issued last week by four House Telecommunications Subcommittee Republicans lauding FCC's new "effective competition" standard and calling on Congress to put off legislation reregulating cable until impact of standard on cable rates can be fully gauged, according to Hill sources. Turner lobbyist Peggy Binzel appealed to her former boss, Representative Jack Fields (Tex.), to make his views known in aftermath of FCC action, sources said. Fields collected signatures of like-minded colleagues on subcommittee—Don Ritter (Pa.), Dan Schaefer (Colo.) and Joe Barton (Tex.), they said. Subcommittee's ranking Republican Matthew Rinaldo (N.J.) was not invited to sign, Rinaldo aide said.

Take a letter

In letter from Chairman Alfred Sikes to Senate Communications Subcommittee Chairman Daniel K. Inouye (D-Hawaii), Sikes said hundreds of thousands of lottery applications for 220 mhz (recently allocated from amateur radio for land mobile) have been "so great that the Commission's processing line threatened to become dysfunctional. [It] is the clearest example yet of the abuses which occur under the current licensing process." And, he said: "The public interest cannot be served when, for new or popular services, application filing becomes a free chance in a lottery process that costs the public millions of dollars in processing costs and denies them speedy service from new technologies...I believe the Congress should eliminate the possibility of situations like this occurring again by giving the Commission the ability to engage in competitive bidding processes for spectrum licensing."

Major forum for coming spectrum battle will take place June 25 when Inouye holds hearings on matter.

LOS ANGELES

Canned plans

King World has scrapped plans to start up network prime time production



Taishoff



Persson

TAISHOFF, PERSSON NAMED TO BROADCASTING POSTS

Lawrence B. Taishoff, president and publisher of BROADCASTING magazine and its affiliated publications since 1971, has been named chairman of the magazine and adviser to the Cahners Consumer/Entertainment Group. David Persson, a veteran broadcast/broadcast magazine advertising executive and most recently publisher of Cahners' *Interior Design* magazine, has been named publisher of the Broadcasting publications, which include the weekly BROADCASTING, the annual Broadcasting Yearbook and the monthly Broadcasting Abroad.

The Broadcasting group was recently purchased by Reed International (U.S.A.), of which Cahners is the American publishing subsidiary.

Taishoff is a member of the family that has operated BROADCASTING from its inception in 1931. He joined the magazine in 1958 and served in a number of publishing posts before becoming chief executive officer. His father, Sol Taishoff, was a co-founder and was editor for 49 years, until his death in 1982.

Persson was named publisher of Crain Communications' *Electronic Media* in 1984 after 13 years with the companion *Advertising Age*. He returned to become publisher of *Ad Age* in 1987 and then, in 1989, became senior vice president/group publisher of Act III Publishing, responsible for *Channels*, *Television Business International*, *Marketing/Media Decisions*, *The Marketer*, *Broadcast Management Engineering* and *World Broadcast News*. He joined Cahners in 1990. Persson was a journalism major at Penn State and graduated from C.W. Post (Long Island University) with a degree in business in 1965. Before joining the Crain publications he worked for Lever Bros. and McGraw-Hill. He and his wife Donna have two children and live in Port Washington, N.Y. He served on the board of governors of the International Radio & Television Society.

division. Last year, company hired Jeffrey Rochlis to head new unit, King World Enterprises, which was to explore feasibility of new business ventures. Network prime time programming was at top of list. But after months of study, Rochlis concluded that KWP was probably better off not entering that business, given high costs

and tough odds of coming up with hit show. Rochlis left company earlier this year, although spokeswoman said KWP would continue to explore other businesses. KWP does have some network program opportunities. Company's reality program unit, headed by Av Westin in New York, has produced pilot that's in contention for slot on

NBC's daytime schedule, *He Said, She Said*. Last summer, KWP sold ABC one-hour prime time game show block, which was not renewed after initial pickup.

Recast Casey

Due to increasing fragmentation of Top 40/CHR audience, Westwood One is considering development of Hot AC version of Casey's Top 40, hosted by Casey Kasem. New program, as yet untitled, would be distributed to Hot AC stations "without the CHR edge," and would "remove rap music, heavy CHR guitar licks" from traditional countdown. Westwood One Radio Network executive vice president and general manager, Thom Ferro, said that, "as advertisers are looking to get more for their dollar now, there is great potential to supersede a niche format, and where we've tried this with other programs we've found we can be very successful."

Pie-by-pie announcer

Genesis Entertainment has signed Steve Albert, brother of NBC Sports football and basketball announcer Marv Albert, to do "play-by-play" for its weekly fall 1991 "crash TV" entry, *Grudge Match*, according to Douglas Friedman, senior vice president of creative services at Genesis. Younger Albert will join color commentator, Jesse "The Body" Ventura (of *World Wrestling Federation* fame). Former NFL star Lyle Alzado had co-hosted pilot episode with Ventura, but Alzado has recently been diagnosed with brain cancer, and was unable to maintain commitment to show while he battles disease. Albert has been voice of Golden State Warriors basketball telecasts over past season, and spent prior seven seasons as commentator for New Jersey Nets NBA franchise.

BALTIMORE

Weight watchers

Promotion executives at Broadcast Promotion and Marketing Executives/Broadcast Designers Association marketing conference this week in Baltimore will be seeing leaner Dom DeLuise in King World Productions' presentation tape for *Candid Camera*, which enters first-run syndication in fall 1991. DeLuise, according to King World President and CEO Michael King, weighed over 400 pounds before Michael, and brother (chairman)

COMPONENT DIGITAL DOINGS

Video systems are moving toward digital over analog encoding and component over composite color, according to the long-time conventional wisdom in the TV engineering world. But established component digital VTRs (D-1) have so far been too expensive for most broadcasters to buy. The word from the international television symposium in Montreux, Switzerland, last week is that the future is apparently moving more rapidly than conventional wisdom might have expected. Sony, Panasonic and Ampex all announced plans to introduce component digital formats for broadcasters within two years. Ampex said it would demonstrate and deliver its VTR's in 1992. The company would not comment on whether the system would be a half-inch or three-quarter-inch format. It will continue to develop three-quarter-inch composite digital (D-2) equipment as well. Both Sony and Panasonic expressed surprise and some skepticism at Ampex's rollout plans. Both companies said their half-inch component digital systems will be ready for demonstration by the 1993 NAB convention. The Panasonic system will be complementary to its D-3 half-inch composite digital and MII component analog formats. Sony said its small format-component digital will play back Betacam SP half-inch component analog tapes as well as record digital.

Roger King, prodded DeLuise to enter weight loss program on East Coast. Having shed over 80 pounds, DeLuise, *Candid Camera*'s host, did somersault on presentation tape and vowed he'd be available to travel to any station to do local promotions. "That was taped over three weeks ago, and now he's probably taken off over 100 pounds," King said.

Tape dispenser

Worldvision Enterprises is looking to win over some TV critics for its most recent syndicated movie package. Alan Winnikoff, Worldvision's director of communications, says that cassette tapes for each of 24 titles within



For the first time since the Lindbergh kidnapping trial more than 40 years ago, a federal judge last Monday allowed a TV camera to record a civil trial (above). New York Judge William C. Conner allowed a copyright infringement case involving the estate of the late actor James Dean to be covered by Courtroom Television Network, the 24-hour cable network set to debut July 1. The launch of the court channel will coincide with a three-year experiment allowing cameras in selected federal courts.

Worldvision I package will be sent to newspaper and magazine critics nationally (one title each month for two-year period) for stocking their own tape libraries, and any coincidental ink they may generate prior to film's trigger date.

NEW YORK

Collateral issue

Those sellers who were hoping for FCC rule "clarification" that would allow station license to collateralize their loan to buyers may be disappointed. Answering questions at Federal Communications Bar Association luncheon in New York last week, FCC General Counsel Robert Petit said he would prefer more formal review of issue: "My own advice would be to seek some comments." Issue thus may become part of larger review involving bank's ability to attach station licenses in case of loan defaults (see BROADCASTING, May 13).

ATLANTA

Brainstorming

CNN is not merely sitting back and accepting its erosion in ratings since end of Persian Gulf war. Network has formed programing committee, meeting about once every 10 days to help "improve the quality of programing, and as a result, get the audience levels back up," according to one network source. Executive vice president, Ed Turner, says committee, which started meeting end of last month, is merely formal place to discuss programing ideas.

DISNEY'S SWEEPS THR

#

1

Households

In the May sweep, Tale Spin leads all animated strips in household ratings, with the rest of The Disney Afternoon series close behind: Chip 'n Dale places #3, DuckTales #5, and the Gummi Bears #6.

#

1

Kids 2-11

Tale Spin dominates the kids demo with a powerful 8.2 rating. Chip 'n Dale finishes a strong #2.



The
DISNEY
Afternoon

TALE SPIN DUGH MAY '91.

#

1

Kids 6-11

Tale Spin is tops with older kids too, earning an 8.1 to lead all kids animation. Chip 'n Dale's 7.5 ranks third in this important demo.

#

1

Season-to-Date

For the fourth straight year, Disney captures the top spot among all animated strips, with Tale Spin and Chip 'n Dale's Rescue Rangers tying for #1. In its fourth year, DuckTales ranks #5, and the Gummi Bears #6.

Source: NTI, 9/90-5/91.




Buena Vista
Television

© Disney

MONDAY MEMO

A promotion and marketing commentary from Bert Gould, BPME president, and VP, Fox Kids' Club and Network Promotion, Beverly Hills, Calif.

It started last June in Las Vegas at the Broadcast Promotion and Marketing Executives/Broadcast Designers Association Annual Conference and Exposition, and continued throughout the year at NATPE International, National Association of Broadcasters, Cable Television Administration and Marketing Society, etc. The message was clear: "The key to success in the '90s is marketing." At no time before has this been more true than it is today. Networks, stations and systems are competitively being squeezed from every angle with more options for consumers' leisure time.

Yet even as we all fight to maintain market share, promotion and marketing budgets are dropping. As BROADCASTING recently reported: "Promotion budgets have either been cut or have not grown in proportion to other operating budgets." These departments are being forced to do more with less as we strive to find new ways to promote and stretch available dollars.

In the '90s general managers will need to rely on the marketing and promotion department for more than just this year's graphics package or the latest come-building promotion, and these departments will need to justify their expenses not only for ratings success, but for how each expense will eventually affect the bottom line. In other words, how will the marketing and promotion department help generate revenue? It raises interesting questions: Are they promotion directors or sales managers? Should they really be responsible for meeting audience projections as well as sales goals? The answers: both, and yes!

As GM's are forced to maximize available inventory, promoting departments must be included in your executive team. Just as you would consult sales before scheduling revisions, so should you consider how any changes might affect your overall marketing strategy. However, if you are to rely on your promotion director, you need to make sure he or she is equipped to provide you with the input you need to make necessary decisions.

Your promotion and marketing department needs to be aware of everything that affects your business, such as



where your market is going, where the population centers are, transportation patterns, who has spendable income, size of target opportunities and future trends. This information will help you determine a basis from which to develop your overall marketing strategy.

You should look at an extensive competitive analysis, not only local radio/TV/cable, but VCR penetration, movie and amusement park attendance, etc. You want to know where, when and how your audience is getting entertained.

Most of all, your promotion and marketing director need to know where your facility is headed. What are your revenue needs and where are your primary dry spots? You need to share what your objectives are for short- and long-term growth in all departments to effectively manage marketing strategies.

Only now can you begin to develop your plan with your entire executive team, when each department can understand the goals for the stations and their role in meeting these objectives.

Also, now you can challenge your promotion and marketing department to begin exploring ways not only to build awareness but revenue as well. You can now create innovative opportunities to allow you to go on the "offensive" as well as the defensive. Why wait for advertisers to tell you they need a promotion for you to get an order, when you

can build unique programs that let you do it all. The Fox Kids' Club is just one such example, combining off-air exposure with a direct-mail vehicle on-air through promos, PSA's and more. The Kids' Club gives your stations the umbrella to take its message to the audience through road shows, community events and in-school materials. In addition to promoting call-letters and programing, advertisers pay a premium to associate with Kids' Club, which is new revenue to offset costs and make money.

Another example is the number of radio stations that have been able to successfully merchandise calendars, entertainment guides and specially designed public service brochures providing all the components you will need to develop into the future.

Key to your success in the '90s will be understanding and developing relationships with other media. For example, radio contests feeding off TV shows, creating forced viewing and listening; TV stations that work with cable systems to help build audience through

an increased subscriber base, and TV and radio stations getting more exposure at entertainment hubs such as movie theaters, museums and amusement parks.

The opportunities

are limitless and will never be exhausted. Through knowledge and creativity, your promotion and marketing department in the '90s must be suited to help you meet the challenges to come. For 35 years the BPME has been "dedicated to advancing the role and increasing the effectiveness in promotion and marketing...." And throughout the year the BPME is there to share ideas and successes, help develop management skills, explore new technology and provide valuable member services. I urge you to take advantage of what BPME has to offer.

As we learned this year, your promotion and marketing department is your future. Through its effective management, you will succeed and grow, now and for years to come.

"Key to your success will be understanding and developing relationships with other media."

**It's good to be
the #1
CBS Comedy...**

Source: NTL, 9/17/90 - 6/3/91, Households and Young Adults
Share of Time Period, excluding ABC football

DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

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

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

June 16-21—Seventh annual Leadership Institute for Journalism and Mass Communication Education, sponsored by *Gannett Foundation Media Center*. Columbia University, New York. Information: (212) 280-8392.

June 17—*New York Women in Film* fourth annual celebrity softball game and party. Heckscher Field and The Boathouse, both in Central Park, New York.

■ **June 18**—"The Changing Face of Advertising," examination of how changes in demographics, media and consumer outlook over

the past decade have transformed advertising content and presentation sponsored by *Association of National Advertisers, Inc.* Federal Trade Commission, Room 432, Washington.

June 18—"Presidents' Panel," discussion of timely local, regional and national issues affecting the cable industry by three cable executives, sponsored by *Southern California Cable Association*. Ritz Carlton, Marina del Rey, Calif. Information: (213) 398-2553.

June 18—"Cable Jeopardy," sponsored by *Women in Cable, Philadelphia chapter*, with contestants from Philadelphia area cable TV industry. Holiday Inn, Philadelphia. Information: Lisa Stuchell, (215) 443-9300.

June 18—"She Said," seminar on "the art of business communications between the sexes" sponsored by *New Women in Cable*. HBO Media Center, New York. Information: Audrey Fontaine, (212) 258-7584.

June 18-20—*Iowa Broadcasters Association* annual summer convention. Des Moines, Iowa. Information: (319) 366-8016.

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

June 18-21—*Cable Television Administration and Marketing Society* sales management master course. San Francisco. Information: (703) 549-4200.

June 18-21—*Videotex Industry Association* sixth annual conference and exposition. Hyatt Regency, Crystal City, Arlington, Va. Information: (301) 495-4955.

June 19—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: William Simon and Stephen Unger, partners and co-managing directors, Worldwide Entertainment Division, Korn/Ferry International, on "How the Changing Face of the Television Industry Affects Current and Future Jobs: What is Needed to Succeed in the Expanding Marketplace." Copacabana, New York. Information: (212) 768-4510.

June 19—*Society of Broadcast Engineers, chapter 15*, facility tour of Lifetime and WFAN(AM) New York. Information: Jim Seaman, (718) 361-9122, or David Bialik, (914) 634-6595.

June 19-25—Second European Documentary Biennial, event created to promote European documentary cinema with public and broadcasters. Marseilles, France. Information: (33-1) 47-63-91-00.

MAJOR MEETINGS

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. Future

convention: Oct. 14-17, 1992, San Jose, Calif., and Oct. 13-16, 1993, Richmond, Va. 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 Fran-

cisco.

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

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

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

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

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

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Marc Guild's name was misspelled in cutline for June 3 "Riding Gain" photograph. Guild is president, marketing, The Interep Radio Store.

Hickman Associates represented seller in sale of **WMTR(AM)-WDHA-FM Morristown, N.J.**, reported in June 3 "Changing Hands."

June 20—TV Day luncheon, sponsored by *Advertising Club of Metropolitan Washington*. Keynote speaker: Jim Joyella, president, Television Bureau of Advertising. Washington Hilton and Towers, Washington. Information: (301) 656-2582.

June 20—Summer YoPrOlympic Games, sponsored by *New York Television Academy Young Professionals*. Sheep Meadow in Central Park, New York. Information: Mike Perry, (212) 768-7050.

June 20-23—Eighth annual management seminar, "Managing Risk in the High Risk Business of Television," sponsored by *NATPE Educational Foundation*. Keynote address: Amy McCombs, president-general manager, KRON-TV San Francisco. San Francisco State University, San Francisco. Information: (213) 282-8801.

June 20-23—*National Federation of Community Broadcasters* annual community radio conference. Royal Sonesta Hotel, Cambridge, Mass. Information: (202) 393-2355.

■ **June 22-23**—"Almost Fifty" celebration and reunion sponsored by *American Forces Network*, New York. Information: Bob Kimel, (212) 889-1327.

ALSO IN JUNE

June 21-Sept. 15—"A Summer of Soaps," series at *Museum of Broadcast Communications*, 800 South Wells Street, Chicago. Information: (312) 987-1500.

June 23-27—Videodisk Design Workshop, sponsored by *Nebraska Videodisk Design/Production Group*. Nebraska Educational Telecommunications Center, Lincoln, Neb. Information:

(402) 472-3611.

June 25-Sept. 10—"Basics of Radio Time Sales," summer course at *UCLA Extension*. Boelter Hall, UCLA, Los Angeles. Information: (213) 825-2012.

June 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Topic: "Building Comedy Central... The New 24-Hour Advertiser-Supported Basic Cable Service Formed Through the Merger of HBO's The Comedy Channel and Viacom's Ha! The Comedy Network." Copacabana, New York. Information: (212) 768-4510.

June 26-28—*Montana Broadcasters Association* annual convention. Big Sky, Mont.

June 26-28—*Washington State Cable Communications Association* 19th annual convention and business meeting. Sheraton Tacoma Hotel, Tacoma, Wash. Information: Kari Spencer, (206) 473-9697.

June 26-30—*Florida Association of Broadcasters* 56th annual convention. Colony Beach and Tennis Resort, Sarasota, Fla. Information: (904) 681-6444.

June 27—Telecast on CBS-TV of 18th Annual Daytime Emmy Awards sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Marriott Marquis, New York.

June 27-30—*Virginia Association of Broadcasters* annual summer meeting. Williamsburg, Va.

June 28—Deadline for paper proposals for 14th annual *Pacific Telecommunications Council* conference, "Regional Interests and Global Issues: The Challenge of Telecommunications Integration for the Pacific." Information: (808) 941-3789.

June 28-30—*Alabama Broadcasters Association* annual summer convention. Gulf State Park Resort, Gulf Shores, Ala.

JULY

July 1—Deadline for entries in "Oscars in Agriculture," awards program recognizing excellence in agricultural reporting, administered by *University of Illinois Office of Agricultural Communications and Education*. Information: (217) 333-4782.

July 10-12—*National Cable Television Cooperative* eighth annual meeting. Marriott's Tan-Tar-A-Resort, Lake of the Ozarks, Mo. Information: (913) 599-5900.

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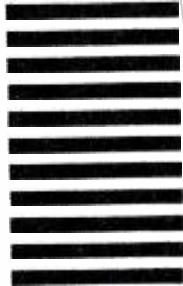
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TOP OF THE WEEK



DECISIONS FLY AT ACTION-PACKED FCC MEETING

At an unusually productive meeting last Thursday (June 13), a unanimous FCC acted to protect as many as a third of the nation's 55 million cable subscribers from undue rate hikes (page 20); to carve out spectrum for digital audio broadcasting—the likely successor to AM and FM radio (page 20); to lead broadcasters out of the thicket of “lowest unit charge” and other political advertising rules (page 21), and to bring some certainty to the authorization of satellite TV stations (page 22).

And amid action on several common carrier and private radio items, the commissioners also voted to explore upgrading of the oft-maligned Emergency Broadcast System and to seek new federal technical standards for cable to insure every cable subscriber receives an “acceptable” picture (page 21).

CABLE TO FACE BIGGER DOSE OF REGULATION

But House Telcomsubcom Chairman Ed Markey says it's not big enough to relieve regulatory pressure in Congress; action sets stage for new must-carry rule

The FCC last week adopted a new "effective competition" standard that will expose thousands of cable systems, serving up to a third of all cable subscribers, to municipal rate regulation (BROADCASTING, June 3), but the unanimous action may not be enough to discourage Congress from pushing forward with more onerous and sweeping regulation of cable.

The FCC also voted to seek additional comment on a must-carry proposal backed by the broadcasting industry to condition an exemption from local regulation on cable systems carrying local broadcast signals.

The cable industry hopes the new standard will relieve pressure in Congress to adopt legislation reregulating cable. But following the FCC action, House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) said the standard was not tough enough to have such an effect.

The action is "deficient," providing no relief for 60% to 70% of cable subscribers, including most urban and suburban subscribers, Markey said. "The Congress must and will act to promote competition to cable and to protect consumers from the abusive practices of some cable operators."

However, four of the Republicans who have been holding up action on Markey's cable bill in subcommittee—Jack Fields (Tex.), Joe Barton (Tex.), Don Ritter (Pa.) and Dan Schaefer (Colo.)—issued a joint statement saying they want to give the new FCC regulatory scheme a chance before signing on to legislation. "Until the FCC's new rules have been implemented and their effects become clear, Congress should not act on additional cable legislation."

Matthew Rinaldo (R-N.J.), the ranking Republican on the subcommittee, was unavailable for comment last week.

The Senate Commerce Committee has already reported out a cable bill, and most observers believe the FCC action is unlikely to slow the bill's progress toward a floor vote this summer.

Should Congress pass legislation, the cable industry is counting on President Bush to veto it. The administration is strongly opposed to reregulating cable.

The Cable Communications Policy Act of 1984 exempts from local regulation cable systems that face "effective competition" as defined by the FCC.

Under the original definition or standard—three broadcast signals—virtually all systems escaped municipal regulation.

Rejecting the original standard as no longer adequate, the FCC redefined "effective competition" as either six broadcast signals or another "multichannel video provider" (cable, DBS or wireless cable) reaching half the market and serving 10% of its homes.

The FCC also set guidelines for rate proceedings, requiring municipalities to justify denials of rate increases that are supported by showings of increased costs and the cable system's right to a "reasonable profit" or "fair return on investment." Cities that failed to justify denials could be sued by the cable operator, FCC officials said.

According to a National Cable Television Association study, 61% of the 9,400 cable systems serving 34% of the 55 million cable homes would fall within regulatory reach of municipalities. However, the National Telecommunications and Information Administration calculated only 52% of systems serving 18% of subscribers would be affected.

The impact of cable on the new standard is mitigated in two ways. None of the municipalities newly empowered to regulate rates is obliged to do so, and the

Cable Act entitles every cable system at least a 5% hike each year.

NCTA President James Mooney criticized the new standard, saying the ability of regulated systems "to provide diverse programming, up-to-date technology and first-class customer service" will be hampered. "None of these things is inexpensive, but the government seems totally focused on price to the exclusion of quality," he said.

The Association of Independent Television Stations and the National Association of Broadcasters, which had pushed for the inclusion of a must-carry requirement in the standard, were delighted with the FCC's decision to seek further comment on the idea.

But because there is no assurance the FCC will adopt must carry, said NAB President Eddie Fritts, it is "essential" Congress move ahead with legislation that will "guarantee both reasonable carriage requirements and the grant of retransmission consent rights."

Markey was joined in condemning the new standard by municipal representatives and other congressmen who have been critical of cable. "Thank you, FCC, but you haven't done much," said Senator Joseph Lieberman (D-Conn.) "The battle for genuine regulation must go on in Congress." -HJ

SEARCHING FOR A HOME FOR DAB: L BAND, S BAND OR BOTH?

It looks as if domestic digital audio broadcasting (DAB) will reach American consumers from both terrestrial and satellite broadcasters using spectrum in either (or both) the L and S bands. That's assuming the FCC's domestic DAB decision is consistent with recommendations it adopted Thursday that will be sent later this week to the State Department on positions to take at next February's World Administrative Radio Conference (WARC) in Barcelona.

Throughout the various FCC Notices of Inquiry concerning DAB and WARC, there has been a consistent belief that the DAB band chosen at WARC will be chosen domestically as well. Despite

agreement on that, there has been, and continues to be, considerable debate on what band is the most appropriate for DAB.

Earlier this year the National Association of Broadcasters said an additional 57 mhz of the L band (frequencies near 1500 mhz) would be needed to provide a second DAB channel for all current AM and FM stations and that the S band (frequencies near 2000 mhz) was not usable for land-based DAB. Other broadcasters have lobbied the FCC to oppose NAB and to support development of in-band DAB systems ("In Brief," June 3).

The FCC's WARC industry advisory committee concluded that at least 60

mhz is needed for DAB, preferably in the L band, although multiple band allocation was acceptable if there was no agreement on L band at WARC. The commission had been expected to adopt most of the advisory committee's findings, including 60 mhz specifically for DAB, with some channels coming from the L band and the rest from the S band. It chose, instead, to be less specific on width and has left that determination to further discussion and negotiation with the National Telecommunications and Information Administration (NTIA), which oversees government use of the spectrum.

A problem is that both the U.S. military and certain other aerospace agencies, including NASA, are already entrenched in the L band and are reluctant to be moved to other areas of the spectrum. William Torak, deputy chief of the FCC's spectrum engineering division, said: "It's always difficult to move an entrenched user," but added the spectrum could be shared. He said he was "optimistic" the FCC and NTIA would settle the matter, although he doubted it would happen before the FCC's recommendations are delivered to the State Department late this week. The DAB issue is the only issue still to be resolved on the FCC's overall recommendation to State, Torak said.

Walda Roseman, director of the FCC's Office of International Communications, said the FCC's action "does not take a position on domestic DAB" but conceded it was unlikely the U.S. domestic standard would be incompatible with whatever international standard was adopted. A separate FCC Notice of Inquiry is addressing domestic DAB (BROADCASTING, Aug. 6, 1990). Also, the FCC decided that the terrestrial and satellite co-primary spectrum allocation at this time was most appropriate because the technology (and demand) are still unproven in the marketplace, she said.

NAB had a mixed reaction to the FCC action. Alan Box, chairman of the NAB's DAB task force, said: "The FCC has expressed its faith in the future of DAB and is very positive about the use of L band as a home for it.... We hope the FCC—as the expert agency—will be able to convince NTIA and the State Department of the importance of L band.... The door is still open."

Spectrum users may have to get used to complex spectrum management as new technologies continue to emerge and demand large portions of an already scarce spectrum. Torak said future battles between the spectrum "haves and have-nots" are "complications we'll be seeing much more of." —PJS

FCC SEEKING WAY OUT OF 'LOWEST UNIT CHARGE' CONFUSION

The FCC last week launched a rule-making aimed at settling once and for all what broadcasters' obligations are under the law requiring them to sell time to political candidates prior to elections at their largest discount or "lowest unit charge."

The effort stems from the FCC's July 1990 "audit" of 30 radio and television stations, which found candidates paid higher prices for time than commercial advertisers at most of the audited stations, in apparent violation of the law.

In releasing the results of the audit last September, the FCC tried to update and clarify the broadcasters' obligations, but succeeded only in spawning more questions from candidates as to their rights and from broadcasters on what they must do to comply.

The audit results have also given rise to an increasing number of candidates demanding refunds from stations. Some of those demands have ended up in state and federal courts.

The National Association of Broadcasters, which has been pressuring the FCC to intervene in the court cases, welcomed the FCC rulemaking. "We hope it will help clarify many of the confusing and apparently conflicting interpretations of the law that have continued to plague both broadcasters and candidates," said NAB President Eddie Fritts.

The rulemaking could produce revised rules, an updated "primer" of political advertising or simply a policy statement,

said Milton Gross, chief of the FCC Mass Media Bureau's political broadcasting branch.

The law, in essence, requires stations to charge candidates prior to elections "the lowest unit charge of the station" for the same class and amount of time.

According to Gross, the rulemaking asks what types of spots should be considered distinct classes of time and how broadcasters "should calculate the lowest unit charge when using a variety of different option privileges and discounts."

The rulemaking also invites comment on the extent of the obligation to disclose and make available to candidates all the time and discount rate options available to commercial advertisers, Gross said.

Reaching beyond the lowest unit charge questions, Gross said, the rulemaking asks several questions regarding the obligation to grant candidates "reasonable access" to stations' air. Among other things, he said, it asks whether the FCC should continue allowing broadcasters to refuse campaign spots during newscasts and whether the access requirement should be extended to cable.

And acting on a petition from People for the American Way, Gross said, the rulemaking also proposes new sponsorship identification requirements for candidates seeking to take advantage of the rules. The ID's would require pictures of the sponsoring candidates that fill at least 20% of the screen for six seconds. —HAJ

FCC TACKLES CABLE TECHNICAL STANDARDS AND EBS IMPROVEMENT

The FCC last week proposed new mandatory technical standards for cable systems intended to insure their subscribers receive good pictures on all channels. The new standard would replace the current voluntary standards, which apply only to channels carrying broadcast signals. FCC said it would continue to prohibit municipalities from adopting more stringent standards. It proposed exempting systems with fewer than 1,000 subscribers from the federal standards, but allows municipalities to impose less stringent ones on them.

□

The FCC launched an inquiry last week to consider ways of improving the Emergency Broadcasting System—the network of broadcast stations that alerts the public to impending emergencies. The FCC said it will invite comments on whether to upgrade the system and, if so, how. The proceeding will also explore ways of lessening the EBS burdens on stations without affecting EBS's operation.

NEW CRITERIA FOR SATELLITE TV'S

Going into last Thursday's FCC open meeting, it was unclear if the commission would abolish the existing case-by-case approach used in considering requests for satellite TV stations in favor of establishing standards that, if met, would presume a satellite station operates in the public interest. By unanimous vote, the FCC split the difference.

Satellite TV's are full-powered stations that retransmit all or part of another, usually commonly owned, station. The criteria, called "rebuttable presumptions" by the FCC, basically say that if there is no city grade overlap between the two stations, if the satellite will provide service to underserved areas and if no alternative operator is "ready and able" to operate it

as full service, then the public interest is "presumed" to be served by a satellite.

By the FCC standards, underserved means either the market is currently served by two or fewer full-service stations, or 25% or more of the satellite market's grade B contour (excluding areas of overlap with the parent station) receives four or fewer signals, said Kathleen Ham, an attorney in the FCC's legal branch.

However, the FCC reserved the right to deny even those applications for satellite status that satisfy the "presumptions" on a case-by-case basis. And applicants that do not meet the presumptions can still petition the FCC, as in the past, and have their application decided on public interest grounds.

Before Thursday's actions, the satel-

lite station was limited to producing no more than 5% of its own local programming and was not counted against an owner's multiple ownership restrictions. Along with creating standards, the FCC also removed the 5% cap, without jeopardizing either the multiple ownership standing or dealing with possible duopoly conflicts.

Removing the 5% local programming cap was a concern to both Commissioners James Quello and Andrew Barrett. Quello said eliminating the 5% cap "raises a little bit of a problem...we ought to monitor this closely."

Barrett said the FCC needs to examine more closely "the relationship between the satellite rules and the multiple ownership rules."

Mass Media Chief Roy Stewart answered: "We are not bound by it [the new rule] if the public is not served." —**PH**

MAY IS LUSTIER SWEEPS MONTH

Viewing rebounds from Gulf War interruptions

With most of the May books in, viewing to syndicated shows generally rebounded to normal levels after program preemptions due to coverage of the Persian Gulf war had caused a sharp drop in viewing levels last February.

May viewing levels were pretty much in line with a year ago, according to a Petry analysis of the local Nielsen market reports for the May 1991 sweeps. The analysis is based on the results of markets covering 92% of the country, and is the basis for the following program ratings averages. (Gains or losses expressed as percentages are for household share compared to May 1990 performance.)

King World's *Wheel of Fortune* (14.3/31) and *Jeopardy* (12.1/27) continued to reign as the top two game shows in syndication. *Wheel* was flat from a year ago and *Jeopardy* was down one share point. LBS's *Family Feud* averaged a 5.5/16 and Multimedia/Orbis's *\$100,000 Pyramid* averaged a 3/12.

KWP's *Oprah Winfrey* was first once again in the talk show category, averaging a 10.9/34, up 6% in share from a year ago and with a commanding 46 share average for women 25-54. Multimedia's *Donahue* averaged a 6.5/27, up 4%. *Sally Jesse Raphael* averaged a 5.1/25, up 14%.

Buena Vista Television's *Live with Regis and Kathie Lee* was roughly flat year-to-year, with a 4.2/20. Tribune's

Geraldo was also flat, averaging a 3.9/16. *Joan Rivers* averaged a 2.6/11, off 8%.

Among access and fringe magazines, viewing was down a bit overall from last year. Paramount's *Entertainment Tonight* was once again first, with a 7.8/16, down 6% from a year ago. Twentieth Television's *A Current Affair* averaged a 7.4/17, down 6% from a year ago.

KWP's *Inside Edition* averaged a 6.7/16, down 11% from May 1990. Paramount's *Hard Copy* averaged a 5.3/14, roughly flat from a year ago. Twentieth's *Personalities* averaged a 2.1/9, down 18%.

In late fringe, Paramount's *Arsenio Hall* continued to cool off for the second straight book, with an average 3.2/14, down 7% from May 1990. "The show is not in trouble," said Petry's Kurlander, but it's not growing either. However, *Arsenio* companion *Party Machine with Nia Peeples* appears to be in trouble. It averaged a 1.5/9, down 18%. "The majority of the time it's in fourth place or worse," said Kurlander.

BVT's *Golden Girls* turned in another first place performance among off-network strips, with a 7.2/18, up 13% from a year ago. *Cosby* was second, with a 6.9/18, down 10%, and *Cheers* was number three, with a 6.7/19, flat from a year ago. Rounding out the top five: *Who's the Boss* (5.7/15, flat) and *Night Court* (5.3/14, down 7%).

Averages for other sitcoms: *M*A*S*H* (4.9/15, down 6%); *Growing Pains* (4.6/12, down 8%); *Mama's Family* (4.1/12, up 9%); *227* (3.8/12, up 9%); *Perfect Strangers* (3.8/8, down 11%); *Mr. Belvedere* (3.6/8, down 11%); *Amen* (3.5/10, up 11%); *Head of the Class* (3.2/8, down 11%); *Hogan Family* (3.1/6, down 14%) and *ALF* (3.0/9, down 10%).

Over 60 stations now air *Star Trek: The Next Generation* as a strip, and the show averaged a 4.1/11, up 38%. *Hunter*, in 59 markets, averaged a 3.9/8, down 11%. *Matlock*, in 20 markets, averaged a 3.8/13, up 18% in the time period.

Among children's programs (ratings cited are for children 2-11), Group W Productions' *Teenage Mutant Ninja Turtles* was tops with an 11.4/43, up 16%. Warner Bros.' *Tiny Toon Adventures* averaged a 10.1/42, up 31% from the time period a year ago. BVT's *Tale Spin* averaged a 9.9/39, flat from a year ago. *Chip 'N' Dale's Rescue Rangers* was flat, with an average 9.1/42, while *Duck Tales* was up 8%, with an 8.5/42.

Gummi Bears posted a 23% gain, averaging a 6.2/37. *Merrie Melodies* had a 5.9/30, up 3%, while Fox's *Peter Pan* averaged a 5.1/32, down 3% in the time period. *G.I. Joe* averaged a 4.1/30, down 9%. In the weekly category, *Widget* averaged a 4.6/21, up 11%, and *Captain Planet* averaged a 4.3/26, posting a 53% gain in the time period. —**SM**

ABC AFFILIATES GET CHANGES IN LATE NIGHT, DAYTIME

Two dayparts of greatest concern are addressed at annual meeting

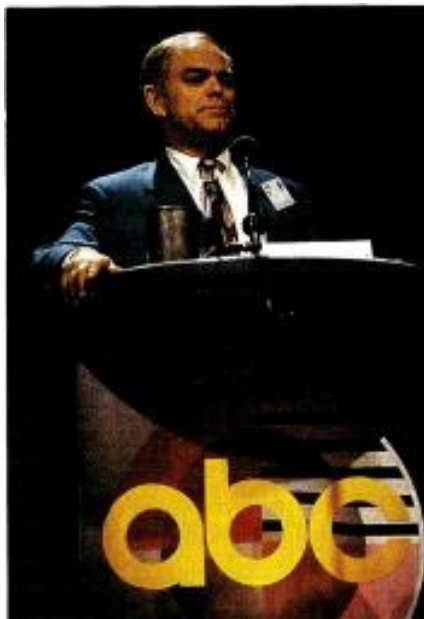
ABC affiliates came into Los Angeles for their annual affiliates meeting last week with questions and complaints about the network's various dayparts, specifically late night and daytime, and came away with significant changes in both areas. By the end of the meeting, station executives apparently were satisfied with announcements made by the network, as the traditional closed-door business meeting between affiliates and network executives was "relatively calm," according to one affiliate.

Late night realignment

Beginning July 15 or Aug. 1, Rick Dees, host of *Into the Night with Rick Dees*, the network's post-*Nightline* talk and entertainment show, will be replaced by a rotation of two guest hosts who will oversee the show until September when either a new vehicle or another form of the current show will kick off the new season. Dees, who has an equity interest in the show, will continue as executive producer, focusing on comedy segments. Saying he's taken the show "as far as I can," Dees added, "now I want to concentrate on working behind the scenes to improve the format and make the program a stronger competitor in its time period." Although the guest hosts were not announced, Phil Beuth, ABC Entertainment president, early morning and late night, said the two will be "significant people who will help to keep the show going until we have a new attempt."

Beuth said the network will begin testing 12 or more projects to "incorporate into *Into the Night*, or use as backups to the show." The projects, ranging from entries from SCTV and Guardian Angels founder Curtis Sliwa, Sid and Marty Kroft, *Spy* magazine and an ensemble show headed by comedians Kevin Meany and Joy Behar, will be test marketed on WGNH-TV New Haven, Conn., under the banner *ABC Latenight Workshop*. The test schedule begins on July 8 and ends on Sept. 1.

As expected, Beuth made a plea to affiliates to support the network as they try to find a show that will bridge the gap, taking ABC in late night "from Koppel to Clearasil," a reference to their desire to attract younger viewers following *Nightline*. Affiliates abandoned *Into the Night*, leaving the net-



Night and day. Philip Beuth, president of early morning and late night entertainment programming, and Mary Alice Dwyer-Dobbin, senior vice president, daytime programs, spell out their daypart plans to the affiliates.

work with only 45% live clearance. He said the network stood to lose up to \$10 million next year with a new late night show if affiliates fail to adequately clear the show. While juggling the need to stabilize the post-Koppel time period with keeping affiliate clearances high, Beuth acknowledged that he may have underestimated the challenge. "When [John] Sias asked me to take over late night about six months ago, I thought it was a good opportunity to put off some root canal. Now, looking back, I'm not sure I made the right decision," Beuth admitted.

As additional proof of ABC's commitment to the time period, Beuth said the network is spending about \$3 million for *In Concert '91*, its 14-week rock concert series. He said the show provides stations with an opportunity to sell young demographics to advertisers, and if successful, the Friday, midnight-1 a.m. hard-rock series could become a permanent fixture.

Different daytime

The network is also restructuring its daytime lineup by expanding *The Home Show* to 90 minutes, adding new hosts to replace Gary Collins and Dana Fleming, and evicting *Match Game* from the schedule. Beginning July 15, *The Home Show* will air at 11 a.m.-12:30 p.m. and will feature a new set design, new

graphics package, new music and a new opening. Mary Alice Dwyer-Dobbin, ABC's senior vice president, daytime programs, also announced that on July 15, Marty Ryan will take over as the show's executive producer. Ryan has considerable morning television experience, having spent 13 years with NBC's *Today* show. *Match Game*'s final airing will be on Friday, July 12, noon-12:30 p.m.

The rest of the daytime schedule will remain intact, although Dwyer-Dobbin said *Loving* (12:30-1) "continues to be performing at unacceptable levels" and will "undergo changes. We've invested eight years in the show and so have the viewers, and it is easier to fix the show than it is to replace it." She said *Loving* will have a new executive producer and head writer beginning in the fall.

It's Miller time

Affiliates were also pleased with the announcement that ABC has linked with Miller Brewing for a co-promotional campaign to launch the new fall season. ABC officials were quick to point out that under the agreement, Miller will purchase ad time on network and local levels promoting Miller Lite as well as the promotional campaign. Featuring Bob Uecker, the spots offer viewers the chance to win "Ultimate Football Fantasy" trips to the Super Bowl in Minne-

apolis and to the Pro Bowl in Hawaii. The spots will also feature stars of the ABC prime time schedule and promote the new fall series. Viewers will be instructed where to pick up Lite NFL Handbooks and game cards from specially marked Miller displays. The first grand prize winner will be announced on Sept. 2 during the premiere of *Monday Night Football*, which features the Super Bowl champion New York Giants against the San Francisco 49ers.

Upbeat affiliates

By the time affiliates met with ABC executives behind closed doors last Thursday, most of their concerns had apparently been smoothed over. One affiliate said the mood was "optimistic and enthusiastic," with the words "great expectations" being used most frequently. In the meeting, the network told station executives that although it is as interested as the affiliates in an overnight news service, it cannot and will not shoulder the financial responsibility for such an undertaking. Network executives also said it could not move forward without a guarantee of strong affiliate clearance for the project. For the next two weeks, the network will consider several possibilities for the news service and are scheduled to provide affiliates with a proposal on July 1.

On the topic of delaying the start of *Nightline* by five minutes, to allow station late news over-runs or give affiliates an added five minutes of ad time to sell, one affiliate said: "The door is still open for discussion, but no decision has been made. And other alternatives will be discussed before the door is closed." ABC also apparently told affiliates that if individual stations wanted to delay the start of *Nightline* by five minutes they could, but the network would not make a network-wide change now.

ABC also put off any decision regarding the call by some West Coast affiliates for a one-hour roll-back of the prime time schedule. "The network is very sensitive to the issue, but it's far too early in the game to make a change," said one affiliate.

Bob Iger, president, ABC Entertainment, in his prime time presentation announcement, said the network is in negotiations for a series of two-hour *thirtysomething* movies to air next season. In addition, affiliate reaction was positive for three pilots that were screened: *Home Improvement*, starring Tim Allen; *Home Front* by *Knots Landing* creator David Jacobs, and *The Commish* from Stephen J. Cannell Productions. —sc

NBA'S RATINGS BOUNCE BACK WITH FINALS

NBC says network made money in first year of its contract

While NBC's ratings for the National Basketball Association finals were up almost 30% compared to last year's finals, it was not enough to change the continuing trend of declining ratings for network sports programming. NBC's ratings fell 10% for the regular season and 8% for the playoffs, compared to CBS's ratings of a year ago. Ratings for the cable network TNT were also off slightly in the regular season and playoffs.

Despite the overall decline, NBC said it is confident the network will make money over the course of its four-year, \$600 million NBA contract. Terry McGuirk, Turner Broadcasting System executive vice president, said earlier this month that TNT was "not making money" on the NBA.

"We live in a world of decreasing expectations; we always expect to wake up in the morning and see lower numbers," NBC Sports President Dick Ebersol said last week of the NBA finals. "With all of this able competition, it's great to see numbers like the good old days."

Ebersol said the network "unquestionably" made money on its NBA regular season and playoff games, but declined to offer specifics. (A complete analysis would also require inclusion of additional revenue from the NBC-owned stations, which include WMAQ-TV Chicago and KNBC-TV Los Angeles.)

He said NBC made "a little bit" of money on the NBA finals, which the network was able to calculate because its original bid was made on the basis of a potential five-game final series. "When we got the NBA in 1989, we said we would break even or make a little money," said Ebersol.

One reason NBC expects it will have made money on its first year of the NBA contract is the aggressive sales and marketing approach the network used. NBC, according to industry sources, sold about 70% of the inventory before the season started. "It was one of the few sports that actually had tight inventory," said one agency executive.

Ebersol heaped praise on Jim Bur-



The new NBA champs

nette, vice president of sports and news sales at NBC, who devised the network's "multiple exclusive" strategy for auto advertisers on the NBA. Previous rightsholder CBS Sports had offered category exclusivity to only one domestic and one foreign automobile company, which Ebersol said had created strong demand among the car manufacturers. By the time NBC hit the streets with its package, he said, the auto category was filled within five days. He said the auto category, which usually makes up 15%-25% of the inventory on major sports, accounts for more than one-third of all the NBA inventory on NBC.

The auto category, as well as a Miller Brewing deal, enabled NBC to sell more than one-half of its inventory over the four-year contract by March 1, 1990.

Unit prices for a 30-second spot in regular season games, according to information from Arbitron's Broadcast Advertisers Reports (BAR) averaged \$44,400 in the fourth quarter of 1990 and \$55,000 in the first quarter of 1991, a 24% increase. The increase, according to media buyers, is because of the decrease in sports inventory after the football season ends. The NBA, in the first and second quarters, said one agency executive, "is the only place to go." Unit prices for the championship series were going for an estimated \$225,000, a 12.5% increase over last year's championship. Thirty-second spots for the 1991 NBA All Star game went for about \$140,000, according to BAR.

Media buyers were, for the most part, pleased with NBC's season, despite the ratings drop. Said one media buyer: "The game in network TV is how little you lose. If you drop only 8% instead of 10%, you are doing fairly well."

The NBA finals on NBC scored a 15.8/34 over five games, which just missed the record-breaking 15.9/32 rat-

ing over six games set by the Celtics-Lakers championship in 1987. The final game scored a 19.7, second only to the record 21.2 scored in the final game of the 1988 Lakers-Pistons match-up. NBC had an average 43.6 million viewers per game during the just-completed finals.

The network's NBA ratings during the regular season were an average 4.7/13 over 22 telecasts, down 10% from the 5.2/15 earned by CBS over 16 games last year. Ratings were also down from last year's playoff coverage, averaging 6.7 over 19 telecasts, or an 8% decline. CBS last year showed a 7.3 rating over 21 playoff telecasts.

Looking ahead to next year's NBA season, Ebersol said there will be two additional regular season games on NBC, bringing the total to 24. The network would also like to expand an experiment of using smaller cameras to cover the games from overhead vantage points. On the personality side, Ebersol said a replacement for Pat Riley, who left the network after one year to become head coach of the New York Knicks, is expected to be named by the end of this summer.

In the meantime, TNT's 53 regular season games averaged 1.9/3.2, reaching 992,000 homes, compared with last year's 2.0/3.3 reaching 802,000 homes. Ratings were up 5% fourth quarter over the same period last year, but fell during much of the first quarter, which David Levy, vice president, Turner Sports Sales, attributed to the Persian Gulf war. This season's 34 playoff games averaged a 3.3 rating/6.4 share, reaching 1.8 million homes, down from last season's 3.6/6.6, reaching nearly 1.7 million households, for a total of 30 games. A Turner spokesman attributed the drop in ratings to more first round games this season, which don't perform as well. TNT had 16 first round playoff games this year, versus 14 last year.

Unit pricing for the regular season averaged about \$12,000, while playoff games were getting about \$30,000 a 30-second spot. Pricing on average was running about 15% to 20% higher than last year, said Levy, with about 75% of inventory sold upfront. Scatter pricing averaged about 20% higher than upfront pricing, he said.

TNT had four more playoff games than it did last year and those were largely used for makegoods resulting from the underdelivery caused by low ratings during the war, according to Levy.

Levy's sports ad division was set up by Turner Broadcasting Sales Inc. in January, a third of the way through the NBA season.

-RB,SDM,JF



Miami's Joe Robbie Stadium

MIAMI, DENVER: MAJOR LEAGUE BASEBALL RIGHTS ON DECK

Pending American League approval, Miami (the nation's 15th largest television market) and Denver (the 19th market) will become Major League Baseball cities in 1993. According to several sources, the Colorado Baseball Partnership may gain at least \$4.5 million in combined annual broadcast TV, cable and radio rights. With a larger market and likely additional Spanish-language outlets, South Florida Big League Baseball can expect perhaps two times that figure in its first season.

In each market, several TV and radio stations with established sports identities appear ready to lead the bidding for rights. But Miami's Spanish-language media strength, two regional cable services and several sports radio stations may provide a more competitive battle than in the mountainous Denver area, where a single nonnetwork VHF station (KWGN-TV), a single clear channel (KOA(AM)) and a single regional cable service, Prime Network, appear near shoo-ins.

"Obviously, we believe baseball would enhance the station image," said Jerry Carr, general manager of WBFS-TV Miami, which next fall will enter the fourth of five years carrying 25 Miami Heat NBA games. WBFS-TV also carries 25 New York Yankees games per season (a practice to be prohibited once a team exists in the region). WBFS has also held preliminary negotiations for rights to Big East and Atlantic Coast conference basketball and football.

But baseball means more than image, said Carr, noting that "the Heat has certainly helped us get cable placement all the way up into West Palm Beach"

(about 105 miles north).

Univision's Spanish-language station, WLTV(TV), will seek a schedule to serve a nearly 50% Hispanic Dade County population. General Manager Jose Cancela said WLTV and an English-language station could split a 60-game schedule in half, with radio simulcasts in both languages.

WSVN(TV) Miami, which carries a limited Chicago Cubs schedule, will also bid, said Edmund Ansin, station president. Noting that an expansion team may not fare well early, and that "the economy is not that terrific," Ansin added: "On the one hand, we're very interested in broadcasting some games; on the other hand, we won't make a bad deal." WDZL(TV) is also interested.

In cable, SportsChannel Florida holds rights to the Miami Heat; Sunshine Network, to the Orlando Magic. The services also carry comparable college sports schedules, although Sunshine boasts a significantly larger subscriber base.

"Major league baseball is at the top of our list," said Dave Almstead, vice president and general manager of Sunshine Network. "Whether there will be one or two or 12 [TV] entities involved, I just don't know," he said.

Leading radio bidders may be WQAM(AM) and WIOD(AM), both Miami. WQAM carries the Heat, nearly 150 New York Mets games, University of Florida football and basketball and sports talk, said Jeffrey Greenhawt, vice president and general manager. With the Miami MLB team, he said, "We would be able to put the full thrust of WQAM behind sports." WIOD carries Miami Dolphins football

and University of Miami football and basketball and sports talk.

Sources in Denver, as in Miami, speculated that network affiliates could not find space in their prime time schedules for enough games to satisfy the teams and would likely not compete. In Denver, that leaves one VHF, Tribune-owned KWGN-TV; two UHF's, KTVD(TV) and Telemundo's KUBD(TV), and, possibly, Fox affiliate KDVR(TV), also a UHF.

A cable deal is also likely. "Without baseball, summer's our weak spot," said Bob Thompson, vice president and general manager of Denver-based Prime Sports Network. Thompson suggested that what PSN will be willing to pay for rights will depend largely on how many states the network is allowed to distribute the games. Games could be carried over two of four PSN networks in the region, Rocky Mountain Channel and Intermountain West, which together reach 1.5 million subscribers.

KOA(AM) is a limited partner in the team. But "there's no linkage" between the station's investment and rights, said Lee Larson, vice president and general manager of clear channel KOA, which now carries Denver Broncos and Nuggets and University of Colorado football. Larson believes the station's sports ID and clear channel reach make it "the logical station for baseball to want to be on."
-PDL,SDM

QUELLO ACES CONFIRMATION HEARING

FCC Commissioner James Quello breezed through his Senate confirmation hearing last week and should be confirmed by the full Senate before the July 4th recess. The hearing lasted about 15 minutes, with Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) stating his support for Quello. The former Michigan broadcaster was introduced by Michigan Senator Donald Riegle (D), and Senator Chuck Robb (D-Va.), a member of the parent Commerce Committee, also gave his blessing to the FCC official.

Quello has been renominated for a five-year term. Said Inouye: "It is essential that the commission is led by individuals who understand both the nature of the communications marketplace and the policy process. In Mr. Quello's 17 years on the commission, he has demonstrated that he is more than up to the task."

Inouye queried Quello briefly. He wanted to know what the FCC commissioner thought about the quality of television programming. Technically, Quello said, it is better, and the writing and production are more "sophisticated." However, Quello said he is bothered by the content, which he feels contains too much "sex and violence." But Quello pointed out that the FCC is not in the business of regulating content.

Moreover, he told BROADCASTING after the hearing that he is a "First Amendment man," and regardless of what he thinks, people are "tuning in, in great quantities." Said Quello: "I am not a stuffed shirt, but society has gotten so desensitized. Murder is accepted as a way of life; you can't blame TV entirely, but it plays a role."
-KM



U.S. URGED TO INCREASE SPENDING ON INTERNATIONAL BROADCASTING

Commission says TV Marti is too costly; recommends increased USIA funding

The executive branch of the U.S. government has a "historic pattern of insufficient commitment to public diplomacy" and does not adequately fund U.S. international broadcasting operations. That was one of many conclusions drawn by the United States Commission on Public Diplomacy, which released a 56-page report last Wednesday (June 12) on "Public Diplomacy in the 1990's."

The commission recommended increased funding (primarily to the United States Information Agency) by \$50 million-\$100 million and consolidating all U.S. international radio and television broadcast services into one organization. The new organization would be closely coordinated with both the National Security Adviser and senior State Department officials.

The commission joined a growing chorus of TV Marti foes and proposed eliminating the service: "The commission finds that TV Marti at present is not

cost-effective when compared with other public diplomacy programs of proven value."

Last Tuesday the House Appropriations Committee voted 24-11 to restore TV Marti's funding for fiscal 1992. A week earlier, the Commerce subcommittee, led by Bill Alexander (D-Ark.), voted to strip TV Marti of the 1992 funding ("In Brief," June, 3).

The \$16 million budgeted for TV Marti, compared to WorldNet's \$30.8 million budget for all other TV services, is a "disproportionate allocation of television resources," the commission concluded. WorldNet's budget "is not sufficient. Nor," it said, "is the priority given to television in comparison with radio broadcasting."

Along with cuts in TV Marti, the commission recommended phasing out some language services at the Voice of America and Radio Free Europe/Radio Liberty. "Budget reductions and the cost of programs required for competitive broadcasting in open media environments make it impossible to keep 44 high-quality VOA language services on the air," the report said.

Also, Kim Andrew Elliott, VOA's audience research officer, independently published "New Structures and Strategies for United States International Broadcasting" in late May. Elliott, and others, do not believe the various government committees are steering U.S. international broadcasting in the right direction. In his report, Elliot said: "So far, at least, it seems that the momentum is still on the side of preserving old bureaucratic structures."

Although he agreed in theory with consolidating services, Elliott said: "The United States will be hard-pressed to find the necessary resources for one international broadcast entity, let alone two or more."

Elliott did not stop at structural reforms. He said credibility may be the biggest problem facing U.S. international broadcasts. "The main reason people tune into a foreign broadcast is to obtain news and information that is more objective, reliable, comprehensive and timely than [what is] available from domestic mass media." Direct persuasion, he said, "raises the listener's defenses [and] diminishes credibility."
-PJ5

This May, Nobody Did It Better.



*The largest percent increase among his competition May 1990 to May 1991

DONAHUE



MULTIMEDIA ENTERTAINMENT

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PROGRAMING

PBS MAPS OUT SCHEDULE AT ORLANDO MEETING

Next fall's prime time schedule and how to get audiences to watch it dominated the 1991 Public Broadcasting Service meeting in Orlando, Fla., last week. With a special emphasis on noncommercial TV's role in educating and informing Americans of all ages—President George Bush congratulated attendees live via satellite on fulfilling that mission—about 750 non-commercial station managers and their program and promotion directors gathered at Walt Disney World's Dolphin Hotel to assess one year of centralized PBS power and to look ahead to the system's second network-like fall season.

Pared back from last year, when the agenda encompassed all the broadcasting disciplines, including engineering, this year's June 8-11 schedule was filled with discussions of advertising and promotion, media relations, image assessment, community outreach and other elements of market positioning.

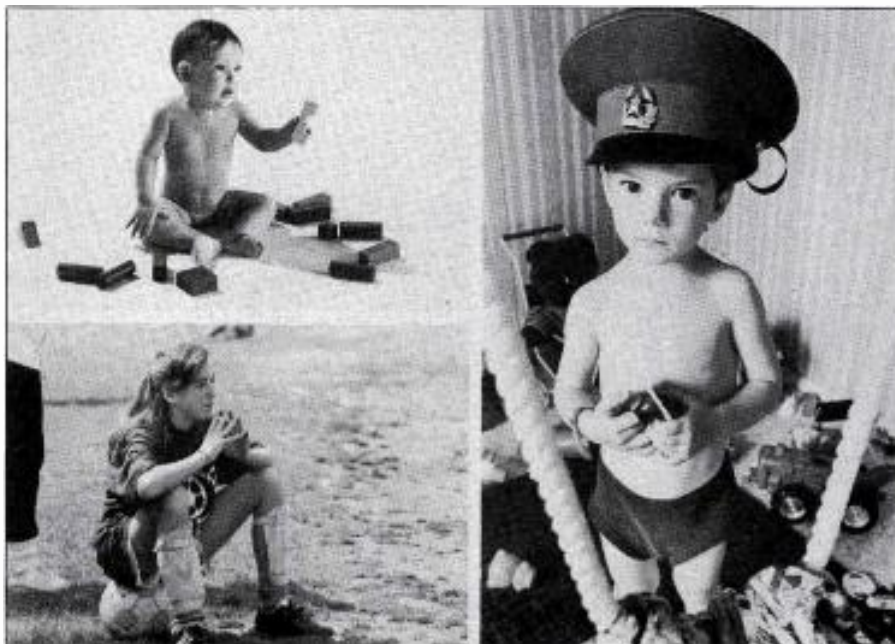
A sneak preview of the national schedule beginning in September allowed PBS members to leave Orlando with some specifics to promote.

Over four consecutive prime time evenings, Oct. 6-9, PBS will take a shot at following last fall's tough *Civil War* act with another history-based mini-series, *Columbus and the Age of Discovery*. The scheduling strategy that saw the 11-hour *Civil War* spread across six nights will this time see the seven-part *Columbus* "stunted" across the week. The series will be repeated in marathon form on Columbus Day, Oct. 12.

PBS hopes that WGBH-TV Boston's *Columbus* will benefit from audiences drawn by the second consecutive "Showcase Week," Sept. 29 through Oct. 4. Again, the showcase will feature new editions of established PBS series, including *Nova*, *American Playhouse* (with playwright Craig Lucas's "Long-time Companion") and *The American Experience* (with "The Life and Times of LBJ").

Showcase Week will also see the premiere of *Edge*, "an irreverent look at popular culture," hosted by former CBS correspondent Robert Krulwich.

Also due to receive promotion in a



'Childhood' on PBS

league with *Columbus* is the seven-hour *Childhood*, scheduled to air on consecutive Mondays, beginning Oct. 14. Produced by WNET(TV) Newark, N.J., and The Childhood Project Inc., the show is described as a "comprehensive television portrait of childhood throughout history and across culture." The series is to feature 15 families on five continents, documentary sequences, dramatic vignettes, historic stills, anthropological films and expert commentary.

And celebrating its 10th season on the air, *Nature* will air a mini-series, "Land of the Eagle," a tie-in with the *Columbus* series as it examines the flora and fauna of North America before and since 1492. Earlier in September, PBS will air a Labor Day special produced by WHYY(TV) Philadelphia.

Filling the national schedule

PBS and the Corporation for Public Broadcasting also put money down on future national programs, including two series for preschool-aged children and a mini-series on African Americans. Jennifer Lawson, PBS executive vice president for national programming and promotion, and Donald Marbury, director of CPB's Television Program Fund, jointly

announced CPB-PBS Program Challenge Fund grants totalling \$6.2 million.

The Lyons Group and Connecticut Public Television were awarded \$2.25 million to produce 30 half-hours of *Barney and the Backyard Gang*. Set in a daycare classroom, the animated learning activities show is scheduled to premiere on PBS next April. And Shari Lewis and her puppet Lamb Chop are slated to return to national TV in January 1992, thanks to a \$1.08 million grant. Paragon Entertainment will produce the audience participation series for preschoolers. Additional Challenge Fund support has been set aside for research, evaluation and promotion associated with the two series.

Maryland Public TV and Central Independent Television were awarded \$300,000 toward production of *Legacy*, a six-hour series "linking western and eastern cultural development into one global perspective." To be filmed in 10 nations on four continents, *Legacy* will premiere in the winter or spring of 1992.

WETA-TV Washington's plans to produce *The Glory and the Power*, a three-hour series on fundamentalists and politics was given a \$250,000 boost from the Challenge Fund. That series is also

How to Make Our Marriage Work



Find out at The "Married...With Children" BPME Workshop.
Tuesday, June 18th, 12:00 Noon,
Constellation Ballroom, Hyatt Regency Hotel.

MARRIED

WITH
CHILDREN



Columbia Pictures Television
A unit of Columbia Pictures Entertainment, Inc.

slated for a spring 1992 debut.

WGBH and *The American Experience* series won a \$186,000 grant for preproduction of *Africans in America* (working title), a five-hour documentary offering an Afro-American view of pre-Civil War U.S. history. And WNET, WGBH, WETA, WQED-TV Pittsburgh and KCET(TV) Los Angeles were awarded \$200,000 each to research and develop "documentary and dramatic, highly visible mini-series for the PBS national schedule."

PBS honors its best

One day before most PBS stations nationwide began to celebrate *Masterpiece Theatre's* 20th season with reruns of "I, Claudius," CPB presented its 20th annual Ralph Lowell Award for "special achievement in public television" to the first and only *Masterpiece* host, Alistair Cooke.

That same day in Orlando, Lloyd Kaiser, president of QED Communications, Pittsburgh, for 21 years, was honored by

PBS as the Outstanding Public Television Manager of 1991. One of the system's major national series producers, Kaiser's WQED-TV is also home to the National Media Outreach Center. Elizabeth Campbell, founder of WETA, was voted the first Outstanding Public Television Volunteer by the boards of PBS and the Association for America's Public Television Stations.

And 1991 National Teacher of the Year Rae Ellen Mckee, a remedial reading instructor at Slanesville (W.Va.) Elementary School, received an award of a satellite receiving dish. The downlink, to be installed by PBS engineers, will enable Slanesville students to receive educational programming, including *3-2-1 Contact*, *Reading Rainbow* and *Futures with Jaime Escalante*.

Also, top news category winner among the 10 winners of CPB's 1991 Public Television Local Program Awards was WGBH's *Ten O'Clock News* for a feature that aired video of artist Robert Mapplethorpe's controversial

X,Y,Z exhibit. The FCC eventually dismissed an indecency complaint filed over that segment (BROADCASTING, April 29).

The PBS board of directors re-elected Ted Capaner, vice president of university relations for the University of Utah, to a third one-year term as PBS chairman. Beth Courtney, executive director of Louisiana Public Broadcasting, and Stephen Greyser, professor of business administration for Harvard Business School, were elected vice chairman and chairwoman.

President Bush offers praise

"For years, your efforts have promoted respect for learning and an appetite for education," President Bush said in his June 11 address. "You push everyone in the education industry to do more, to do better," he said, arguing that public TV's programming and community efforts "fit right into our America 2000 education strategy." —PDL

BPME FOCUSING ON 'NEW VISIONS'

The 36th annual conference of the Broadcast Promotion and Marketing Executives (BPME) association held at Baltimore's Convention Center is appropriately titled "New Visions," since there will be more focus on radio and cable than in years past. The association is looking to expand its coverage, and BPME President Bert Gould said that radio and cable provide "the two biggest windows of opportunity."

Attendance at the convention is expected to be off slightly compared to a year ago, although pre-registration is now closed at 2,578, an increase from last year's 2,518. Walk-in registration should account for about 300, bringing the total to 2,878 compared to 2,900 last year. Gould said the association was fortunate. "We were expecting the worst and we came out doing pretty well." Membership is currently at 1,700, which the BPME president said is off slightly, but on track compared to one year ago.

The growth of cable and radio coverage at the convention, Gould said, is "not a reflection of offsetting other declines." A priority for BPME, he explained, is getting more involved with cable multiple system operators. The association, he said, has always had the support of the cable networks. Now with cable growth slowing, it is important for MSO's to "generate value for their

product." It is also important, he said, that cable operators work more with broadcasters now that they are reaching the same level of operations. Explained Gould: "Fox and Tele-Communications Inc. are an example of how [relations] between broadcasters and cable operators are no longer antagonistic."

Radio, Gould said, is also becoming more important to the association, and this year BPME held its first ever regional radio seminar. Added BPME Executive Director Gary Taylor: "We are doing what I think is the wave of the 90's—highly targeted marketing. Radio and cable do highly targeted marketing and are doing more with less. Mass marketing is not the way to go, and our people do not do mass marketing for the most part."

The convention will also have more of a marketing and bottom line focus this year. With promotion budgets often being cut in today's belt-tightening environment, Gould said the convention will be "not just the latest graphics and the funniest commercials, but how to do more with less and maintain that level of quality."

Panels with a marketing twist include: "Let's Get Creative...And Bring In More Revenue," "Promoting an Independent: Getting More With Less" and "More Friends in High Places," featuring CBS Executive Vice President Peter

Lund, Alan Bell, president, Freedom Broadcasting, and Amy McCombs, president and general manager, KRON-TV San Francisco. The three will explain to attendees where promotion fits into the "current realities of television, radio and cable managements."

Sources of new revenue will also be covered at the convention with panels on the value and costs of interactive 900 numbers, database marketing and direct response marketing.

Dealing with new regulation will also be covered in a session on how the FCC's new guidelines on children's programming are affecting promotion and marketing operations. Another session that may be too timely is "Surviving a Pink Slip."

Preston Padden, senior vice president, affiliates, Fox Broadcasting, will deliver the keynote address. Other speakers include Ruth Otte, Discovery Channel president and chief operating officer.

Besides general sessions, syndicators will hold meetings with broadcasters to plan promotional efforts for their shows.

The Broadcast Designers Association is also holding its conference in conjunction with the BPME. —JF

For more promotion-related stories, see "Business" (page 53) and "Radio" (page 35).

RIVERA ASSEMBLES STAFF FOR NEW SHOW

Executive producer, senior line producers, six reporters and Washington bureau chief hired for 'Now It Can Be Told,' TV magazine distributed by Tribune Entertainment

Al Primo, former news director and television news consultant, has been named executive producer of the new syndication magazine, *Now It Can Be Told*, produced by Geraldo Rivera's Investigative News Group (ING) and distributed by Tribune Entertainment. The show is scheduled to debut Sept. 9.

Primo has been with the show since last year as advisor, working on the format and assembling the production and reporting team. He replaces Martin Berman, newly appointed president, ING, and executive producer of *Geraldo*, produced and distributed by Tribune. Primo, Berman and Rivera have a working relationship dating back 20 years (BROADCASTING, Nov. 12, 1990).

Serving as the two senior line producers under Primo will be Pete Simmons, most recently with the CNN investigative unit, and Wayne Darwin, most recently with *A Current Affair*. Barbara Newman, a former *20/20* reporter and producer, has joined the program as Washington bureau chief.

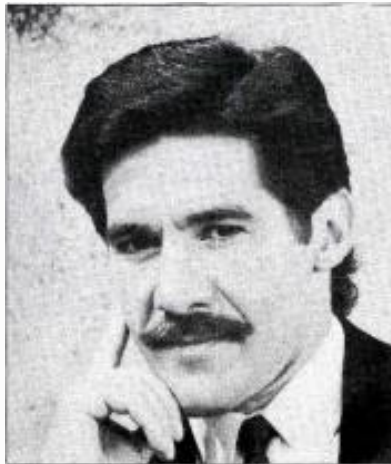
The program has hired a team of six reporters. Roberta Baskin, a multiple Emmy and duPont award winner, will serve as Washington-based correspondent. She was the consumer affairs reporter for WJLA-TV Washington.

The rest of the reporting team will be based in New York, where the show will be produced, at the CBS Broadcast Center. The team includes Craig Rivera, Geraldo's brother, most recently a producer with *Inside Edition*. Christa Bradford joins the program from *The Reporters*, the Fox magazine that was canceled last year. Another Fox refugee joining the broadcast is Richard Weiss, who did stints with both *The Reporters* and *Beyond Tomorrow*, also canceled last year.

Reporter Gail Anderson joins the program from KPRC-TV Houston, and Alexander Johnson was tapped from the Paramount magazine *Hard Copy*.

Geraldo Rivera is serving as managing editor of the new program and will host the show. Rivera will report stories for the program only occasionally.

Currently the show is cleared on 76 stations (18 of the top 20) covering 71% of the country, mostly in early fringe and access, with some late night and daytime clearances as well. Tribune pulled the show from WNBC-TV New York last month, after the station opted



Geraldo

not to air it in access (see story, page 32). The company is currently talking to other stations in the market and has not ruled out putting it on co-owned WPIX-TV.

According to Primo, he wants the show to be the most aggressive investigative magazine in syndication. "We're

going after the scam artists, consumer frauds and crooked congressmen," said Primo. In most cases, taped reports will be followed by live studio interviews with Geraldo Rivera that somehow advance the stories, said Primo.

According to Primo, the program is encouraging its affiliate stations to contribute stories for air, for which both the contributing stations and reporters would be paid. "The main incentive won't be the compensation," said Primo. "It will be the exposure the stations get. We'll run the stories in full and possibly follow up with our own angle."

Stations have been enthusiastic about making story contributions. One such contribution, which Primo said will air, involved a motel in a major tourist area using prisoners in a work-release program. Hidden cameras captured workers picking wallets as they cleaned rooms, as well as one employe selling the master key to an undercover reporter.

Production on the show began last month, and the show has about 100 stories in various stages of production, Primo said. -SM

THIS IS ONLY A TEST

Preliminary Arbitron (ARB) and Nielsen (NSI) ratings for the May sweeps revealed a solid performance for Warner Bros. Domestic Television's low-profile production test of *The Jenny Jones Show* on KVVU-TV Las Vegas. Titled *Just Between Us* for sweeps test (April 24-May 21) on non-metered Fox affiliate, Warner Bros.' upcoming fall 1991 talk show scored 4 rating/16 share (ARB) in 10-11 a.m. slot, doubling the year-ago sweeps ratings for programming in the same slot (double-runs of *Newhart* scored 2/16). However, Jones dropped slightly from its lead-in, Buena Vista Television's *Live with Regis & Kathie Lee*, which scored a 5/21 mark for the May 1991 sweeps.

Its Nielsen showing was not as strong, with a 3/12 rating for *Jenny Jones*. But the talk show finished second in the market behind *The Price Is Right*'s established 10/45 score on CBS affiliate KLAS-TV. The hour combination of *To Tell the Truth* and *Trial Watch* on NBC affiliate KVBC(TV) averaged a third-place 3/11. In conducting the test, Tom Marciano said, local sales manager, KVVU-TV, Warner Bros. rotated directors frequently to concentrate on the "aesthetics" of the program and not necessarily on ratings. In exchange for providing facilities for the test, Marciano said the station recouped on selling all advertising time locally and charging Warner Bros. unspecified studio fees.

Ralph Edwards/Stu Billett Productions has named Shelley Curtis supervising producer of the half-hour strip *Love Stories*, which will be distributed by Warner Bros. Domestic Television in the fall. Curtis, who formerly served as executive producer and director of NBC's *Days of Our Lives* for five years, will oversee day-to-day production of the show, hosted by Kristian Alfonso. Alfonso also has a *Days of Our Lives* connection—she was character Hope Brady for six seasons.

CPT DIPS TOE IN FIRST-RUN

Columbia Pictures Television is entering the first-run syndication business through a project being developed with WNBC-TV New York. Station executives confirmed last week the station will expand its prime time access block to one hour to make room for the new show, called *Ruckus*, which will be paired with Warner's *Love Connection*.

Ruckus will be produced by Columbia-owned Merv Griffin Productions, and will originate from Merv Griffin's gambling casino in Atlantic City, N.J., Resorts International. WNBC-TV will co-produce the show.

On the NBC side, the project is being overseen by Judy Girard, who last week was named vice president, program development, for the NBC owned stations. In the new post, Girard will work with producers and distributors to develop syndication programming for the stations. She'll retain her post as program director at WNBC-TV.

The show is expected to debut in early or mid-September on WNBC-TV. It was unclear whether it would air on other stations around the country as well at that time. Clearly the intent would be to roll it out nationally if it works on WNBC-TV.

All parties are keeping mum on the program format for the time being. "That is something we are not talking about probably until it goes on the air," said Girard. But reports last week suggest it will combine game and stunt elements into an entertainment format.

WNBC-TV's double-access plan next fall will push *NBC Nightly News with Tom Brokaw* up to 6:30 p.m., where both ABC's *World News Tonight* and CBS's *Evening News* have been for several years. *Nightly* executive producer Steve Friedman was unavailable for comment, but sources said one of the first things he did after taking over the program's reins last year was to ask the station to push it up to compete head-to-head with CBS and ABC. "The feeling is most viewers in New York have had their fill of news by 7 p.m.," said one source.

The *Ruckus* project would be the first Merv Griffin program to be distributed by Columbia. His other shows, including *Wheel of Fortune* and *Jeopardy* are distributed by King World Productions.



Viacom and the Chris-Craft United Television station group are testing a new Fred Silverman-produced first-run sitcom strip this week called *Our Old School*. KCOP(TV) Los Angeles will air it at 5 p.m. following *People's Court*. KMSP(TV) Minneapolis will air it at 5:30 p.m., following *Who's the Boss*. KUTP(TV) Phoenix has scheduled it for 6:30 p.m. following *Night Court*. KPTV(TV) Portland, Ore., will air it at 7:30 p.m., following *Cheers*, and KBHK(TV) San Francisco will air it at 7 p.m., following *Star Trek*. WWOR-TV New York will also test the show for a week, in July.

SYNDICATION MARKETPLACE

Orbis Communications has cleared its *Carolco 4* film package in 25 markets, representing 40% of U.S. after less than month in sales market. Most recent major deal includes Tribune Broadcasting owned stations WPIX-TV New York, KTLA-TV Los Angeles and WGNX-TV Atlanta signing up for straight cash, 20-title package. Top-billed recent theatrical releases include "Total Recall," "Air America," "The Doors," "Music Box," "Jacob's Ladder" and "The Punisher." Each picture (with few exceptions) has six runs over four years. In addition to Tribune stations, *Carolco 4* has been sold to Combined Broadcasting Group stations WGBO-TV Chicago, WGBS-TV Philadelphia and WBFS-TV Miami; and ABRY stations WCGV-TV Milwaukee, WSTR-TV Cincinnati, KSMO-TV Kansas City and WTTO-TV Birmingham. Hilary Hendler, executive vice president of sales and marketing for Orbis, also reports that previous film package *Carolco 3*, which includes "Rambo II," "Rambo III," "Platoon," "River's Edge," "Red Heat," "Johnny Handsome," "Hoosiers" and "Extreme Prejudice," has been cleared in 68% of U.S.

Viacom Productions has signed Darlene Hayes as supervising producer of *The Moniel Williams Show*, hour-long syndicated strip that Viacom is distributing on limited basis. Marty Pasetta Jr. will be directing episodes for initial 13-episode run to start June 4 on Chris-Craft/United's KCOP-TV Los Angeles. Plans are to offer Williams on national basis beginning January 1992. Hayes is former producer of Multimedia's *Donahue*, for which she won daytime Emmy. Pasetta has directed last two ABC *Comedy Awards* specials, and has worked in last four Academy Awards telecasts as assistant director.

Syndicated talk show host Byron Allen has formed **BYCA Television Distribution** to take over distribution of *The Byron Allen Show* from Genesis Entertainment next season, as well as the launch of *Superstars with David Sheehan* in Sept. 1991. Startup of BYCA follows the hiring of Dennis Gresham as senior vice president and general sales manager, and appointments of David Lanken and Scott Weber as vice presidents of southeast southwest and midwest northeastern sales regions, respectively. Marv Gray also joins the company as an account executive. BYCA assumes distribution of his talk show in which Genesis was receiving a distribution fee for last two seasons, but it is reported that Allbritton Communications will not be financial underwriter of show next season.

-SM

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 6/3	ABC 9.6/18		MACGYVER (51) 8.4/17	[8.8/17] 9.1/17	ABC MONDAY NIGHT MOVIE—BABY M PT.2. (33) [10.0/18] 8.5/15 9.5/16 10.6/19 11.2/21			
	CBS 11.3/21		EVENING (30) SHADE 10.3/21	MAJOR (19) DAD 11.7/22	MURPHY (7) BROWN 14.0/24	DESIGNING (6) WMN. 14.2/24	GOOD SP. (40) SPORTS 9.7/17	CLIPPERS (56) SP. 8.0/15
	NBC 10.2/19		FRESH (35) PRINCE 9.9/20	BLOSSOM (49) 9.0/17	NBC MONDAY NIGHT MOVIE—FALSE WITNESS (27) [10.6/19] 9.9/17 10.3/17 10.8/19 11.5/22			
	FOX 4.8/9		FOX NIGHT AT THE MOVIES—WALL STREET (81) [4.8/9] 4.0/8 4.7/9 4.8/8 4.9/8 5.6/10					
TUESDAY 6/4	ABC 12.4/22		WHO'S THE (22) BOSS 11.2/22	HEAD OF (25) CLASS 10.9/20	ROSEFANNE (3) 15.5/27	COACH (8) 13.2/22	CHINA BEACH (15) [11.8/21] 12.1/21 11.5/22	
	CBS 9.7/17		RESCUE 911 (40) 9.7/18 9.2/18 10.1/19		CBS TUESDAY NIGHT MOVIE— TAKEN AWAY (40) [9.7/17] 7.8/14 8.8/15 10.9/19 11.3/21			
	NBC 10.3/19		MATLOCK (28) [10.5/20] 9.8/19 11.2/21	HEAT OF THE NIGHT (9) [12.4/21] 11.9/21 12.9/22		C. EVERT KOOP M.D. (56) [8.0/15] PRW. SP. 8.4/15 7.6/14		
WEDNESDAY 6/5	ABC 9.2/17		WONDER (44) YEARS 9.6/19	GROWING (33) PAINS 10.0/19	DOOGIE (22) M.D. 11.2/20	ANYTHING (30) B.LOVE 10.3/17	EDDIE DODD (63) [7.1/13] 7.3/13 7.0/13	
	CBS 7.7/14		ROCKY & (84) BULLW. 4.2/8	FIVE UP, SP. (85) TWO DN 4.0/8	JAKE AND FAT MAN (40) [9.7/17] 9.2/16 10.2/17		48 HOURS (48) [9.2/17] 9.7/17 8.6/16	
	NBC 14.8/27		UNSLVD. MYSTERIES (12) [12.0/23] 11.2/22 12.9/25	NBA FINALS GAME 2— LAKERS VS. BULLS (1) [16.1/29] 13.7/25 16.1/28 16.7/29 18.4/33				
THURSDAY 6/6	ABC 8.5/16		FATHER DOWLING (65) [7.0/14] 6.8/14 7.1/14	GABRIEL'S FIRE (62) [7.7/14] 7.4/14 8.1/14		PRIMETIME LIVE (26) [10.8/21] 10.5/20 11.1/22		
	CBS 7.2/14		TOP COPS (56) [8.0/16] 7.5/15 8.6/17	BROKEN BADGES SP. (66) [6.9/12] 6.7/12 7.2/13		OVER MY DEAD (69) [6.6/13] BODY SP. 6.9/13 6.3/13		
	NBC 11.8/22		COSBY (14) 11.9/24	DIFFERENT (11) WORLD 12.2/24	CHEERS (5) 15.0/27	SEINFELD (12) 12.0/21	L.A. LAW (35) [9.9/19] 9.9/18 10.0/20	
	FOX 7.5/14		SIMPSONS (53) 8.5/17	BABES (71) 5.8/11	BEVERLY HILLS 90210 (59) [7.8/14] 7.4/14 8.2/15			
FRIDAY 6/7	ABC 11.0/22		FULL (21) HOUSE 11.3/26	FAMILY (15) MAT. 11.8/25	PERFECT (30) STRGN. 10.3/21	GOING (49) PLACES 9.0/17	20/20 (15) [11.8/23] 11.4/22 12.2/24	
	CBS 7.1/14		GUNS OF PARADISE (80) [4.9/11] 4.6/10 5.2/11	CBS FRIDAY NIGHT MOVIE—OUTSIDE WOMAN (55) [8.2/16] 7.8/16 7.8/15 8.6/16 8.4/16				
	NBC 11.2/23		HUNTER (74) [5.3/12] 5.0/12 5.5/12	NBA FINALS GAME 3— BULLS VS. LAKERS (2) [15.7/31] 11.7/24 14.0/27 14.6/28 16.1/30				
	FOX 4.1/8		AMERICA'S MOST (77) [5.1/11] WANTED 5.0/11 5.3/11	DEA: SP. TASK FORCE (90) [3.0/6] 2.9/6 3.0/6				
SATURDAY 6/8	ABC 6.5/15		YOUNG RIDERS (71) [5.8/14] 5.5/14 6.1/14	ABC SATURDAY NIGHT MOVIE—STRANGER ON MY LAND (66) [6.9/15] 5.4/12 5.8/12 7.3/15 8.9/19				
	CBS 5.4/12		CBS SATURDAY NIGHT MOVIE—LAKER GIRLS (71) [5.8/13] 4.7/12 5.7/13	DOCTOR (77) DOCTOR 5.1/11		GOOD (85) SPORTS 4.0/9		
	NBC 9.2/21		AMEN (66) 6.9/17	AMER. (63) DREAM. 7.1/17	GOLDEN (24) GIRLS 11.0/24	EMPTY (15) NEST 11.8/25	SISTERS (47) [9.3/20] 9.4/20 9.2/20	
	FOX 3.8/9		TLY. HID. (89) VIDEO 3.4/8	YEAR- (91) BOOK 2.4/6	COPS (82) 4.3/10	COPS 2 (79) 5.0/11		
SUNDAY 6/9	ABC 8.3/16	SEAWORLD'S (82) [4.3/9] SUMMER 4.0/9 4.6/10	AMR. FUN (37) VIDEO 9.8/19	AMR. FUN (37) PLP. 9.8/18	ABC SUNDAY NIGHT MOVIE—BROKEN ANGEL (45) [9.5/17] 8.2/14 9.2/16 10.2/18 10.3/20			
	CBS 10.9/21	60 MINUTES (9) [12.4/27] 11.8/26 13.1/27	SUNDAY (51) DINNER 8.8/17	ALL IN THE (28) FMLY 10.5/19	MURDER SHE WROTE(20)[11.6/20] 10.8/19 12.4/21	TRAILS OF ROSIE (37) [9.8/18] O'NEIL 9.8/18 9.9/19		
	NBC 12.8/25	NBA FINALS GAME 4— BULLS VS. LAKERS (4) [15.2/30] 11.9/28 14.1/30 14.8/29 16.4/31 18.3/32		LAW AND ORDER SP. (54) [8.3/15] 8.3/15 8.3/15		EXPOSE (59) 7.8/15		
	FOX 5.8/11	TRUE CLR. (88) 3.6/8	P. LEWIS (87) 3.7/8	IN LIVING (70) COLOR 6.4/12	GET A LIFE (75) 5.2/9	MRD. WITH (46) CHILD. 9.4/16	TOP OF (59) HEAP 7.8/13	SUNDAY COMICS (75) [5.2/10] 5.3/10 5.0/10
WEEKLY PRIME TIME AVERAGE			ABC 9.3/18	CBS 8.6/16	NBC 11.5/22	FOX 5.3/10	YELLOW = 1/2 HR WINNER	
SEASON PRIME TIME AVERAGE			ABC 12.0/20	CBS 11.9/20	NBC 12.4/21	FOX 6.3/11	*—PREMIERE	
NIGHTLY RATING / SHARE			(##)—RANKING	(##)—PROGRAM RATING / SHARE	HALF-HOUR RATING / SHARE	SOURCE: A.C. NIELSEN		

RADIO

NEWS BOOST DROPS, URBAN HAS STRONG SHOWING

As expected, the Persian Gulf war ratings blip enjoyed by news stations in the winter 1991 Birch survey has leveled off again—although some information stations seem to have picked up new loyal listeners. Among the top 10 markets, WINS(AM) New York, KGO(AM) and KCBS(AM) both San Francisco, KYW(AM) Philadelphia and WTOP(AM) Washington all have picked up at least half a point over their respective pre-war, fall 1990 numbers.

Also, after a modest winter book, Urban radio again is showing its strength, with six stations posting gains and only one (WGCI-FM Chicago) slipping, although still holding firmly in first place.

Market-by-market highlights include:

■ **New York:** Urban-formatted WRKS(FM) gained slightly to finish first at 7.5, while WBSL(FM) picked up almost a full point to come in second with a 5.4.

■ **Los Angeles:** KKBT(FM), which dipped a bit in the winter '91 book, picked up a full point to lead the pack with a 6.6. KIIS-AM-FM finished in second, up from 5.9 to 6.4, while AOR outlet KLOS(FM) continued to show improved numbers, moving into third at 6.3.

■ **Chicago:** As noted above, Urban-formatted WGCI-FM dropped a half point, finishing at 9.4, still ahead of CHR outlet WBBM-FM, which remained in second with a slightly improved 8.7. The big news was the format/call-letter change at former Soft AC WFYR-FM, which switched to WWBZ-FM and an AOR format—and quickly leaped from 1.6 to 4.1.

■ **San Francisco:** Perennial news leader KGO(AM) dropped a half point to 8.5 but remained in first place, .5 ahead of its pre-war numbers. Century Broadcasting's CHR-formatted KMEL(FM) picked up a full point to secure its place as the city's top music station with an 8.4, well ahead of news station KCBS(AM) (4.3) and Urban KSOL(FM) (4.1).

■ **Philadelphia:** Urban-formatted WUSL(FM) picked up most of the audience it lost in the last survey, jumping from 9.0 in the winter to 10.8—but still a full point behind the 11.8 the station earned in fall 1990. Classic rocker WYSP(FM) posted similar gains, surging from 6.0 to 7.6, while news-formatted

KYW(AM) dropped from a 9.0 in winter '91 to 6.8.

■ **Washington:** Urban-leaning CHR WPGC-FM climbed to 12.2 from 11.8. Second-place finisher WKYS(FM) remained motionless with a 6.4, while CHR-formatted WAVA(FM) took third with a 5.2. Also, a strong showing was posted by WASH(FM), which jumped from 2.6 into fifth place with a 4.3.

■ **Boston:** CHR has a hold on Boston, with WZOU(FM) and WXKS-FM holding the one-two slots with 10.0 and 7.0, respectively.

Numbers for Detroit, Dallas-Fort Worth and Houston—the sixth, eighth and 10th markets, respectively, will be released next week. All numbers reflect persons 12-plus, Monday-Sunday, 6 a.m. to midnight. **-REB**

Station	Format	Winter '91	Spring '91
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1. NEW YORK

WRKS(FM)	Urban	7.3	7.5
WBSL(FM)	Urban	4.6	5.4
WQHT(FM)	CHR	5.0	5.2
WINS(AM)	News	5.2	4.4
WLTW(FM)	Soft AC	4.0	4.4
WCBS-FM	Oldies	4.7	4.3
WNEW-FM	AOR	4.2	4.3
WHTZ(FM)	CHR	4.4	4.0
WOR(AM)	Talk	3.7	3.6
WNSR(FM)	Soft AC	3.2	3.5
WXRK(FM)	Classic Rock	3.3	3.5

2. LOS ANGELES

KKBT(FM)	Urban	5.6	6.6
KIIS-AM-FM	CHR	5.9	6.4
KLOS(FM)	AOR	5.5	6.3
KPWR(FM)	CHR	5.1	5.0
KABC(AM)	Talk	5.1	4.6
KOST(FM)	Soft AC	5.3	4.6
KROQ-FM	AOR	4.2	4.4
KTWV(FM)	New Age	3.3	3.5
KLVE(FM)	Spanish	2.3	3.4
KLSX(FM)	Classic Rock	2.6	3.1
KWKW(AM)	Spanish	2.6	3.1

3. CHICAGO

WGCI-FM	Urban	9.9	9.4
WBBM-FM	CHR	8.6	8.7
WGN(AM)	MOT/Talk	8.2	8.0
WVAZ(FM)	Black	4.8	6.7
WUSN(FM)	Country	4.2	4.7
WCKG(FM)	Classic Rock	4.9	4.5
WWBZ-FM	AOR	1.6	4.1*
WBBM(AM)	News	5.1	3.9
WLUP-FM	AOR	4.7	3.6
WLUP(AM)	Talk	3.0	3.2
WNUA(FM)	AC	2.5	3.2
WXRT(FM)	AOR	3.2	3.2

4. SAN FRANCISCO

KGO(AM)	News/Talk	9.0	8.5
KMEL(FM)	CHR	7.4	8.4
KCBS(AM)	News	5.0	4.3
KSOL(FM)	Urban	3.6	4.1

Station	Format	Winter '91	Spring '91
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KRQR(FM)	AOR	2.8	3.3
KIOI(FM)	AC	3.2	3.1
KNBR(AM)	Sports	2.4	3.1
KBLX-FM	New AC	2.9	2.8
KFRC(AM)	Classic MOR	3.1	2.8
KKSF(FM)	AC	1.7	2.8
KSAN(FM)	Country	3.1	2.8

5. PHILADELPHIA

WUSL(FM)	Urban	9.0	10.8
WMMR(FM)	AOR	7.8	8.1
WYSP(FM)	Classic Rock	6.0	7.6
KYW(AM)	News	9.0	6.8
WIOQ(FM)	CHR	7.8	6.6
WDAS-FM	Urban	4.4	5.5
WPEN(AM)	Nostalgia	4.5	5.3
WEGX(FM)	CHR	6.1	4.7
WWDB(FM)	Talk	5.2	4.5
WXTU(FM)	Country	4.2	4.1

7. WASHINGTON

WPGC-FM	CHR	11.8	12.2
WKYS(FM)	Urban	6.4	6.4
WAVA(FM)	CHR	4.6	5.2
WMZQ-A-F	Country	5.2	4.8
WASH(FM)	AC	2.6	4.3
WGAY-FM	Easy	3.8	4.2
WHUR(FM)	Urban	3.9	4.0
WMAL(AM)	AC	4.3	4.0
WTOP(AM)	News	4.2	4.0
WWDC-FM	AOR	4.5	3.9

9. BOSTON

WZOU(FM)	CHR	10.5	10.0
WXKS-FM	CHR	7.1	7.0
WBCN(FM)	AOR	6.8	6.6
WRKO(AM)	Talk	6.5	6.2
WBZ(AM)	AC	6.5	5.6
WSSH-FM	Easy	4.1	4.7
WZLX(FM)	Classic Rock	4.1	4.7
WODS(FM)	Oldies	4.3	4.2
WAAF(FM)	CHR	3.2	3.9
WHDH(AM)	Talk	3.7	3.5
WVBF(FM)	AC	3.5	3.5

*Changed call letters from WFYR-FM and format from Soft AC April 1, 1991

EVENT MARKETING ADDS TO RADIO'S COFFERS

Among suggestions for tapping into this billion-dollar business are for stations to become marketing partners with client or sponsors of promotion or event

Radio operators, stand up and take a look at your medium," is a message marketers would like to deliver to broadcasters. Radio, according to marketers, is the perfect vehicle for, and complement to, marketing campaigns. It delivers audiences by segments, grouped by age, ethnic background, geography and most important, by lifestyle.

The importance of the lifestyle aspect makes radio a sure bet for marketers, said Al Schreiber, executive vice president, Burson Marsteller. "If you talk about how people are selling their products and services today," he said, "you would see this whole evolution toward what we call lifestyle approach. And that is: 'I don't want to keep hitting you with just plain old ads; I want to surround you with my message.'"

Radio stations should also take note, said Schreiber, because in 1990, sponsorship and event marketing was a \$3.2 billion business. And in his estimation, that number will continue to grow.

"Sales promotions and marketing budgets are growing," said Susan Wagner, senior vice president, director, Katz Radio Group Marketing, "and radio is a wonderful sales promotion conduit." Radio should look to becoming the marketing partner of the client, added Wagner, because it has the ability to generate an immediate response from listeners, which is immediately evident on the client's bottom line. "As an industry, radio can be in a position to understand and embrace the goals of its clients," she said, "and design packages to get results for both the station and the client."

The danger of poorly conceived and executed promotions and marketing events, said Wagner, is that if results are not immediate, clients are not quick to come back and try again.

"Events are a two-edged sword," said Schreiber, "but they add dynamism to a format. And, if they are done well, [they] can really expand [why] the listener comes to the station." Radio stations can play different roles in event marketing, said Schreiber. A station can be part of the promotion or event, or a sponsor of the event, using that sponsorship as a leverage to sell advertising.

Both the Katz Radio Group and The Interep Radio Store are trying to target the marketing dollars for their client radio stations. Katz Radio Group has de-

veloped a freestanding unit assigned the task of bringing in new business, and Interep announced the Radio 2000/An Alliance for Growth marketing plan for the radio industry. Martha Harrington, president, promotion and marketing, The Interep Radio Store, said the area of event marketing is a "short-term world." "Clients want to see immediate results of their efforts and evaluate them," she said, "and what we are attempting to do is get results for our clients, even if it means perhaps creating an event for them, be it a sporting event, or something like a state fair."

"All advertisers are looking for the synergistic link," said Wagner. "I think as an industry we need to become more attuned to the joint venture concept." For marketing to equal sales, she said, there must be a total package. At Katz, Wagner has put together cross-promotional packages involving Katz's TV division.

From an operator's standpoint, said Schreiber, the key is to be informed. "Find out what the major corporations

are doing on the event side," he said, "then raise your hand and say 'I want to be the official radio station of the...'" Although event marketing has always happened, said Schreiber, today it has become the "fourth element" of the total campaign. "One of the reasons is simply that when you have a more diversified set of media, you are going to have to spread your media dollars around a little more to find people. You simply cannot be in one place and think that you are going to find the target you are looking for."

The opportunities coming in the next few years are very interesting for radio, added Schreiber, with sports events at the top of the list, such as the World Cup Soccer games in 1994 and the Olympics in Atlanta in 1996.

Added Schreiber: "If you can't find an event, create one. You become more attractive to your clients as well as to your listeners. This stuff called event marketing is not going away, it is growing." -LC

FORMAT GOLD RUSH: STAKING A CLAIM IN OLDIES

As advertisers increasingly target the lucrative 25-54 demo, radio programmers have found a gold mine in oldies. While more stations attempt to grab a piece of the overextended baby boom bubble, many of the differences between stations are becoming more difficult to distinguish. Tuning across the dial in many large markets will yield a vein of solid gold hits of the 1960's and '70s; the best of the '60s, '70s and '80s; soft hits of the '70s and '80s; classic rock of the '70s and '80s; adult rock of the late '60s and '70s; mellow album cuts from the '70s, '80s and today; and a mix of '70s and '80s oldies and today's top 40 hits.

This increased format fragmentation/proliferation has led to many station identity crises. When a number of niche-targeted stations in the same market play the same Supremes or Eric Clapton or Elvis Presley classics in any number of variations on a theme, the average radio listener may not know (or care) to what



Stevie Wonder and Diana Ross fit into a number of oldies formats

radio station he or she is listening. Such positioning statements as "less talk, more mellow rock" or "the best of the '50s, '60s, '70s, '80s and '90s" don't necessarily differentiate one station from another.

Among the more successful parties to the gold rush is oldies-formated WCBS-FM New York. In an industry full of copycats, "some people will jump on a bandwagon no matter what the format," said WCBS-FM program director Joe McCoy. Unfortunately, a lot of stations that are built on formula and theory lack creativity, relatability and gut feel, McCoy said.

McCoy suggested that many programmers get lost in formatics and forget that listeners are people. "In most markets a lot of adult contemporary stations play oldies: regular AC's, Lite AC's and Easy Oldies," he said. "A lot of these stations haven't figured out who they are, and neither have the listeners." Rather than try to be all things to all people, these stations should "look for a

niche, fill it and try to serve the listener instead of itself," he said.

Bill Stedman, program director at WMXJ(FM) Miami, said the micro-fragmentation has become "monumentally confusing, especially when people punch around the dial and every third station is playing the same song."

A further challenge lies in creating identity in the three-and-a-half seconds it takes a potential listener to read a billboard or before he picks up the remote control at the start of a commercial break on TV, Stedman said. "You can't be too vague and you can't be too descriptive," he said. "We identify ourselves as 'good time oldies,' which says just what people are going to hear when they get here."

Stations that use a combination of "not too hard, not too soft," "no silly DJ chatter" and "no contests that you could never win" may reflect listeners' attitudes, but they don't establish a positive image beyond that suggested by market research, he said, adding that the

solution is for a station to tell the listener exactly what it is and then live up to that promise—without getting too specific.

"We've never heard a listener say: 'What I like most is the best of the '60s, '70s, '80s and '90s,'" he said. "Besides, what the hell kind of station can establish an identity if it follows a Supremes record with Gordon Lightfoot and then Wilson Phillips and Eric Clapton?" Stedman asked.

According to Houston-based programming consultant Ed Shane, most listeners are wary of obvious marketing slogans. With so many oldies-based options available, a station has to market itself not from how it perceives itself, but how it best can serve the listener. Instead of positioning itself as "the best oldies in town," a station should tell the listener "use us at the office, use us before you go to bed, use us all day long because we don't jangle your nerves," Shane said. "They may sound simplistic, but they're the kinds of things that stations must do to [create] a difference."

A real risk exists in playing records over and over, a challenge Shane said can be diffused by playing the right records. "Just like a CHR station: if you play the wrong records you do badly; if you play the right records you can survive. In oldies, the tighter playlist very often wins. A lot of people don't understand this; they think variety means they have to have a lot of records. But that's not necessarily true."

Differentiation between stations largely depends on the degree of market competition, according to Guy Zapoleon, national program director for Nationwide Communications and program director at KHMJ(FM) Houston, which programs a "mix" format of 65% oldies and recurrenents. "Obviously, every station wants to position itself as something specific, while trying to maintain variety," he said. "Variety is the buzzword in adult radio today, and that's what listeners are looking for. But it's up to the station to define what that variety is without destroying the concept."

Viacom's Double 99—KDBK(FM) San Francisco and KDBQ(FM) San Jose—"synchrocasts" a mellow rock format drawing on the soft classic cuts of the '70s and '80s, designed to target disenfranchised 25-54 listeners. "We identified what listeners disliked on most other radio stations," said program director Jim Herron. "We have no contesting, no hype, none of the gimmicky presentations. The presentation is very natural, sincere, honest. Musically, we're all the rock stuff without the edge and with some depth." —REB



WCBS(AM) New York ("Newsradio 88") provided live, continuous coverage of New York's "Operation Welcome Home" ticker tape parade June 10 (above). The coverage began at 5 a.m. with the station's morning anchor, Brigitte Quinn, reporting live from Battery Park. The station dispersed its news crews along the "Canyon of Heroes" on Broadway Avenue, and Neil Bush reported from the station's helicopter. Coverage concluded with live commentary of the fireworks show over New York's East River by Walter Cronkite. Pictured at right (l-r): Terry Raskyn, WCBS(AM) managing editor, and Bernard Gershon, associate director, news and programming, above the reviewing stand at City Hall.



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RIDING GAIN

REINHARD TO DELIVER KEYNOTE AT RADIO '91

Preparations for the Radio 1991 convention are in full gear at the National Association of Broadcasters. The NAB released a broad outline of sessions planned for the sales and marketing area for the convention, which will be held Sept. 11-14 in San Francisco. Keith Reinhard, chairman and CEO, DDB Needham Worldwide, will deliver the keynote sales/marketing address on Wednesday, Sept. 11.

GREEN EAR

The Chicago-based Garden Council has created a series of free radio spots featuring lawn and garden tips. The fall series consists of 13 30-second spots and 13 60-second spots on seasonal gardening topics. There will also be four additional spots sent later on winter gardening tips.

The series is available on a first-come, market-exclusive basis. Participating stations nationwide will receive demographic information on gardeners and a demo tape of tips for salespeople. (For information: 312-661-1700.)

SMOKING STOPPER

A study at the University of North Carolina, Chapel Hill, has concluded that radio broadcasts about the social and psychological consequences of smoking are effective in changing adolescents' attitudes about cigarette smoking. Researchers at the university's

schools of public health, journalism and mass communications conducted the five-year, \$1.8 million investigation and found youngsters exposed to broadcast campaigns were less likely to look favorably at smoking than before the exposure. The study also suggests radio campaigns can be done at a fraction of the cost of television or other efforts, such as school-based programs.

Paid in part by The National Cancer Institute, the UNC research was part of a larger effort to determine effective ways to reduce smoking in the U.S.

SOUND ADVICE

The Puget Sound Radio Broadcasters Association has produced a guide for Seattle and Tacoma area businesses on how to use radio. "The Puget Sound Radio Buyer's Guide" covers topics including Seattle/Tacoma marketplace size, growth and special characteristics; how to build a radio campaign; how radio combines with other media; testimonials from advertisers on how well radio works, and a listing of all member stations. More than 1,500 of the books have been distributed to area businesses, and the association plans to send updated materials to all recipients on a regular basis.

ABC PROMOTES TV SOAP ON RADIO

The ABC Television Network will be promoting its daytime soap *General Hospital* on the radio this

summer, with a series of local radio and event marketing promotions. Markets included in the campaign are Atlanta; Charlotte, N.C.; Chicago; Cincinnati; Cleveland; Dallas; Detroit; Hartford, Conn.; Houston; Indianapolis; Los Angeles; New York; Pittsburgh, and Washington.

The radio and event marketing campaign is the first of its kind for a daytime soap opera. ABC will sponsor more than 50 different *General Hospital* events in 14 major markets, reaching 32% of all homes in the U.S.A. The campaign kicked off today, June 17, and will run through Labor Day.

The campaign was created by Grey Entertainment & Media, New York, and the radio promotion will be managed by Stamford, Conn.-based Local Marketing Corp.

In addition to the local promotions, ABC will launch a network television campaign, bringing approximately \$5 million worth of advertising to the total marketing effort.

FEMALE LISTENERS

Working women account for 62% of radio listening by women, aged 18 and over, according to the Spring 1991 RADAR Report. Working women listened to more radio than women who are not employed outside the home, in every daypart, according to the report.

In the midnight to 6 a.m. daypart, working women posted a 3.6 rating, versus 2.7; from 6 a.m. to 10 a.m., 25.6 versus 19.3; from 10 a.m. to 3 p.m., 23.1 versus 15.9; 3 p.m. to 7 p.m., 19.4 versus 11.7, and from 7 p.m. to midnight, 7.6 versus 6.4. Numbers reflect average quarter hour rating.

Current RADAR results reflect radio usage during the measurement year of May 1990 through April 1991. The RADAR network audience reports, based on station clearances of programs and commercials, are scheduled to be released in August. The RADAR studies are jointly sponsored by ABC, CBS, National Black, Sheridan, Unistar, and Westwood One Radio networks and major advertisers and agencies, and are produced by Westfield, N.J.-based Statistical Research Inc.



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MEDIA

NIELSEN ADMITS TO FAULTY RATINGS IN D.C.

WTTG calls Washington numbers 'David Lynch's version of the May book'

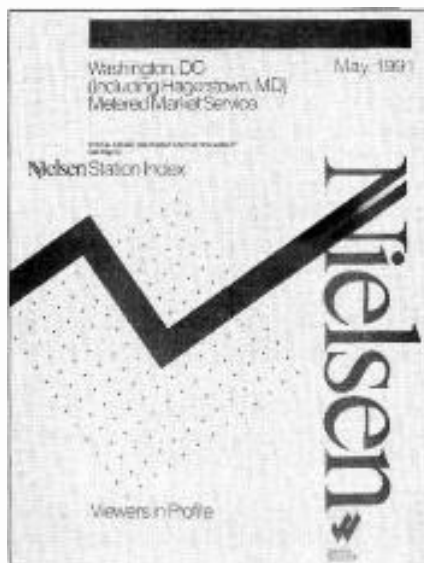
In a rare acknowledgement of a mistake in its research, Nielsen Media Research has asked television stations in the Washington market to return all copies of its May 1991 audience measurement survey while the company corrects its data. Nielsen executives said that to the best of their knowledge the recall was a first, but some observers said there is a possibility that the same problem could happen just as easily in other markets around the country.

Nielsen said last week that underreporting in the Washington market during the May book was caused primarily by confusion over channel placement on a 150,000-subscriber cable system in suburban Montgomery County, Md. According to a Nielsen spokesman, problems arose because the ratings service was not aware the system switched its channel positioning on April 2. Industry observers last week expressed concerns that the same problem could occur in other markets as Nielsen tries to keep up with the constant flux of channel positions on cable systems across the country.

The station most affected by the inaccurate May data was Fox affiliate WTTG(TV), whose channel on the cable system was switched with the little-watched Montgomery County government channel. WTTG executives, who became suspicious when the government channel was showing a 35 share on Thursday nights while up against Fox's ever-popular *The Simpsons*, asked Nielsen to reevaluate the data and prompted the adjustment. Nielsen found that WTTG's audience was underreported by as much as a full rating point in some dayparts.

The incorrect data could have a significant impact on the station, which has been using the important May sweeps data to sell its fourth-quarter schedule. The impact is even greater because Washington is a metered market where overnight ratings play an important role, and the problem went undetected for more than two months, from April 2 to June 7.

"It's an extraordinarily huge mistake that has caused us potentially sev-



"It's an extraordinarily huge mistake that has caused us potentially several millions of dollars in damage."

-WTTG's Tom Herwitz

eral millions of dollars in damage," said Thomas Herwitz, the station's vice president and general manager. "This is David Lynch's version of the May book."

The problem is not the first between the ratings service and WTTG, which in an earlier unrelated dispute criticized Nielsen for underreporting its audience more than a year ago. Herwitz, in a letter sent to Nielsen in December 1989, criticized the company's information as "unreliable and inaccurate." Among the complaints, Herwitz contended that the service needed to weight its data to bet-

ter reflect high levels of black viewership in the market (BROADCASTING, Dec. 18, 1989).

Herwitz said the station continues to have problems with the television universe as portrayed in Nielsen data, which he said overestimates the total number of cable households in the market. In the disputed May book, for example, he said 38 meters were placed in the Montgomery County cable system, representing 10% of all meters in the market.

"We put too much faith in these ratings, and they are not necessarily accurate," said Herwitz. "We're trying to be the little boy who stands up and says the emperor has no clothes."

Herwitz said WTTG would have to fully assess the extent of the damage caused by the inaccurate May book before deciding what recourse might be taken against Nielsen. The ratings company plans to issue corrected data on the Washington market by June 28, and has advised all customers not to use or rely on the previously issued data.

WTTG was not the only station affected by mistakes in the Washington book. CBS affiliate WUSA-TV was also underreported, according to Nielsen, although to a lesser extent than WTTG. The ratings company reported that corrected data might result in a full rating point change for certain dayparts for the CBS station as well.

Ratings data for the other network affiliates in Washington, NBC affiliate WRC-TV and ABC affiliate WJLA-TV, were not affected, nor were they for independent WDCA-TV, according to Nielsen. The impact on independent WFTY(TV) was termed "insignificant" by the ratings service, which also played down the effect on several cable channels on the Montgomery County system. Nielsen said some programs carried by stations in the market could see changes in share as the result of possible changes in the numbers of persons using television (PUT).

"I can understand WTTG being upset; they are a client and an important client to us," said a Nielsen spokesman. "We made a mistake."
-BB

INTERNATIONAL

HISPANIC CABLE NETWORK PLANNED BY VENEVISION

Venevision International (VI), the Miami-based distribution arm of the Venezuelan television network, said last week it would launch a new cable network targeted to U.S. Hispanic homes in 1992. The network would compete with Galavisión, the U.S. Hispanic network owned by Mexico's Televisa.

According to Carlos Barba, recently named president of VI, the company will spend between \$20 million and \$25 million to launch Spanish Cable Network (SCN) between February and May of next year. Barba said the network will target Hispanic women during the week and show sports programming on the weekend. U.S. Hispanic cable homes are expected to grow from 3.5 million to 5 million by 1995, added Barba.

Barba, who was Telemundo senior vice president, programming and promotion, before joining VI in April, hopes to reach half the available U.S. Hispanic cable homes by 1995.

After the network is established in the U.S., Barba said the plan is to expand it to Latin America, where there are currently 8.5 million cable homes. That would happen in 1993 or 1994, said Barba. Two other cable networks targeting U.S. Hispanic homes are in the planning stages—Viva and Cable Television Nacional, both based in Los Angeles.

Program details are still sketchy at this point for the proposed new cable network, but the daily schedule would include a mix of movies, daytime serials and other series and hourly news updates. A daily eight-hour block would be repeated, but prime time would consist of original programming, said Barba. Weekend sports offerings would include boxing, wrestling and soccer.

SCN would be an advertiser-supported basic cable service, and Barba hopes to get operators to pay between five and 10 cents per subscriber.

In addition to the new cable service, Barba announced several other new VI ventures at a press gathering in New York last week. They include the launch next year of a new barter syndication network offering movies and specials to stations in Latin America, on a monthly basis. The network will kick off next May with a live telecast of the Miss

Venezuela pageant. Participating stations and Venevision would split the advertising time (six minutes each), and Venevision would kick back 20% of its net advertising revenue take, to be dispersed on a household delivery basis. Barba said he wants to generate \$1 million (gross) per event.

The company has also negotiated its first co-production agreement, for a new soap opera, with Spain's Tele-Cinco, a

network owned by the Berlusconi Group. The two partners will pony up \$5 million to produce 120 hours of the new series, *La Mujer Prohibida*.

VI has also acquired the Hispanic rights (U.S. and Latin America) for Group W Productions' *On Scene* reality magazine. In addition, Barba reports the company is talking with MTV Networks concerning a possible Latin American distribution agreement. —SM

RAI CHAIRMAN PANS QUOTAS

Head of leading European TV network decries caps on importation of U.S. product

In what must be music to the ears of U.S. producers of television programming, Enrico Manca, chairman, RAI Television, blasted current protectionist quota policies in Europe regarding the importation of American programming. At a press conference in Los Angeles on Friday, June 7, Manca also said the future of European television programming should be tied to a spirit of collaboration and cooperation, "especially with the United States."

In Los Angeles for the May screenings and to generate attendance for the second Umbriafiction International Festival of Television, held in Italy every April, Manca called protectionism a "mistaken policy, because it will prove harmful—above all—for Europe itself. Protectionism means nothing other than defending an inefficient industry. It therefore serves only to retard modernization." His remarks were significant because European television executives rarely criticize in public the quota systems in place.

He noted that similar protectionist sentiment within the electronic industry "has led to the products of the European electronics industry being no longer competitive in world markets."

While not specifically singling out France, generally considered to be the fiercest proponent of quotas, he said "true, there are some countries where this approach is propounded more strongly than in others, but it is never-

theless a trend that is making itself felt all over Europe... RAI has pledged itself to defending an open market in the television sector, also because in today's culture there is strength in dialogue with others."

Manca said that although protectionist practices in the television industry are usually associated with the 12 European community countries, "there also exists an American protectionism that damages us. When we ask you to dub our films, we do so in a logic of reciprocity, and this is something that we would ask you to take into very serious consideration." He suggested that relaxing restrictions in both the European and American markets would be beneficial for producers on both sides of the Atlantic.

EUROPEAN WIRELESS

Comsat Video Enterprises will seek rights to programming on behalf of a new wireless cable TV venture in the Soviet Union and Eastern Europe. With frequency rights and secured or preliminary agreements to serve 26 million subscribers in 13 markets, International Telcell Group LP expects to launch a 15-channel service in Moscow with off-air, subtitled basic and English-language premium channels by August or September.

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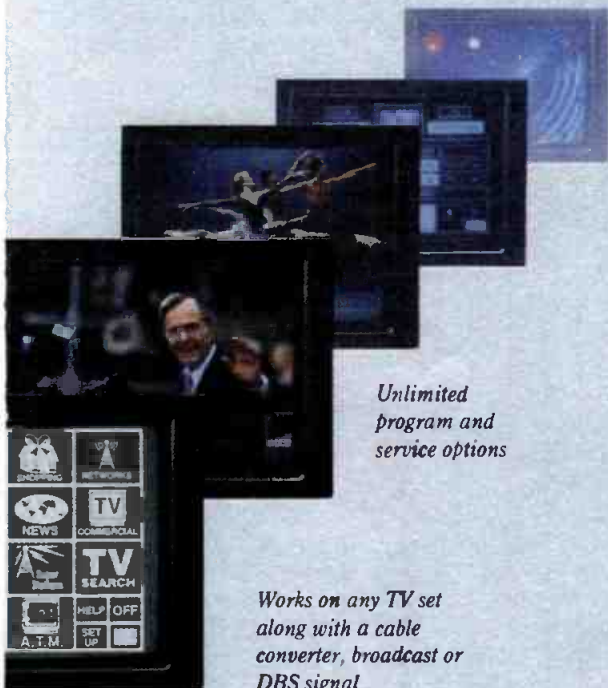
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THIRD QUARTER BASEBALL SALES IN SLUMP

Third quarter, so far, is 'not moving at all'; that is expected to change in coming weeks, but no one seems quite sure how

Given the plagues that have beset the sports advertising market, baseball on cable has had a surprisingly decent second quarter. But no one seems sure what to expect for the third quarter, since unlike past years, third quarter sales are barely moving. The late-breaking network upfront market has kept advertisers busy, and they're coming late to the baseball spot market.

Although inventory was not as tight as in past seasons, it was relatively tight in the second quarter, although a fair amount of discounting was going on, according to advertisers. Third quarter, so far, is a different story. "It's not moving at all," said one advertiser. That is expected to change in the next couple of weeks, but no one seems quite sure what to expect.

So far, ESPN has found customers willing to buy time on baseball. May and June were 100% sold out, according to Jack Bonanni, ESPN's senior vice president, ad sales. But, he said: "We usually sell six weeks in advance. Now we're writing two or three weeks in advance." And less inventory has been sold this year than at the same point last year, noted Bonanni. Despite slower sales, however, ESPN says it has exceeded its sales goals so far this year.

Bonanni is not sure what will happen third quarter, except that it will be late breaking, as was second quarter, since the delay in the network entertainment upfront has thrown everything off. "I'm foreseeing a nervous stomach for third quarter," said Bonanni, "but I'm not going to panic about it."

As ratings escalate in third quarter and

competition from other sports diminishes, he is hoping rates will rise, as usual, and that will attract advertisers to what is usually a stronger quarter.

ESPN, in its second season of baseball, is seeing its baseball ratings down about 5% from last year, from an average of 1.9 to 1.8 so far, with 58 of its 170 games played. The number of homes reached—1.06 million—remains the same as last year. ESPN is selling based on last year's actual ratings, which means makegoods are minimal, according to Bonanni. Last year's estimate of averaging a 3 rating helped ESPN rack up a \$40 million loss.

But ESPN had hoped it would do better this year, now that viewers will know to look to it for baseball. When Steven Bornstein was named ESPN's president last September, one of his goals, he

said, was to increase ratings through more aggressive marketing (BROADCASTING, Sept. 17, 1990). Obviously, that goal has not been fulfilled.

"We're disappointed that we didn't do better. We are glad, though, that we maintained our share. But we were hopeful for more," said Bornstein. While he had no clear answer for why ratings did not grow, Bornstein attributed it to, at least in part, the "continual fragmentation of the marketplace."

Nationally, ESPN's only other competition is CBS, with 16 games, and that hasn't been a competitive factor in terms of ad sales, said Bonanni. Some others, however, namely the unwired networks which as of this season number three (Raycom joined Stuart Broadcasting's 18-year-old operation, and two-year-old Baseball Net; BROADCASTING, Feb. 25). Bonanni said he has "not noticed significant competition from them." But that remains to be seen.

According to one advertiser, Bill Sherman, vice president, network supervisor, McCann-Erickson, those unwired networks are proving tempting. With ad budgets down and less money to go around, Sherman says he's not doing too much business with ESPN. "The unwired networks are associated with local teams. They're more attractive than ESPN's national games, which likely do best in local markets anyway," said Sherman.

Regional cable sports networks are another way national advertisers can try to reach baseball fans, but they still have a long way to go. If an advertiser tries to put regional cable network deals together to create a national buy, then "you're confronted with the lack of audience data," said Sherman.

Regionals, though, continue to do much of their business locally and through long-term sponsorships, and find that national advertisers aren't as enthusiastic about spot sales. "We have a problem with spot," said Robert Kunath, senior vice president and general manager, Group W Sports Marketing (GWSM), which sells national ad time for nine major league baseball teams on regional networks around the country. GWSM has about 20% to 25% of its inventory devoted to spot sales, and total inventory is running about 80% sold for third quarter, meaning very little spot business has been done so far.

GWSM's sales are up 100% for both second and third quarter, which is not surprising, given the organization was just getting its operation started last year. And where sales are up, rates are up, according to Kunath. "We did not decrease unit rates to increase sales," he

said. Sponsorship unit rate prices are up 15% to 20%, but spot is not doing so well. "If the spot market is weak, it hurts us," said Kunath.

But nothing seems to affect ad sales for regionals more than how well the teams themselves are playing ball. "The performance of the team is the key variable," said Kunath, citing successful teams in Pittsburgh and Houston that have spawned successful advertising, and bad playing in Baltimore that has resulted in flat sales.

That is certainly having an effect on MSG Network's efforts to sell the Yankees to advertisers. Starting the season at the bottom of its division, the Yankees are slowly coming back, and right now are in the middle of the division pack and about three-and-a-half games out of first place. "People are having a more positive feeling about the Yankees," said Doug Moss, senior vice president, ad sales, at MSG.

Along with ESPN, MSG is feeling the effects of the late-breaking broadcast network upfront. "We suffer from the trickle-down theory," said Moss. MSG's own upfront "wasn't as positive

as I would have liked," he said. And like ESPN, Moss is still doing June business in June, and he is hoping the Yankees' rise will attract more advertisers in the third quarter. So far for the season, ratings have been flat.

MSG also has a lot more inventory on its hands than it did last year. The network now carries 100 games (last year it had 75), and unsurprisingly, revenue per game is higher. On top of that, MSG is selling 90% of the inventory in the 50 games it sold to WPIX, and that's proving to be a mixed blessing. It will take a year for advertisers to get used to the change, according to Moss. "People have to be conditioned that we're selling WPIX," he said. But the problem of having two entities selling the Yankees, which often led to advertisers pitting one against the other, has been relieved. "It's helped us raise unit rates a bit," said Moss, although pricing has remained largely flat from last year.

How the Yankees do the rest of the season could have a lot to do with what happens to that pricing. "Winning is contagious," said Moss. "Losing is also contagious." -SDM

ABC GETS CABLE FRIENDLIER

Network has deals with MTV and Lifetime

On the heels of ABC's deal to air a Nickelodeon original sitcom for six episodes this summer, the network has entered into one-time programming arrangements with two other cable networks—Nickelodeon's sister network MTV and Lifetime Television, of which ABC is part owner. Although not as extensive as the cross-promotional ABC/Nickelodeon deal that has both networks airing the same show in the same week, these two new arrangements could represent the tip of the iceberg in relations between broadcast and cable networks.

In November, ABC will air a one-hour special celebrating MTV's 10th anniversary. ABC has licensed the show for two runs, and after that the program could likely be seen on MTV itself, depending on the clearance arrangements it makes with the musical talent who will appear on the show.

ABC is doing it the other way around with Lifetime. *Stop at Nothing*, a Lifetime original movie starring Veronica Hamel that already premiered on the cable channel in March, will air on ABC this summer. The movie was produced by ABC Productions, but Thomas Bur-

chill, Lifetime's president, says that is merely coincidence. "This was unanticipated. The movie was produced in mind just to air on Lifetime. There were no early talks about it with ABC," he said. The deal came out of "a series of informal discussions on a number of topics between us and ABC," Burchill added.

The deal does not represent any grand plans or strategy to program for ABC or any other broadcast network, according to Burchill. But, he added, "If you believe in any way that the 90's will be a time of alliances between broadcast and cable, this certainly makes sense." Nor is Lifetime predisposed to working only with ABC, and would have been willing to license the movie to another network if one had been interested, according to Burchill.

The possibility of network interest will not change the way Lifetime programs or makes its movies, he said. "We won't produce anything differently in order to have the networks pick it up," said Burchill, but Lifetime will reinvest the money gained from any licensing arrangement back into programming.

The MTV and ABC deal, which was

expected (see BROADCASTING, June 3), came out of discussions for a pilot produced by MTV called *Heads Will Roll*, which ABC passed on for the fall. As to why MTV would want a program so tied to its own identity on another network, Doug Herzog, senior vice president, programming for MTV, said, "we wanted to throw a really big party and invite as many people as we could."

Like Lifetime, MTV says the licensing arrangement is not part of any big plan or agenda. "Ninety-nine percent of our effort is focused on our core network," said Herzog. Still, "Now we have a relationship [with ABC]. The lines of communication are open," he said.

Although MTV is still working on signing the four "major" musical performers who will be on the show, Herzog said the working list of possibilities is what convinced MTV to air the show during a sweeps month. -SDM

FOX EYES BASIC CABLE

Now that Fox Broadcasting has FoxNet up and running on TCI and other cable systems, the Fox cable programming unit, started weeks before the TCI/Fox deal was struck, is starting to focus its attention on creating what was its initial mandate—a basic cable network, which could likely be announced in months. While FoxNet is technically a cable network, in addition

to library programming, it includes Fox network and children's network programming and can only be carried on cable systems that don't have a Fox affiliate.

"Obviously there are a number of approaches we could take in developing a basic cable network," said Bill Schreck, Fox's vice president, cable affiliates. "With technological advances coming on, there are any possible number of potential options that might make sense."

But not all of Fox's cable plans require waiting for technology to unleash unlimited cable space. "There are things we can start working on right now. It's something we want to move on," said Schreck, adding that within the next several months, Fox may be likely to announce plans for a basic cable network.

One source close to Fox said that the company's initial plans for a basic cable network when it formed the cable programming unit were to create a channel using Fox library programming. FoxNet uses a lot of library programming, which could be used as well for a basic cable network, minus the Fox network programming. "The difference in a Fox basic cable network and FoxNet is only the network shows," said the source.

Although plans have initially called for putting on mostly Fox inventory "and going from there," according to the source, such a channel could conceivably not only be used for library movies and old television sitcoms and dramas, but could possibly be used to timeshift Fox network programming or to try out programs that could later appear on the network. -SDM

COX, NEWHOUSE CONSIDER PPV OLYMPICS DEAL

Olympics Triplecast executives met last week with the two MSO's that stand in the way of the three-channel, pay-per-view event using The Discovery Channel feed to carry one of the PPV Olympic channels—and they weren't shown to the door. "We've had a conversation, and there is no resolution," said Newhouse President Robert Miron. Cox Cable and Newhouse, each a 24.5% owner of Discovery, have long been opposed to the idea of giving up Discovery and being relegated to 12 hours of programming on a composite channel that would be shared with The Family Channel, which is also currently reviewing the plan. Marty Lafferty, PPV Olympics vice president, wouldn't comment, saying he was "honoring their [Cox and Newhouse's] request that we not conduct negotiations in the press."

But according to one source, although Cox and Newhouse are considering working with the PPV Olympics, they are not interested in the package NBC is offering. "What they [NBC] have in mind, Discovery isn't interested in," said the source. "Discovery won't close down for two weeks." One possibility is that Discovery wants to be the home of the composite channel (which CNBC is supposed to be), so there would be no channel displacement. Another possibility is that Discovery wants to stay on the air more than 12 hours, or have prime positioning of those hours. Discovery currently programs 18 hours a day, from 9 a.m. to 3 a.m.

WTBS REVAMPS LOOK WITH NEW GRAPHICS

WTBS(TV) Atlanta's scheduled on-air facelift will be unveiled between late August and early fall, according to Terry Segal, the superstation's new executive vice president and general manager. The programming content won't change, but graphics will have "a more contemporary look" and program schedules will be made more "user-friendly" by having more creative packaging of films and series episodes, said Segal.

For the short term at least, Segal foresees no major programming changes at WTBS. "We've got to have fun with the programming we have." Not that it won't continue to acquire programming, but "first-run product is still too cost-prohibitive for us to be a major player in the market," he said. The series and movies it can afford to acquire, however, will consist of more contemporary titles than what largely fills WTBS's library now.

No matter what it buys, Segal doesn't think the network will get anything that will surpass the performance of the James Bond movies the superstation aired in January. "There's nothing in anybody's library that has better viewer appeal than the Bond movies," he said. WTBS made ratings history with its James Bond film festival, which averaged a 7.9 rating in cable households. WTBS plans to rerun the movies (part of the \$200 million MGM-Pathe library Turner bought last October) as a week-long festival in the fourth quarter.

What should have been another bright spot for WTBS this spring and summer isn't turning out to be one. The Atlanta Braves, who went from last place in their division last year to battling for first this year, aren't transforming their better play into better ratings. In fact, ratings are down slightly from last year, Segal said, but he's hoping that as the season progresses, and the NBA ends, the Braves ratings will pick up.

WTBS has been treated a bit like a stepchild since TNT was launched two years ago, and part of Segal's job will be to give WTBS back some of its lost luster. "Our goal is to remind viewers and industry that TBS is still the number-one rated network. I want to attach more excitement and have the network develop personality and attitude," said Segal. -SDM

TECHNOLOGY

TV ANSWER QUERIES POTENTIAL LICENSEES

Company is looking for businesses to help it build interactive TV market

TV Answer Inc., Reston, Va., has begun seeking entrepreneurs across the country to help it build a market for interactive television technology. The company has begun considering potential licensees for patented technologies in its Interactive Video Data Service (IVDS). The rights sale started earlier this month, several months before the FCC is likely to allocate the spectrum proposed for the system.

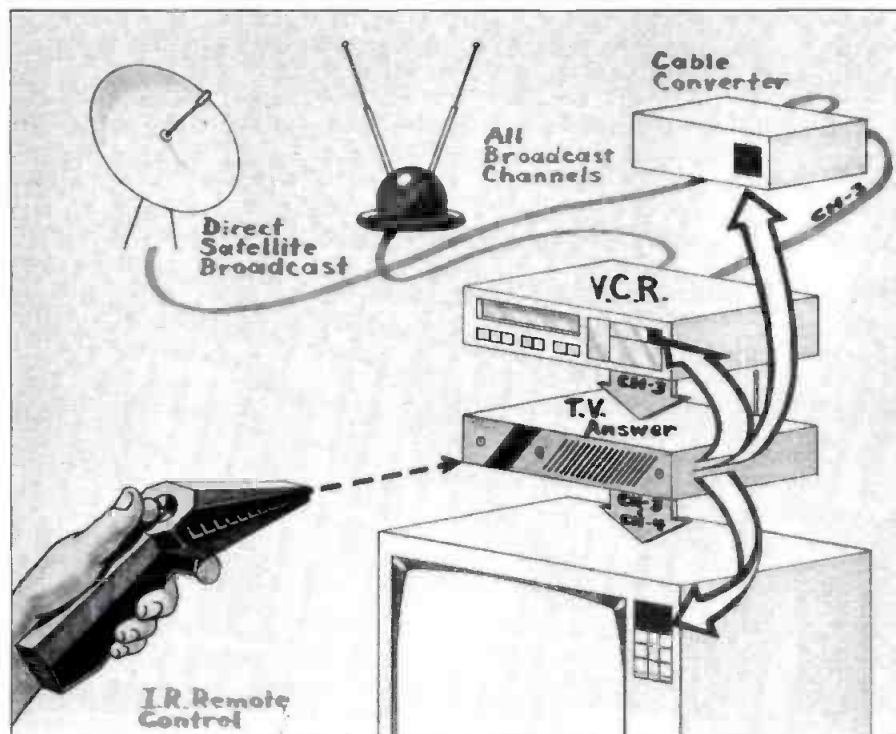
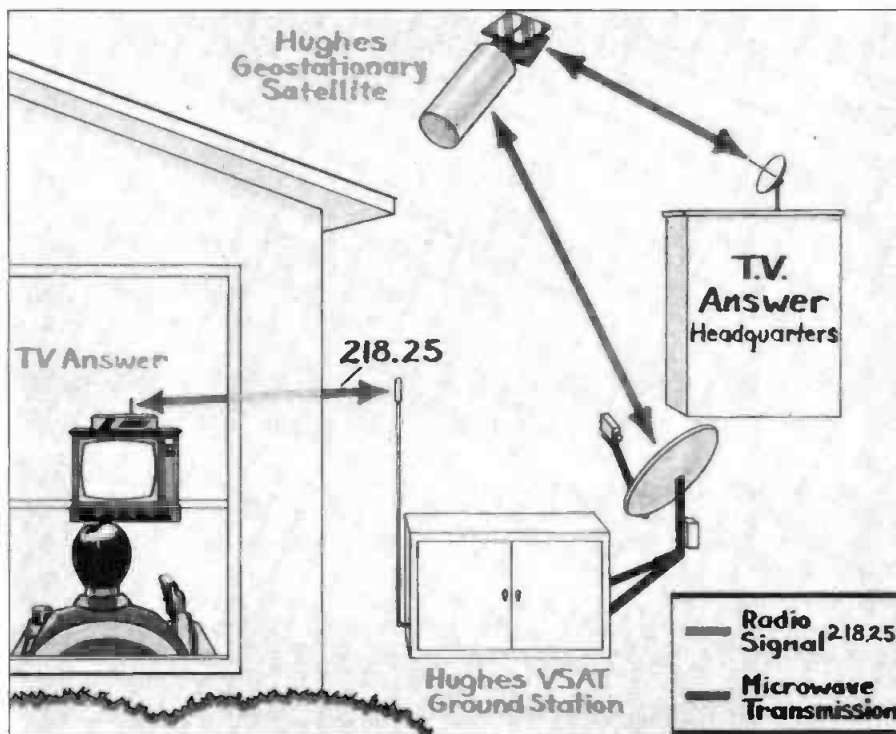
"We're making our technology available early because we want to remove impediments to the development of the industry and leave little question in anybody's mind that we're going to do it," said Rich Miller, TV Answer vice president, corporate development. "The second objective is to make it possible for as many different types of people as possible to have the technology."

Said Fernando Morales, TV Answer president and chief executive officer: "The main concern is to try to convince the main players [in the consumer electronics industry] to invest the money to generate the product."

The IVDS system will operate through satellite VSAT ground stations that will be distributed throughout communities, similar to cellular telephone boxes. Low-power RF impulses from TV Answer homes and TV Answer headquarters in Reston by way of a Hughes satellite are to be relayed through the ground stations.

Consumers will access IVDS from set-top, low-power receiver-transmitters. A series of "TV Ask" signals will be received on the box as an interactive program is being aired. A question will appear on-screen. Viewers may send an affirmative answer by operating a remote control unit that will signal the TV Answer box to send another low-power signal to the ground station. The TV Answer computer then processes the thousands of arriving impulse applications that could include pay per view, home shopping, home banking and polling.

TV Answer has been attempting to gain FCC approval of its system since



1987. The National Association of Broadcasters, Association for Maximum Service Television (MSTV) and several other organizations opposed a 1988 proposal to begin the system's operation adjacent to TV channel 13 (210-216 MHz) due to possible interference (BROADCASTING, March 28, 1988).

The commission repropoed the TV Answer system earlier this year, following an extensive redesign completed with the cooperation of NAB and MSTV (BROADCASTING, Jan. 21). The new proposal would provide 500 kHz (218-218.5 MHz) for IVDS. Special provisions are written into the proposal to protect a channel 13 station within its Grade B contour.

Competition will be encouraged by the authorization of up to two licensees in a market. (Those acquiring licenses to the TV Answer technology will also have to qualify for FCC licenses to use the spectrum.) Each applicant must serve at least 50% of the proposed service area and construct 10% of its ground stations within a year, 60% within five years. The FCC would also require applicants to show financial ability to construct their systems.

"The original intention of TV Answer was to try to build a national system and to build out cell sites ourselves," Miller said. "The commission decided they wanted local licensees and to have a 10% build-out in the first year.... We think that's right. They've made the correct decision." Using local operators and their capital is the best way to build an interactive TV industry, he said.

TV Answer is looking for a mixture of cable systems, broadcasters and other established organizations as licensees of its technologies, along with a significant number of small entrepreneurs. "The lesson that we learned from cellular was that the range of people that made applications ran all the way from major national corporations down to local entrepreneurs, and that is a reality of this broad service," Miller said.

There will be two different licensing options for prospective investors, depending on the size of the market and company. The refundable option requires an investor to send TV Answer a \$5,000 check, which is placed in escrow. If there are more than two applicants in the market, the investors not receiving FCC licenses will get their money back, and the winners' money will go to TV Answer. In addition, each applicant will pay a royalty fee, based on the size of the market. The nonrefundable option calls for a one-time fee, which is not returned if the applicant does not become an FCC licensee. How-

ever, the nonrefundable fees are "considerably less" than the refundable fees, Miller said.

TV Answer would like to see their technology in operation "one day after the commission licenses somebody," Morales said. The company operates a small manufacturing facility in Chantilly, Va., which has already produced several for transmitter/receiver boxes and remote control units for the first homes to buy the system. But to make the company's goal of one million installed boxes within the first year of business, TV Answer will have to license one or more large consumer electronics manufacturers to build the equipment as well.

"We're trying to have a list of big manufacturers involved in this," Morales said. "That's also why we're selling patent rights today—to attract manufacturers in a totally free-thinking way."

The company said the local license offers are not being made to help finance TV Answer's continuing operations. A "significant" amount of capital has already been invested in the IVDS technology, Miller said. (TV Answer is mainly backed by a group of Mexican businessmen.) "Recovering capital costs is not necessarily one of the reasons we went into this. It may be a side benefit," Miller said.

The FCC received comments on its proposal last week. NAB and MSTV, TV Answer's main detractors in 1988, did not totally condemn the technology. But they asked for more to be written into the proposal to protect channel 13. "Interactive video service as described by TV Answer represents interesting technology, which may or may not ultimately have any public appeal. The commission should take a very conservative approach in considering the allocation of such a service and not subject existing television licensees and their viewing public to any threat of increased

interference potential," NAB said in its comments.

Among NAB's suggestions were moving the proposed allocation from 218-218.5 MHz to 218.5-219 MHz, the setting of minimum distance requirements between the IVDS ground stations and power limitations on the home transmitters. NAB also opposed the use of notch filters to block out persistent interference to channel 13. The current proposal calls for installation of notch filters to consumer TV sets at TV Answer's expense in the event of interference complaints. The proposal "is a second-best solution for interference protection and no substitute for proper spectrum planning and management. Interference to television reception must be prevented from occurring, not cured with 'Band-Aid' technology motivated by the complaint of a viewer," the association said.

MSTV's comments echoed NAB's call for distance and power requirements. The association also asked for rules protecting TV translator stations operating on channel 13. "TV translator stations operating near or outside the Grade B contour would be especially susceptible to interference caused by IVDS systems operating at full power," MSTV said. MSTV, however, supported the notch filter proposal.

Any nagging doubts about IVDS from the broadcast industry may be overshadowed if TV Answer can show a wide interest and consumer demand for interactive TV. A day after running large ads in the *Wall Street Journal* and the *Washington Post* on June 6, TV Answer received inquiries from about 200 possible investors. "They run the gamut from individual to corporations," Miller said. "We also had about 150 people as a result of the NAB show [exhibit last April] that expressed an interest in licensing. We're seeing a good response." -RMS

EIA GIVES DAB IMPLEMENTATION PRINCIPLES

The Consumer Electronics Group of Electronic Industries Association (EIA) has approved a statement of principles concerning digital audio broadcasting (DAB) implementation. The association generally supports the early FCC initiatives on DAB, but said it is "premature to try to establish a comprehensive plan for the implementation of digital radio, including such complex issues as spectrum allocation, system criteria, transition scenarios and the like."

EIA called for U.S. negotiators at 1992 World Administrative Radio Conference (WARC) to "ensure that the needs of digital radio are addressed," but did not take a position on what spectrum allocation decisions should be made at WARC. DAB implementation should protect "the valuable role played by terrestrial broadcasters in American society. Neither cable nor satellite, however, should be excluded from the delivery of digital radio," EIA said.

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SATELLITE

DBS BALL BACK IN FCC COURT

Removal of petition to deny TCI could pave way for orbital assignments, consortia

The FCC may soon be in a position to grant a direct broadcast satellite construction permit to Tele-Communications Inc. subsidiary Tempo Satellite Inc., nearly two years after the commission "reserved" 11 DBS channels for it. But even with a petition to deny its DBS application all but out of the way (BROADCASTING, June 10), TCI faces other regulatory hurdles on its way to delivering TV to 18-inch home satellite antennas.

Prospects for high-power DBS appeared raised from the near dead two weeks ago when Hubbard Broadcasting-led United States Satellite Broadcasting and Hughes Communications claimed their \$100-million-plus contract assures the launch of the nation's first true high-power DBS satellite in mid-1994.

But other DBS players, including TCI, said their own business plans will remain on hold until the FCC assigns orbital slots to five of the nine DBS companies.

In addition to jockeying for orbital assignments, TCI has discussed possible co-ventures with at least three other DBS licensees, said Advanced Communications President Dan Garner, Direct Broadcast Satellite Corp. (DBSC) President Harley Radin and Directsat President Frank Trumbauer.

Like Hughes and USSB, these and other companies could combine channel assignments and/or assets to operate together at one orbital position. Proponents have long stressed the advantages of offering the most services at one position with one common transmission and encryption system, thereby allowing consumers to purchase only one set of equipment and to point their antennas once and for all.

"We'd be receptive to a partnership with TCI or any other major player," said Radin, adding, "I'd rather have one-third of a working business than 100% of a lot of hustling." Trumbauer agreed, saying, "It would be better for DBS to have someone like TCI involved."

Confirming that the cable giant is

maintaining dialogue with other players, TCI's John Bringenberg, manager, strategic planning, said however, that until the FCC allocates remaining orbital positions, "nobody has a sense of who is best to talk to—whose room you'd be sharing."

Of singular interest are 24 remaining channels at 119 degrees west longitude, the last of three positions capable of providing service to all continental United States (full-conus). Five companies, including Tempo, are vying for portions of those 24 frequencies.

Experts agree that only three orbital positions, each offering 32 channels, are suitable for full-conus (continental United States) service: 101 degrees west longitude (now occupied by 27 Hughes channels and five USSB channels); 110 degrees (now occupied by 27 Advanced and five free channels) and 119 degrees (with eight channels assigned to Dominion Satellite Video and 24 unassigned).

The FCC is committed to making orbital assignments company by company, as it rules on each company's due diligence—materials documenting efforts, including making satellite construction contracts, to advance their business plans. Earlier this year, the commission assigned slots to Hughes, USSB, Advanced and Dominion.

Remaining now, in the order they filed, are (1) Denver-based Echostar, (2) Tempo, (3) Washington-based Directsat, (4) Anaheim, Calif.-based Continental Satellite Corp. and (5) Washington-based DBSC.

If Echostar's 11 granted channels were assigned first to 119 degrees, Tempo-TCI might be granted another 11 channels there, since it filed due diligence next after Echostar.

But, in the eyes of at least a few competitors, including Advanced's Garner, TCI has never really had a DBS construction permit, and, therefore, its due diligence filing was not entitled to FCC consideration.

In fact, in August 1989, when the commission granted 27 channels each to Hughes and Advanced, 11 channels

each to Continental, DBSC, Directsat and Echostar and eight channels each to Dominion and USSB, it withheld its grant of 11 channels to Tempo, pending a ruling on Media Access Project's (MAP) petition to deny Tempo's application.

Tempo petitioned the FCC in September 1989 to reconsider that non-grant, asking that it be allowed to file due diligence, as if it had a construction permit. When the FCC failed to act on that request by the time due diligence rolled around in 1990, Tempo went ahead and filed due diligence documents.

Earlier this month, MAP filed to withdraw that petition, which had argued that a 1986 antitrust finding against TCI in a franchising case rendered Tempo unfit on character grounds. Under terms of the proposed MAP-TCI settlement, MAP would withdraw the petition in exchange for \$50,000 in legal fees.

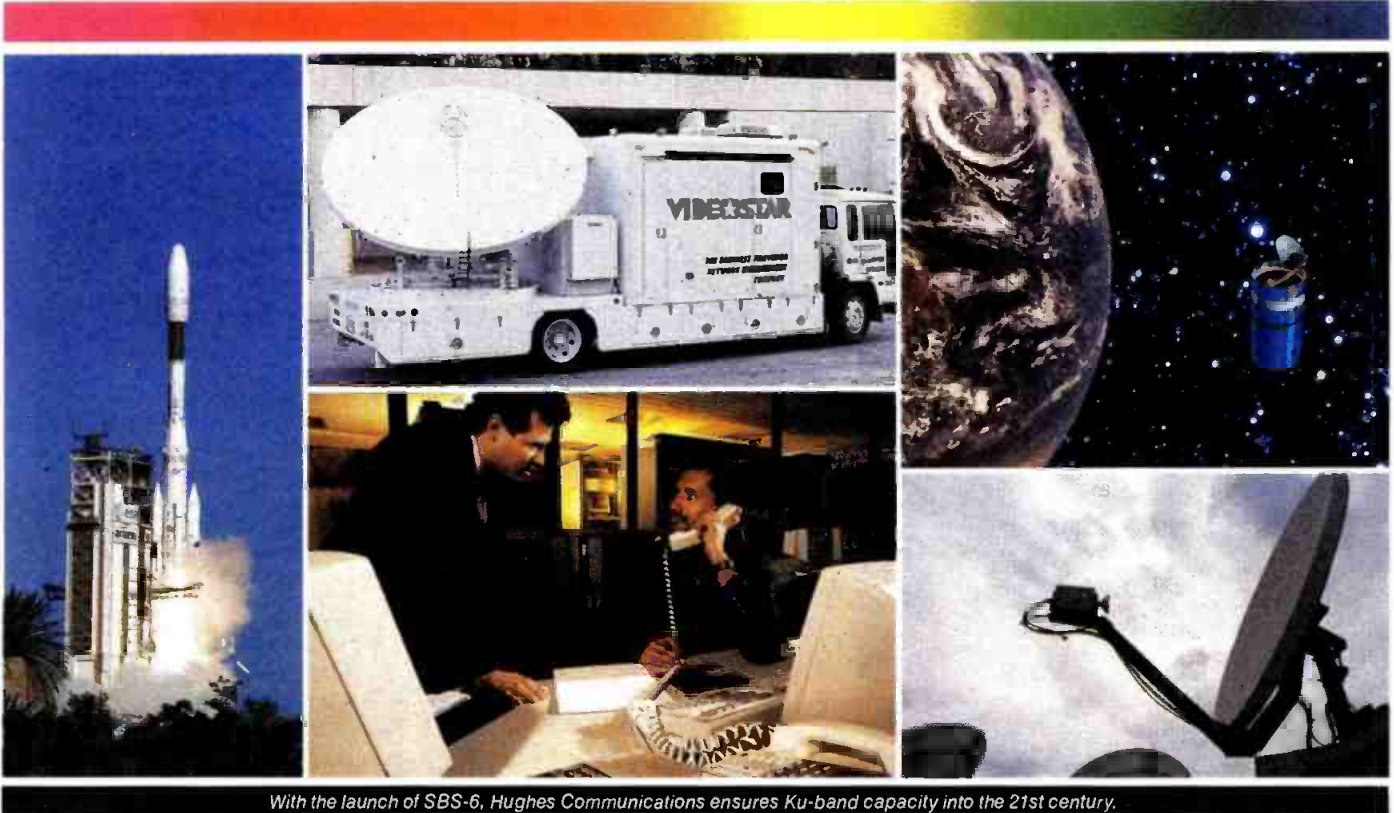
According to several sources, the FCC must still address the character issues raised in the MAP petition. But given a grant of channels, the question would persist: would Tempo still remain second in line for the 24 frequencies at 119, based on its early 1990 due diligence filing; or would the FCC rule TCI's filing *ex parte* and moot until the date channels are granted?

"It's our position that we are entitled to Feb. 21, 1990, as our date in line," said Bringenberg.

Given 11 channel assignments at 119, Tempo would still face another hurdle—creating a competitive service offering. Even with 4-to-1 digital video compression, a grant of 11 channels would give Tempo only 44 video signals to offer. Noting that Tempo's original request for 32 channels predated video compression development, Bringenberg said Tempo would "take a fresh look" at the minimum capacity needed to compete.

Said Radin, "It certainly does seem a merger for players with 11 channels could be a good thing. DBS has attracted pioneer types, but all of us would really like to get something done." —PDL

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BUSINESS

MEDIA COMPANIES RE-BALANCE THE BALANCE SHEET

Growing number use equities to raise funds and retire debt

The wonders of debt were well touted in the 1980's. Principal and interest repayments could be individually structured according to each company's needs, and the latter provided a tax-deductible expense. The leverage itself was supposedly manageable in a growing economy and provided investors with a built-in upside.

Several years ago equally important truths about the burdens of debt became apparent. But until recently few companies had any alternative but to let the problem reach crisis proportions, at which point a renegotiation with creditors would take place.

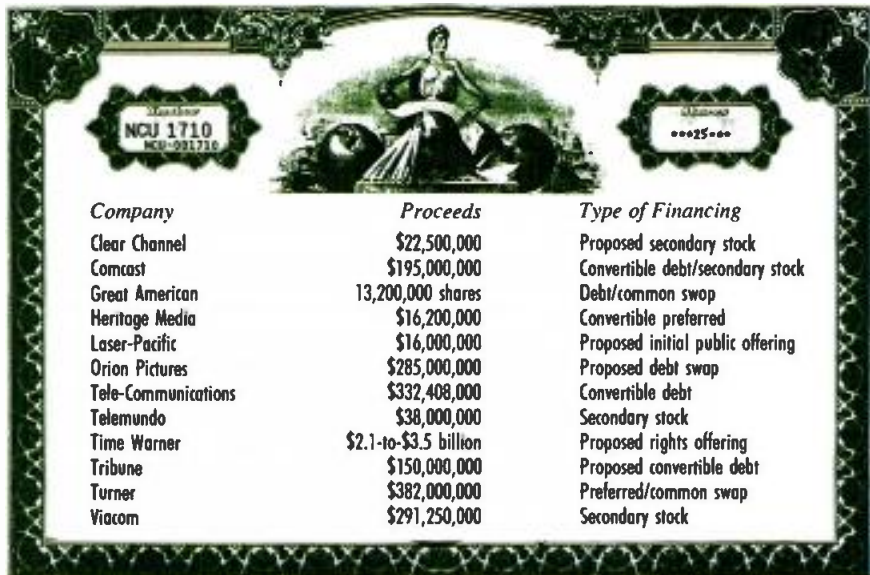
Within recent months the rebound in the equity market has provided the essential condition for financing using stocks or stock-related securities. Companies—including Time Warner, Viacom and Clear Channel Communications—have either sold or are in the process of selling stock directly to the public. Others, including Tribune and Tele-Communications Inc., have sold or are selling debt that is convertible into stock. Even TCI's proposed stock purchase of United Artists Entertainment, noted one investment banker, is a form of equity financing. There is even an initial public offering by Laser-Pacific, a post-production company (see story, page 59).

Debt reduction is the immediate purpose of virtually all these financings, leading to a change in the balance sheet composition termed "re-equitization" by some. Great American Communications, Telemundo, Turner Broadcasting and Orion Pictures are among those swapping stock directly for interest-bearing securities.

But equity may be a better way to finance, even if debt repayment is not a pressing necessity, said Fred Seegal, co-head of corporate finance at Salomon Brothers. Seegal said that lending institutions such as banks and insurance companies can no longer be relied upon to provide "consistency," because of financial regulatory uncertainties. And Greg Seibert, of Merrill Lynch, said raising cash via asset sales is also

ROSTER OF 'RE-EQUITIZATION'

STOCKS AND/OR STOCK-RELATED SECURITIES OVER LAST 12 MONTHS



Company	Proceeds	Type of Financing
Clear Channel	\$22,500,000	Proposed secondary stock
Comcast	\$195,000,000	Convertible debt/secondary stock
Great American	13,200,000 shares	Debt/common swap
Heritage Media	\$16,200,000	Convertible preferred
Laser-Pacific	\$16,000,000	Proposed initial public offering
Orion Pictures	\$285,000,000	Proposed debt swap
Tele-Communications	\$332,408,000	Convertible debt
Telemundo	\$38,000,000	Secondary stock
Time Warner	\$2.1-to-\$3.5 billion	Proposed rights offering
Tribune	\$150,000,000	Proposed convertible debt
Turner	\$382,000,000	Preferred/common swap
Viacom	\$291,250,000	Secondary stock

viewed less favorably now.

The choice of whether to issue stock, convertible debt or retire debt in a swap depends on the particular situation of a company, said Michael Garstin, managing director of Bear, Stearns & Co., with highly leveraged companies finding it difficult to sell stock directly to the public: "The stock price has got to be already somewhat strong in order to raise additional money. Orion for instance has about 22 million shares selling at \$4. Even assuming they could issue another 10 million shares, that doesn't even make a dent in their \$500 million debt structure."

Highly leveraged companies such as Orion are still helped by the equity market boom because it eases the task of making equity-for-debt swaps. Robert Kricheff, director of high-yield research at First Boston, said: "Just seeing the stock prices increase has given the bondholders comfort both in their willingness to accept stock, which might become more valuable, and in the knowledge that companies can raise additional cash." Agreeing was Gary Ozanich, re-

search analyst at Prudential Bache: "If anything, the junk market may be overestimating the ability of companies to be bailed out through equity offerings."

As the recent decline in the price of Time Warner has shown, existing stock owners aren't always happy about additional equity, since it "dilutes" their ownership. Some have also suggested that shareholders should receive better treatment vis-a-vis debt holders. But Mark Greenberg, with Scudder Stevens & Clark, said: "We [equity holders] get the upside potential and we also must take the downside risk."

In some cases further enlarging a company's pool of stock may be beneficial. Mark Mays, vice president and treasurer of Clear Channel, said: "We have traditionally had a bad float in our stock, since 70% is already held by insiders."

There are likely to be more equity or equity-related financings in the near future. Jeffrey Sine, a principal at Morgan Stanley, said that investment bank alone has "four or five media equity offerings in the pipeline."

-6F

THE BALLY-WHO AND WHAT AT BPME

Distributors are coming to Baltimore convention armed with numerous promotional pitches, tie-ins and cross-promotions

More than a dozen distributors are expected to show off new promotional packages for their syndicated programming at this week's Broadcast Promotion and Marketing Executives/Broadcast Designers Association conference in Baltimore. The following is a look at what syndicators will be unveiling to their client stations:

■ Buena Vista Television, in another major tie-in promotion for its *Disney Afternoon* syndicated two-hour animation block and the debut of rookie strip *Darkwing Duck*, will be announcing a \$100 million-plus cross-promotion with Kellogg Co. cereals and Capcom USA. Carole Black, BVT's senior vice president of marketing, says 11 Kellogg cereal brands will be graced by *Disney Afternoon* characters, and collectible figurines of their likenesses will be inside "tens of millions" of cereal boxes. The July-October Kellogg cross-promotion will also feature in-store "Disney Afternoon Weekend" displays, proof-of-purchase merchandise giveaways and on-air commercial spots. In addition, Capcom USA, a national software game manufacturer for Nintendo video games, will be sponsoring "Capcom Presents *The Disney Afternoon* Video Game PlayTour" (BROADCASTING, June 3), in 32 shopping malls covering all top 25 markets starting June 22.

■ Claster Television, taking a cue from its fall 1991 prime time episodic-promotional premiere of *James Bond Jr.*, will also be offering stations a two-part *G.I. Joe* mini-series free of national barter advertising time. For providing prime time exposure, stations will retain all advertising time, according to Sally Claster Bell, Claster executive vice president. Claster added that the *G.I. Joe* theme will allow stations to meet beefed-up children's tv educational guidelines.

■ Columbia Pictures Television and marketing firm Steve Sohmer Inc. will be finalizing promotional plans resulting from *Married...with Children's* station-constituent advisory council meetings last March. For the fall 1991 off-network launch of *Married*, Sohmer and Bob Cook, CPT's senior vice president of marketing, will present a multi-phased promotion campaign molded out of those meetings with client station ex-

Continues on page 55.



CBS RENEWS PRIME TIME DEAL WITH K MART

CBS will renew its prime time promotion partnership with K mart for a third year. In addition, the contest-style promotion this year will have as partners: MasterCard, which will give away a \$1 million Gold MasterCard; Disney, which is offering 10,000 Walt Disney World vacations, and Coca-Cola, which is offering 15 million two-liter bottles of Coke, diet Coke or Sprite. George Schweitzer, senior vice president, communications, CBS/Broadcast Group, said the television network's regular prime time promotions will include roughly the same mix of media as in recent years, with a "heavy dose of TV." But, he noted, the value of that on-air promotion has increased as CBS's ratings have held up and in some cases improved: "Between our Sunday night and Monday night lineup, movies and sports, we can reach a wonderful cross-section of viewers."



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CHANGING HANDS

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

WXMX(FM) Upper Arlington (Columbus), Ohio □ Sold by Twin Rivers Communications Ltd. to Tri-City Radio Ltd. Partners Inc. for \$2.5 million. Price includes \$2.25 million cash at closing and \$250,000 escrow deposit. Seller is headed by Mary Mahaffey, and has no other broadcast interests. Buyer is headed by Allen Gray, who owns 48% of Dayton Radio Inc., licensee of WYMJ-FM Beavercreek (Dayton), Ohio. WXMX has adult contemporary format on 98.9 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Stan Raymond Associates.*

KGEO(AM)-KGFM(FM) Bakersfield, Calif. □ Sold by Kern Broadcasting Co. to Grapevine Radio Inc. and McGavren-Barro Broadcasting Inc. for total of \$1.9 million; FM is selling for \$1.5 million. Seller is headed by Joseph Zukin Jr., and is minor shareholder in KLIV(AM)-KARA(FM) San Jose-Santa Clara. Buyer of AM, Grapevine Radio Inc., is headed by

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$385,000 □ 5

FM's □ \$5,500,000 □ 9

AM-FM's □ \$766,610 □ 4

TV's □ \$0 □ 0

Total □ \$6,651,610 □ 18

Year to Date:

AM's □ \$47,038,668 □ 113

FM's □ \$87,163,772 □ 123

AM-FM's □ \$126,050,152 □ 92

TV's □ \$258,499,000 □ 38

Total □ \$518,751,592 □ 366

For 1990 total see Jan. 7, 1991 BROADCASTING.

Edward G. Atsinger III and Stuart W. Epperson, and is licensee of KKXX-FM Delano (Bakersfield), Calif. Atsinger and Epperson also head Salem Communications Corp., licensee of 10 AM's and six FM's. Buyer of FM, McGavren-Barro Broadcasting, is headed by Mary Helen Barro and Steve McGavren, and is licensee of KAFY(AM) Bakersfield, Calif. *Broker: Media Venture Partners.*

KRBL(FM) Las Alamos (Albuquerque), N.M. □ Sold by KKBR Inc. to KRBL Broadcasting Ltd. for \$800,000. Price includes \$350,000 cash at closing and \$450,000 promissory note at 2.5% payable in quarterly intervals. Station was acquired in 1986 for \$1.2 million. Assignment to Eldon Broadcasting in November 1990 was dismissed by FCC ("For the Record," May 6). Seller is headed by Chris Devine, president of C. Devine Media Corp., licensee of KBER(FM) Ogden, Utah and KXBR(FM) Greenfield, Mo. Devine is also general manager of WFYR-FM Chicago. Buyer is headed by Michael Evans, head of Evans Broadcasting with partners Nick Propravsky and Mike Foster. Evans is entrepreneur with several small businesses. Propravsky is in record sales and promotions and Foster is broadcast attorney; this is their first broadcast acquisition. KRBL has AOR format on 98.5 mhz with 100 kw and antenna 1,781 feet above average terrain. *Broker: Norman Fischer & Associates.*

WHITE(FM) Williamston, N.C. □ Sold by Sea-Comm Inc. to WHITE Inc. for \$750,000. Price includes \$651,000 cash at closing, \$50,000 earnest money deposit and \$49,000 promissory note at 10%. Seller is headed by Eric Jorgenson, and has interests in WFSM(FM) Southport (Wilmington), N.C. Buyer is headed by Joseph Logan (70%) and L. Gene Gray (30%). Gray owns 50% of Eastern Carolina Broadcasting Co. Inc., licensee of WMBL(AM)-WRHT(FM) Morehead City, N.C. WHITE has religious format on 103.7 mhz with 50 kw and antenna 331 feet above average terrain.

WKCD(FM) Kittery (Portsmouth-Dover-Rochester, N.H.), Me. □ CP sold by Outreach Communications Ltd. to Bear Broadcasting Co. for \$750,000. Price includes \$87,500 cash at closing, \$37,500 escrow deposit, \$200,000 payable over next four years and \$425,000 payable five years after closing. Seller is headed by Edward Ockendon, and has no other broadcast interests. Buyer is headed by Natale L. Urso, Philip J. Urso, Joseph V.

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Gallagher and M. Linda Urso, and is licensee of WZNN(AM)-WWEM(FM) Rochester, N.H., and WHIM(AM) East Providence, R.I. Natale L. Urso is sole stockholder of Westerly Broadcasting Co., licensee of WERI(AM)-WWRX(FM) Westerly, R.I. WKCD is allotted to 105.3 mhz with 3 kw and antenna 328 feet above average terrain.

WKSJ(FM) Marion, S.C. □ CP sold by Class Act Inc. to Holder Media Inc. for \$625,000 cash at closing. Seller is headed by George B. Wilkes III and John W. Pittman. Wilkes is president and 70% stockholder of Wilkes-Posey Broadcasting Inc., licensee of WORG Orangeburg, S.C. Pittman is 50% stockholder of Pro Media Inc., licensee of WFMO(AM)-WSTS(FM) Fairmont, N.C. Buyer is headed by Hugh Holder, former announcer at CBS Radio from 1951-1957. Holder also previously owned radio stations in North Carolina and Florida; he presently has no other broadcast interests. WKSJ has adult contemporary format on 100.5 mhz with 3.6 kw and antenna 122 feet above average terrain. KDWD(FM) Burlington, Iowa □ Sold by

RERANKING RADIO

The ranking of the top 20 radio groups in the May 13 issue was in error. Viacom, which was ranked 10th with a 4,581,800 cume, should be eighth with 5,279,400, moving Gannett and Malrite to ninth and 10th places, respectively. Noble, ranked 18th with a 2,899,600 cume, should be ranked 15th with 3,007,500, making EZ Communications, Nationwide and Shamrock numbers 16, 17 and 18, respectively.

Darryl Hensley, Robert Ellifson and Brad Lee Johnson to John T. Pritchard for \$256,000 in stock sale within licensee Hensley Broadcasting Inc. Principals have no other broadcast interests. KDWD has classic rock format on 93.5 mhz with 3.8 kw and antenna 300 feet above average terrain.

BALLY

Continued from page 53.

executives, according to a CPT spokesman.

■ Genesis Entertainment has retained Chuck Blore & Bill McDonald Inc. to produce on-air promotionals for the 1991-92 weekly debut of *Grudge Match*. Blore, who developed the "Reach Out and Touch Someone" campaign for AT&T, filmed three 30-second and one 10-second tease campaign spots featuring action from the food fight, revenge-oriented weekly.

■ MCA TV officials will discuss second-season promotional plans for *Harry and the Hendersons*, in addition to spotlighting late-night talk show strip *The Ron Reagan Show's* earlier than anticipated August 12 rollout plans. *Harry* merchandising/licensing tie-ins will be a topic of conversation, while *Reagan* stations will get summer jump-start promo materials.

■ LBS Communications will be introducing thematic "Baywatch...more than a day on the beach" promotional spots that Joanne DeRicco, vice president of creative services, says feature new musical scoring and action segments to key on the 18-34 male and female audiences. Prior to *Baywatch's* Sept. 30 first-run syndication debut as an hour weekly (which has so far cleared 100 stations and 80% of the U.S.), a two-hour premiere movie presentation will air the week of Sept. 23. Long-running game show strip *Family Feud*, which is cleared in 90 markets (representing 75%

of the U.S.), will introduce "Fun Runs in the Family" generic and episodic promotional spots.

■ Paramount Domestic Television will be conducting working luncheons for: promotion of the 25th anniversary of the *Star Trek* franchise (most notably *Star Trek: The Next Generation*), which includes a ten-hour *Star Trek* marathon followed by a two-hour retrospective special on Sept. 28, and *Entertainment Tonight* marketing strategies; *Hard Copy* and *The Arsenio Hall Show* promotion plans; *The Maury Povich Show*, with Povich present to receive station feedback. Tom Connor, Paramount's executive director of advertising and promotion, added that 900-number interactive phone promotions will be unveiled for the *Star Trek* celebration and *Entertainment Tonight*.

■ Twentieth (Fox) Television's senior vice president of marketing, Fred Bierman, said that a continuing promo push is being made for long-time off-network success *M*A*S*H*. From Fox's vault, Bierman said, Twentieth has culled 260 *M*A*S*H* episodic promotions, reediting those spots for local airing; reorchestrating music on 30 other spots; distributing 51 generic spots, which include "roll call" spots (with the series' original announcer added to the soundtrack), and 16 theme week spots. Bierman said he will be talking about promotional contests and the localization of an on-air promo for the fifth year of *A Current Affair*, which will mark Maureen O'Boyle's first full season as host.

■ Turner Program Sales will be open-

SOLD!

Kern Broadcasting Corporation, Joseph Zukin, Jr., Principal, has sold KGFM(FM) to McGavren-Barro Broadcasting, Inc., Mary Helen Barro and Steve McGavren, Principals and KGEO(AM) to Grapevine Radio, Inc., for a combined total of \$1,900,000.

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'Grudge Match' from Genesis

ing initial discussions for the promotion of *The Wonder Years*, although the half-hour off-network series does not premiere until the 1992-93 season. Although Ken Christensen, TPS's vice president of marketing, said "event promotions" will be discussed, Rich Goldfarb, senior vice president of advertising sales, TPS Broadcasting Sales Inc., said that it didn't necessarily mean that Kraft-General Foods was extending its planned buys of barter advertising time into a cross-promotional sponsorship. However, Christensen did say that ce-

lebrity testimonial spots for the animated weekly *Captain Planet* and other animated promotionals will be available to stations.

■ Viacom Enterprises, according to creative services vice president Lisa Merians, will be focusing on the presentation of *A Different World* promotional materials. A month before *Different World*, which airs on NBC, went on hiatus for the summer, Viacom shot "Blast Off" and "The World According to..." theme spots, in addition to a "Step Up" music video spot with cast

UBIQUITOUS 'CAMERA'

Taking a page from the successful launches of top-rated *Jeopardy!* and *The Oprah Winfrey Show*, King World Productions is hoping to build a similar following with a slated \$45 million promotion and production budget for the fall 1991 syndication revival of *Candid Camera*. At today's opening of BPME's marketing conference in Baltimore, King World officials will be unveiling a multi-tiered cross-promotional effort with the Pizza Hut chain that includes broadcast, cable and print advertising, and summer theatrical promotions—a first for syndicated programing, according to King World.

To date, multi-million dollar promotional budgets that include film trailer advertising in theaters domestically have been the province of the broadcast networks—most notably ABC—but King World will trigger its tease campaign this August with trailers in 10,000 theaters. Combined with the in-store Pizza Hut promotions and cross-media advertising buys, marketing officials with the publicly held company say that *Candid Camera's* launch exposure should reach over 200 million people.

Michael King, president and CEO of King World Productions, said that 6,000 Pizza Hut franchises will become a "complete island of self-standing promotions." Pizza Hut, which is owned by PepsiCo Co., will co-op a \$5 million scratch-and-win contest offering daily prizes; distribute 10 million pizza boxes with *Candid Camera* coupons; place 52 million newspaper advertising coupon insertions; send out 80 million direct-mail coupons, and feature a host of in-store apparel and point-of-purchase displays featuring host Dom DeLuise's picture. This promotional blitz comes on top of King World's scheduled buys of ad space in *TV Guide*, outdoor advertising and various cable and broadcast insertions.

According to King, KWP will be kicking in \$10 million to the co-op promotional budget. "This represents the largest amount of promotional dollars allotted to any syndicated program ever," claimed King.

member Dawn Lewis providing vocals. Ellen Eisenberg, vice president of first-run promotion, said that stations are airing promotional spots in advance of the June 24 premiere of *Johnny B...On the Loose*, with "Let's Waste Quality Time" ongoing post-launch ad slogan. In addition to local on-air spots, Viacom-owned MTV basic cable network will be allotting commercial time for *Johnny B.* ads.

■ Warner Bros. Domestic Television Distribution's senior vice president of creative services, Jim Moloshok, says "Jenny Jones Moments," 30-, 15- and 10-second vignettes, have been produced to highlight the talk show host's "Will Rogers style of humor." Specifically targeting female 25-54 demographics, Warner Bros.' other daytime strip, *Love Stories*, is specifically targeting loyal 18-49 female viewers of daytime network soap operas. Moloshok said that announcers from each of the broadcast networks were hired to duplicate the audio and graphic look of network daytime spots, since most of *Love Stories'* clients are network affiliates.

For the off-network launch of *Full House*, other than targeting 18-49 and teen demographics, Moloshok used a similar approach to *Love Stories* by incorporating the graphics that five individual Tribune Broadcasting-owned stations use for their promo spots. Additionally, he said, over 50 pre-launch and launch spots were produced, separately targeting the "easy listening" (18-49) audience and "top-40 hits" (teens and kids) audience.

■ Worldvision Enterprises, with the Sept. 28 premiere of weekly half-hour *Tarzan*, is developing a "Tarzan Yell" contest on radio stations nationally and a possible watch-and-win, 900-number interactive contest in conjunction with its local airings. Also in the works is a contest tie-in with *Tarzan* author Edgar Rice Burroughs fan clubs nationally.

■ Zodiac Entertainment will launch "Widget Cares," a national cross-promotional campaign for initiation of *Widget* to daily stripping next season. Moving from weekly status at the end of this season, Zodiac will be making sweepstakes push by offering kids automatic "Widget Cares Kit" membership prizes and final drawing of five trips to zoo or aquarium in city of winner's choice. Playing up pro-earth, environmental theme, stations will have opportunity to join a local zoo for "Widget Day at the Zoo" promotions. A Zodiac spokeswoman said that the distributor will also detail a national "Totally Bogus Sweepstakes" for debut of its fall 1991 weekly, *Mr. Bogus*. —MF



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FOCUS ON FINANCE

Media stocks were mixed against broader market indices that declined roughly 2% for week ending last Wednesday. Number of cable MSO stocks were off, which one investor attributed both to FCC meeting on effective competition for cable operators (see "Top of the Week") and to indirect fallout from rights offering for Time Warner, whose stock continued to trade in low 90's. Investor said that by "encouraging" investors to ante up additional \$2.1 billion-

\$3.5 billion (BROADCASTING, June 10), rights offering would drain some money from market for other media stocks. Additionally, highly leveraged companies, said investor, might be encouraged to follow Time Warner's example, thereby putting price of those stocks also at risk. Time Warner's 80%-owned subsidiary, American Television & Communications, was off roughly 10%, to 38½. One of few MSO stocks to gain recently was Mercom, in having strategic talks with C-Tec.

Stock Index Notes: T-Toronto, A-American, N-NYSE. O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard and Poor's or as obtained by Broadcasting's own research.

	Closing Wed Jun 12	Closing Wed Jun 5		Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
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BROADCASTING

A (BHC) BHC Comm.	55	5/8	56	3/4	- 1 1/8	-01.98	-6	1,566
N (CCB) Cap. Cities/ABC	459		476		-17	-03.57	18	7,692
N (CBS) CBS Inc.	160		165	3/8	- 5 3/8	-03.25	71	2,117
A (CCU) Clear Channel	14	7/8	14	1/2	3/8	02.58	-247	85
O (JCOR) Jacor Commun.	2	7/8	2	7/8		00.00	-3	28
O (OSBN) Osborn Commun.	7		7			00.00	-9	48
O (OCOMA) Outlet Comm.	7	3/4	7	3/4		00.00	-11	50
N (PL) Pinelands	15	1/8	15		1/8	00.83	-40	257
A (PR) Price Commun.		3/8		7/16	- 1/16	-14.28		3
O (SCRP) Scripps Howard	41		44	1/2	- 3 1/2	-07.86	18	423
O (SUNNC) SunGroup Inc.		3/4		3/4		00.00	-1	1
O (TLMD) Telemundo	3	3/4	3	1/2	1/4	07.14	-1	85
O (UTVI) United Television	29	3/4	30		- 1/4	-00.83	3	323

BROADCASTING WITH OTHER MAJOR INTERESTS

N (RLC) A.H. Belo	31		32	1/2	- 1 1/2	-04.61	23	580
A (AK) Ackerly Comm.	3	1/8	3	1/8		00.00	-2	48
N (AFL) American Family	22		23	3/8	- 1 3/8	-05.88	14	1,791
O (ACOMA) Assoc. Comm.	16	1/2	16	1/2		00.00	28	307
N (CCN) Chris-Craft	27	1/2	28	5/8	- 1 1/8	-03.93	11	708
O (DUCO) Durham Corp.	32	1/4	32	3/8	- 1/8	-00.38	16	272
N (GCI) Gannett Co.	42	1/8	43	1/4	- 1 1/8	-02.60	19	6,697
N (GE) General Electric	74	1/4	76	7/8	- 2 5/8	-03.41	15	64,829
O (GACC) Great American	115/16		2	1/8	- 3/16	-08.82		69
A (HTG) Heritage Media	4	1/4	4	1/8		03.03	-5	191
N (JP) Jefferson-Pilot	42	1/2	43	5/8	- 1 1/8	-02.57	9	1,467
N (LEE) Lee Enterprises	28		27	5/8	3/8	01.35	14	645
N (LC) Liberty	43	5/8	45	5/8	- 2	-04.38	14	342
O (LINB) LIN	64	3/4	68	1/2	- 3 3/4	-05.47	-14	3,326
N (MHP) McGraw-Hill	61	1/8	64	3/4	- 3 5/8	-05.59	17	2,990
A (MEGA) Media General	19	5/8	19	5/8		00.00	20	507
N (MDP) Meredith Corp.	28	1/8	29	5/8	- 1 1/2	-05.06	15	473
O (MMEDC) Multimedia	27	3/4	28		- 1/4	-00.89	19	960
A (NYTA) New York Times	24	3/8	24	3/8		00.00	34	1,883
N (NWS) News Corp. Ltd.	13		14	3/8	- 1 3/8	-09.56	8	3,490
O (PARC) Park Commun.	16		16	1/4	- 1/4	-01.53	18	331
O (PLTZ) Pulitzer Pub.	24	3/4	25	1/2	- 3/4	-02.94	23	259
O (SAGB) Sage Bsg.	1	3/4	1	3/4		00.00	-1	6
O (STAUF) Stauffer Comm.	116		116			00.00	39	116
N (TMC) Times Mirror	29	3/8	31		- 1 5/8	-05.24	24	3,774
N (TRB) Tribune Co.	45	1/4	46	3/8	- 1 1/8	-02.42	32	2,903
A (TBSA) Turner Bstg. 'A'	14		14			00.00	-33	2,088

	Closing Wed Jun 12	Closing Wed Jun 5		Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
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N (WPO) Washington Post	221		219	1/2	1 1/2	00.68	17	2,624
N (WX) Westinghouse	29	3/8	30	1/8	- 3/4	-02.48	54	8,505

PROGRAMING

O (IATV) ACTV Inc.	2	5/8	2	1/2		1/8		05.00	2
O (AACI) All American TV	1	3/8	1	3/8				00.00	2
N (CRC) Carolco Pictures	7	3/8	7	7/8	- 1/2	-06.34	15	198	
O (DCPI) dick clark prod.	4	3/4	5	1/2	- 3/4	-13.63	25	39	
N (DIS) Disney	115	7/8	117	1/2	- 1 5/8	-01.38	20	15,053	
A (FE) Fries Entertain.		1/2		5/8	- 1/8	-20.00		2	
A (QHHE) Heritage Ent.		5/8		11/16	- 1/16	-09.09		5	
N (HSN) Home Shop. Net.	5	1/4	5	5/8	- 3/8	-06.66	19	457	
O (IBTVA) IBS	1		1	1/8	- 1/8	-11.11	12	3	
N (KWP) King World	30	5/8	32	5/8	- 2	-06.13	13	1,160	
O (KREN) Kings Road Ent.		5/16		5/16		00.00	-1	1	
N (MC) Matsushita	117	7/8	121		- 3 1/8	-02.58	14	245,207	
A (NNH) Nelson Holdings	1	3/8	1	1/4		1/8		10.00	5
O (NNET) Nostalgia Net.		1/2		11/16	- 3/16	-27.27		2	
N (OPC) Orion Pictures	4	1/8	4	5/8	- 1/2	-10.81	-9	92	
N (PCI) Paramount Comm.	42	1/8	39	5/8	2 1/2	06.30	21	4,956	
N (PLA) Playboy Ent.	6	1/4	5	7/8	3/8	06.38	69	115	
O (QNTXQ) Quintex Ent.		1/8		1/8		00.00		2	
O (QVCN) QVC Network	12	1/2	11	1/4	1 1/4	11.11	-12	218	
O (RVCC) Reeves Commun.	6	3/4	6	3/4		00.00	-6	85	
O (RPICA) Republic Pic. 'A'	9	1/4	10		- 3/4	-07.50	54	39	
A (SP) Spelling Ent.	4	7/8	4	3/4		1/8	02.63	34	161
O (JUKE) Video Jukebox	5	1/2	6	1/4	- 3/4	-12.00	-42	58	
O (WONE) Westwood One	2	3/8	2	3/4	- 3/8	-13.63	-1	35	

CABLE

A (ATN) Acton Corp.	4	3/4	5		- 1/4	-05.00		7	
O (ATCMA) ATC	38	1/4	42	1/2	- 4 1/4	-10.00	32	4,171	
A (CVC) Cablevision Sys. 'A'	27	7/8	28	1/2	- 5/8	-02.19	-2	624	
A (CTY) Century Comm.	8	3/4	9	7/8	- 1 1/8	-11.39	-9	616	
O (CMCSA) Comcast	15	3/4	16	1/2	- 3/4	-04.54	-9	1,820	
A (FAL) Falcon Cable	7	7/8	8	3/8	- 1/2	-05.97	-4	50	
O (JOIN) Jones Intercable	9	3/4	10	3/4	- 1	-09.30	-2	116	
N (KRI) Knight-Ridder	53	1/8	57		- 3 7/8	-06.79	19	2,627	
T (RCIA) Rogers 'A'	12	3/4	12	1/4		1/2	04.00	-9	389
O (TCAT) TCA Cable TV	15		15	3/8	- 3/8	-02.43	62	367	
O (TCOMA) TCI	14	1/4	16	3/8	- 2 1/8	-12.97	-17	5,100	
N (TWX) Time Warner	95		110		-15	-13.63	-6	5,460	
O (UAECA) United Art. 'A'	14	1/4	15	3/4	- 1 1/2	-09.52	-11	2,001	
A (VIA) Viacom	28		29		- 1	-03.44	-39	2,988	

POST-PRODUCTION FIRM TO GO PUBLIC

Laser-Pacific Media intends to use \$13.5 million proceeds for debt repayment

Laser-Pacific Media Corp., a privately held television post-production services firm based in Hollywood, has issued a prospectus for 1,650,000 shares that it estimates will be offered publicly at a price between \$9 and \$11 per share.

Laser-Pacific estimated that roughly \$13,450,000 could be made from the public offering at an average price of \$9 per share. Almost all the equity raised from the offering would be used to pay bank debt totaling \$13.6 million.

According to financial data provided in the prospectus, Laser-Pacific had revenue of \$37.6 million, cash flow (depreciation and amortization, plus income from operations) was \$7.9 million, gross profit of \$17 million, operating expenses of \$4.8 million and a net loss of \$979,000. That figure is not comparable to 1989's revenue because the 1990 totals include 14 months of operations for Pacific Video Inc. combined with 12 months of operations for the company.

For the first three months of 1991, revenue was \$9.9 million, compared to

\$9.2 million in 1990, cash flow was \$2.4 million, gross profit for first quarter 1991 was \$4.9 million and net income was \$675,000, compared to \$313,000 for 1990.

After the offering, the equity will be used as follows: \$4,950,000 will be used to repay the balance of a term loan maturing in September 1995 that has monthly interest payments of \$90,000. Another \$4,410,000 will be used to repay a loan due March 1995 that also has monthly interest payments of \$90,000. The two loans were obtained to repay outstanding loans for various Laser-Pacific divisions. Up to \$4,000,000 will be used to repay the outstanding amount under the company's \$4,000,000 one-year revolving credit line.

Post-production services are all of the technical functions and operations necessary to finish a program or commercial including film processing, film-to-videotape transfer, film or videotape editing, adding special effects, titles, credits, soundtracks, color corrections, copying and storage of master tapes.

During the 1990-91 television season, Laser-Pacific provided post-production services for 46 series, five mini-series, 42 made-for-television movies, 25 pilots and 13 specials. Last April, Laser-Pacific entered into an agreement with 20th Century Fox affiliate Westgate Productions to provide post-production services on 30 television movies over the next 16 months. As of May 31, services were either in process or completed on 10 of the films.

Laser-Pacific's clients include the seven major Hollywood studios, Viacom and New World, Home Box Office and independent production companies, including Castle Rock and Dick Clark Productions.

Laser-Pacific is headed by Robert Seidenglanz, chairman and chief executive officer, who holds 32% of the company's common stock, and Emory Cohen, president and chief operating officer, who holds 3.9% of common stock. After the offering, Seidenglanz will hold 30.6%. Cohen's holdings will be unchanged. -JF

STOCK INDEX (CONT.)

	Closing Wed Jun 12	Closing Wed Jun 5	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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	Closing Wed Jun 12	Closing Wed Jun 5	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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EQUIPMENT & MANUFACTURING

N (MMM) 3M	93	1/4	95	- 1	3/4	-01.84	16	20,499	
N (ARY) Arvin Industries	23	22	7/8	1/8	00.54	17	432		
O (CCBL) C-Cor Electronics	5	3/4	5	3/4	00.00	575	25		
O (CTEX) C-Tec Corp.	13	3/4	15	- 1	1/4	-08.33	-17	226	
N (CHY) Chyron	5	16	9/32	1/32	11.11	3			
A (COH) Cohn	10	3/8	10	1/4	1/8	01.21	8	20	
N (EK) Eastman Kodak	41	3/8	42	5/8	- 1	1/4	-02.93	19	13,431
N (HRS) Harris Corp.	26	1/2	27	5/8	- 1	1/8	-04.07	37	1,030
N (IV) Mark IV Indus.	12	7/8	11	7/8	1	08.42	7	183	
O (MATT) Matthews Equip.	4	1/4	4	1/4	00.00	212	25		
O (MCDY) Microdyne	10	5/8	10	3/8	1/4	02.40	-16	43	
O (MCOM) Midwest Comm.	3/8	5/8	-	1/4	-40.00	1	1		
N (MOT) Motorola	63	1/2	69	1/2	- 6	-08.63	17	8,363	
A (PPI) Pico Products	3/4	3/4			00.00	2			
N (SFA) Sci-Afflanta	13	5/8	14	-	3/8	-02.67	9	307	
N (SNE) Sony Corp.	43	1/4	45	- 1	3/4	-03.88	21	14,355	
N (TEK) Tektronix	24	1/2	23	1	1/2	06.52	-22	714	
N (VAR) Varian Assoc.	46	1/4	46	1/4	00.54	105	875		
O (WGNR) Wegener	1	3/8	1	13/32	-	1/32	-02.22	-3	9
N (ZE) Zenith	7	1/4	7	1/2	-	1/4	-03.33	-2	211

SERVICE

O (AFTI) Am. Film Tech.	5	5	5/8	-	5/8	-11.11	53		
O (BSIM) Burnup & Sims	6	7/8	7	-	1/8	-01.78	-20	86	
A (CLR) Color Systems	3	5/8	3	3/4	-	1/8	-03.53	-4	37
N (CQ) Comsat	30	3/8	30	3/4	-	3/8	-01.21	-33	568
N (CDA) Control Data	11	5/8	11	3/8	1/4	02.19	96	494	
N (DNB) Dun & Bradstreet	47	48	1/2	- 1	1/2	-03.09	17	8,395	
N (FCB) Foote Cone & B.	26	25	5/8	3/8	01.46	12	283		
O (GREY) Grey Adv.	153	139	14		10.07	13	172		
O (IDBX) IDB Commun.	8	3/4	8	3/4	00.00	79	55		
N (IPG) Interpublic Group	44	1/2	45	1/8	-	5/8	-01.38	19	1,634
N (OMC) Omnicom	27	3/4	29	7/8	- 2	1/8	-07.11	13	777
O (RTSY) Reuters	41	3/4	41	1/8	5/8	01.51	14	18,110	
N (SAA) Saatchi & Saatchi	15	1/16	15	1/16	00.00	148			
O (TLMT) Telemation	1/4	1/4			00.00	1			
O (TMCI) TM Century	3/16	5/16	-	1/8	-00.00	4			
A (UNV) Unitel Video	8	3/4	8	5/8	1/8	01.44	11	13	
O (WPPGY) WPP Group	4	7/8	5	1/2	-	5/8	-11.36	1	200

Standard & Poor's 400	448.76	458.92	-10.16	-2.3%
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WASHINGTON

WHITE HOUSE WHO'S WHO IN TELECOMMUNICATIONS

Bush administration advisers come from varied backgrounds, but share common interest in carrying out President's aggressive economic policy for telecommunications industry

From the White House to the State Department, President George Bush has a cadre of advisers who share a common goal: to promote an economic policy for telecommunications that emphasizes competition, not regulation.

In fact, the Bush administration is charting an aggressive course in telecommunications. It has maintained staunch opposition to cable reregulation, recommended that the telephone industry compete with cable and advocated auctions for new spectrum—what the administration refers to as competitive bidding.

White House Chief of Staff John Sununu's involvement in the FCC's financial interest-syndication fight is a good example of the attention paid to communications issues (BROADCASTING, Feb. 18). Another indicator of the President's interest is reflected in a decision by Bush's Council on Competitiveness to produce a white paper on telecommunications (BROADCASTING, May 27). Vice President Dan Quayle chairs the Council and is personally interested in the development of new telecommunications technologies.

(David McIntosh, the Council's deputy director, and James Gattuso, associate director, will oversee the white paper. Gattuso is detailed to the White House



Roger Porter

from the FCC's Office of Plans and Policy.)

Certainly no stranger to the debate on telco entry or fin-syn, and perhaps the most influential, is Roger Porter, Bush's chief economic and domestic policy adviser. Porter served in the Reagan White House as deputy assistant to the president and as director of the White House office of policy development. He has been on the faculty of the Harvard School of Government and Graduate School of Business since 1977. (Working for Porter on these issues is Rob Chess, who joined the White House last year.)

As head of the Commerce Department's National Telecommunications and Information Administration, Janice Obuchowski is the administration's principal spokeswoman and expert on telecommunications. Prior to assuming her post at NTIA, she was with NYNEX and, before that, a senior adviser to former FCC Chairman Mark Fowler.

Obuchowski is leading the charge to implement spectrum auctions. She argues that neither the lottery process nor comparative hearings work well. "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 knowl-

edge to make proper use of it," she wrote in BROADCASTING's "Monday Memo" (May 20).

NTIA has also released a major study on spectrum management and is working on another dealing with infrastructure. Thomas Sugrue is deputy assistant secretary at NTIA. He joined NTIA from the FCC, where he was chief of the common carrier bureau's policy and planning division.

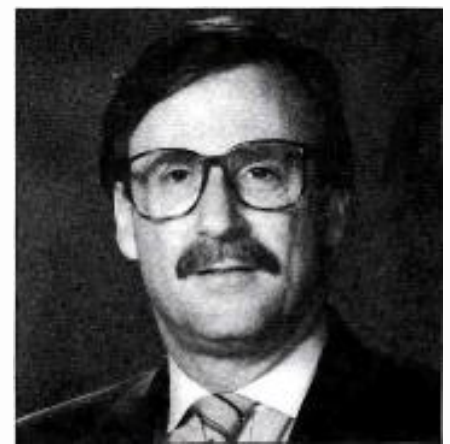
Back at the White House, Michael Boskin, chairman of the Council of Economic Advisers, is also instrumental in the policymaking process. Boskin assumed his post in 1989 and is on leave from Stanford University and the National Bureau of Economic Research.

It was the CEA's Economic Report to the President last winter that called for spectrum auctions, described the FCC's fin-syn rules as "ineffective" and recommended lifting restrictions in the 1984 Cable Act that keep local phone companies from offering video services.

CEA member Richard Schmalensee is part of a core group within the White House that deals with communications issues. Schmalensee has been with the council since 1989 and is on leave from the Massachusetts Institute of Technology (he returns there this month). It is believed that David Bradford of Princeton University will be nominated to suc-



Janice Obuchowski



Michael Boskin



Richard Schmalensee

ceed Schmalensee.

"We are committed to the proposition generally that where the market is likely to work well, you want to rely on the market," Schmalensee told BROADCASTING. He said the administration sees no reason for a blanket prohibition on telco entry. And he said using the argument that "they're big and if they come in they'll crush us," as a reason to oppose competition from the phone companies, is a "knee-jerk response."

The telcos do not do anything "remotely like programing, and the notion that their mere size will enable them to overcome their lack of any experience or relevant corporate culture, I find a little much of a stretch," he said. "If I were a broadcaster, I'd worry about it. But I think the notion that there will be automatic telephone company domination because they're big, is a little much."

Schmalensee also said the administration is "very" serious about the implementation of auctions for new spectrum. "We don't give away national park resources," he said. Auctions are a "real must," said another White House source.

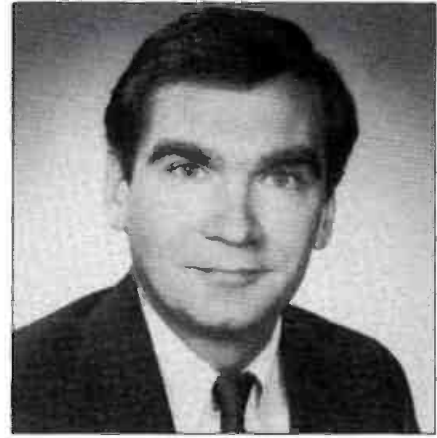
Telecommunications issues invariably fall under the purview of the White House's Economic Policy Council and



Todd Buchholz

its executive secretary, Olin Wethington, and associate director, Todd Buchholz. Wethington is a former partner at Steptoe & Johnson specializing in international law. Wethington also served at the Commerce Department during the Reagan administration. Buchholz practiced corporate law with the New York law firm of Breed, Abbott & Morgan, and he is the author of *New Ideas from Dead Economists*. They work with Schmalensee and the White House's legislative affairs office.

When it comes to legislative strategy and making sure the President's views are heard on Capitol Hill, Fred McClure, assistant to the President for legislative affairs, has employed a staff with a strong background in telecommunications. McClure's chief House lobbyist is Gary Andres, who represented Southwestern Bell from 1985-88 and worked for several Republican members of the House Commerce Committee. Arnie Havens, a former Republican staff director for the Commerce Committee, is responsible for covering Commerce Committee issues for McClure. And covering the Senate Commerce Committee is Nell Payne, a former director of government affairs for Turner Broadcasting.



Gary Andres

Sometimes the White House counsel's office will look at an issue; such was the case with fin-syn. John Schmitz, deputy counsel to the President, and staffer Mark Paoletta followed that issue.

The point person for telecommunications at the Office of Management and Budget is Janet Hale, program associate director for economics and government. She works closely with CEA and EPC. Hale is also a good friend of FCC Commissioner Sherrie Marshall's.

At the Justice Department, James Rill, assistant attorney general for the antitrust division, works with the White House. Justice has a direct interest in both telco entry and fin-syn due to settlement of antitrust actions that resulted in consent decrees barring telcos from information services and the broadcast networks from acquiring interest in or syndicating network programing. Rill joined Justice in 1989 from the Washington law firm of Collier, Shannon, Rill & Scott.

International communications policy is handled at the State Department by Ambassador Bradley P. Holmes, director of the Bureau of International Communications and Information Policy. Previously Holmes was chief of the FCC's Policy and Rules Division. —KM



Janet Hale



James Rill



Bradley P. Holmes

QUELLO REPORTS \$500,000-\$1 MILLION NET WORTH

Maybe he is. Maybe he isn't. Only James Quello knows for sure. According to a financial disclosure report filed with the Senate Commerce Committee that held the FCC commissioner's confirmation hearing last week (see "Top of the Week"), Quello may be a millionaire.

According to the report, his net worth, excluding his Alexandria, Va., home, appears to be between \$520,000 and \$1,165,000.

The financial disclosure form leaves wide margins for asset valuation. For example, Quello has a Riggs Bank money market fund that fell into the \$100,001-\$250,000 category, while most of his stocks were valued in either the \$1,001-\$15,000 range or \$15,001-\$50,000 range.

The bulk of his listed worth came in four forms: pension retirement funds, money market funds, stocks and municipal bonds. From the two pension funds, Quello earns \$25,752 annually from funds valued between \$150,000-\$350,000 total.

Money market funds account for an-

other \$200,000-\$415,000. His Riggs money market fund alone pays him annual interest between \$5,001-\$15,000. He also has IRA's in his and his wife Mary's name, each worth between \$1,001-\$15,000, paying interest between \$201-\$1,000 at Riggs.

Quello reported owning stock in 1990 in a variety of corporations: Citicorp, Dupont, Church Dwight, Sears, Service-master, Patten Corp., USX Corp., Wendy's, Aztor (formerly Ramada), Brunswick, Ford Motor Co., General Motors, Michigan Consolidated Gas, Pan Am Airlines, Exxon, Humana, Omnicare, Phillip Morris, CIS, Bank America, Raytheon, Baxter, Detroit Edison, Bristol Meyers, Bally, McDonald's, Chase Manhattan, LTV and First Virginia Bank.

During 1990, he sold all or some of his shares in many of the companies, yielding capital gains of between \$21,700-\$61,000.

Before the sales, he said his stock portfolio was valued at between \$10,000-\$150,000.

He purchased Government EE Bonds

throughout 1990, which are worth between \$100,000-\$250,000 and are paying annual interest of between \$5,000-\$15,000.

He also has various tax-exempt state and municipal bonds with an approximate value of \$215,000, which pay out between \$5,000-\$15,000 a year.

Commissioner Quello also reported a mortgage for a home in Florida, where his son lives, as a \$15,000-\$50,000 liability.

Quello reported he received two gifts for airline tickets, hotel, meals and miscellaneous expenses from the University of Colorado and International Teletent for \$660 and \$2,437, respectively. They were accepted "with prior approval of the [FCC] General Counsel," he reported.

In a biographical questionnaire, Quello listed four organizations in which he was a member or to which he contributed money or services over the past 10 years: Dollars for Democrats, Reagan for President, [Chuck] Robb [D-Va.] for Senator and the Bush Election Campaign. -PJS

CBA ASKS FCC FOR LPTV NAME CHANGE

What's in a name? Plenty, say LPTV operators, who also ask commission for all-letter calls and generally equal treatment with full-power stations

Low-power television stations don't want to be called low-power television stations anymore.

In an effort to improve the status of their service among potential viewers and advertisers, the Community Broadcasting Association last week asked the FCC to change the name of the program-originating stations it represents from "low power" to "community" television stations.

Saying the LPTV business is "at an important crossroad," CBA also petitioned the agency to permit LPTV stations to increase power, designate LPTV stations with four- or six-letter call signs instead of the current mix of five letters and numbers and apply the same general rules and regulations to LPTV as it does to full-power VHF and UHF service.

The petition elicited a prompt and negative reaction from the NAB. Jeff Baumann, executive vice president and general counsel, National Association of Broadcasters, called the petition a "thinly veiled attempt to convert low-power

TV stations, which are intended as a secondary service and licensed by lottery, into full-service facilities."

If adopted, Baumann said, the proposal would "turn on its head the FCC's underlying philosophy of a limited role for LPTV stations."

According to the CBA petition, the current "low power" and "translator" monikers "have negative connotations that are particularly severe for stations that originate programming. 'Low' power suggests inadequate power even though the signal coverage area of many stations reaches a substantial audience."

Such alphanumeric call signs as W43AG Hopkinsville, Ky., are unfamiliar to the public and put LPTV stations at a disadvantage in diary-based audience measurement, the petition says. Moreover, it says, the computer databases of some audience measurement services cannot handle the five-figure calls.

LPTV should be allowed to cover the communities they serve "without

regard to the present output power limits of 10 watts for VHF and 1,000 watts for UHF," the petition says. "If a community station can operate on a non-interference basis and that station provides a high degree of local service, it should be permitted to operate with sufficient facilities to reach the people it serves."

At several points, the petition stresses it is not asking for any changes in the existing interference standards or in the service's "secondary" status, which permits new full-service stations to bump LPTV stations from their channels.

CBA interest in having all rules and regulations apply to LPTV apparently stems from its interest in acquiring protection under the FCC's syndicated exclusivity rules. "Community licensees that invest substantial amounts of money in programming should have the same right to protect their investment that conventional television licensees have," the petition says. -NAJ

FOR THE RECORD

As compiled by BROADCASTING from June 6 through June 12 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; H/AT—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

- **KBQN(AM) Pago Pago, AS (BAP910515EC; 585 khz; 50 kw-U)**—Seeks assignment of CP from William Kitchen to Oceania Broadcasting Network Ltd. for \$25,000. Seller is headed by William Kitchen and has interests in Grand Lake Broadcasting, licensee of KKKM(FM) Kremmling and KKKY(AM) Granby, both Colorado. Buyer is headed by Christopher and Judith Racine, husband and wife, and are also directors of Oceania Broadcasting Network Inc., licensee of KMGTV(TV) Honolulu and KVHF(TV) Kailua-Kona, both Hawaii. Filed May 15.
- **WGTX(AM)-WQUH(FM) De Funiak Springs, FL (AM: BAL910529HY; 1280 khz; 5 kw-D; FM: BALH910529HZ; 103.1 mhz; 2.6 kw; ant 350 ft.)**—Seeks assignment of license from Kudzu Broadcasting Partnership to Sonic Enterprises Inc. for \$450,000. Seller, headed by Paul H. Reynolds, Stephen G. McGowan (a proposed assignee) and William M. Gunter, is also selling WTID(FM) Reform, AL. Reynolds, McGowan and Gunter have interests in WJAM-FM Marion, AL. McGowan also has interests in WESP(FM) Dothan and is permittee of new FM at Uniontown, both Alabama. Buyer is owned by McGowan (50%) and Charles H. Chapman II (50%). Chapman is 25% partner of Broadcast Associates, licensee of WESP(FM) Dothan, AL, and 50% owner of Transmit Enterprises Inc., proposed assignee of WTID(FM) Reform, AL. Filed May 29.
- **WGWD(FM) Gretna, FL (BALH910528HN; 100.7 mhz; 3 kw; ant. 328 ft.)**—Seeks assignment of license from Asset Investments Inc. to De Col Inc. for \$75,000. Seller is headed by Sherwood S. Day and has no other broadcast interests. Buyer is headed by James T. Devanie (50%) and Arveh J. Colson Jr. (50%) and has no other broadcast interests. Filed May 28.
- **WRXJ(AM) Jacksonville, FL (BAL910523EA; 930 khz; 5 kw-U, DA-N)**—Seeks assignment of license from WRXJ Inc. to Panamedia of Jacksonville Inc. for \$455,000 ("Changing Hands," May 27). Seller is subsidiary of Hoker Broadcasting and recently sold co-owned WCRJ-FM Jacksonville, FL ("Changing Hands," June 10). Hoker Broadcasting is headed by Jay Hoker and is also licensee of WMLX(AM) Florence (Cincinnati), Ky.; WDFX(FM) Detroit (sold, pending FCC approval); KCFX(FM) Harrisonville (Kansas City), Mo.; and WOFX(FM) Fairfield (Cincinnati), Ohio. Buyer is headed by Susan Goldsmith (50%) and Carol Goldberg (50%). Goldsmith is sole stockholder of SMH Broadcasting Inc., licensee of WSBRA(AM) Boca Raton, FL. Filed May 23.
- **New FM Rockford, IL (BTCE910510GX; 88.3 mhz; 30 kw; ant. 136 ft.)**—Seeks transfer of control from Rockford Educational Broadcasting Foundation to Faith Center, co-owned corporation, for no cash consideration. Transferor and transferee are nonstock corporations headed by Donald M. Lyon, and have no other broadcast interests. Filed May 10.
- **KDWD(FM) Burlington, IA (BTCH910528HJ; 93.5 mhz; 3.8 kw; ant. 300 ft.)**—Seeks transfer of control within Hensley Broadcasting Inc. for \$256,000 stock sale. Sellers are Darryl Hensley, Robert Ellifson and Brad Lee Johnson, and have no other broadcast interests. Buyer is John T. Pritchard, who has no other broadcast interests. Filed May 28.
- **WQQB(TV) Bowling Green, KY (BAPCT910528KM; ch. 40; 1096 kw-V; 10.9 kw-A; ant. 340 ft.)**—Seeks assignment of CP from Word Broadcasting Network Inc. to Southeastern Communications Inc. for \$1 million ("Changing Hands," June 10). Station is operating under special authority of FCC; broadcast license is pending. Seller is headed by Robert W. Rogers and has no other broadcast interests. Buyer is headed by Jeff Bland and has no other broadcast interests. Filed May 28.
- **WKDZ-AM-FM Cadiz, KY (BTCH910529HV; 106.3 mhz; 3 kw; ant. 317 ft.)**—Seeks transfer of control within Ham Broadcasting Co. Inc. for \$216,500. Seller is Richard Albright and has no other broadcast interests. Buyer is D.J. Everett III and has no other broadcast interests. Filed May 29.
- **WWFX(FM) Belfast, ME (BALH910524HK; 104.7 mhz; 10 kw; ant. 1,099 ft.)**—Seeks assignment of license from Belfast Broadcasting Corp. to Union Financial Services Inc. for no cash consideration; Belfast Broadcasting is in default to bank in amount of \$1 million. Seller is subsidiary of Mittcom Ltd., headed by Bruce J. Mittman, and has no other broadcast interests. Buyer is headed by Frank J. Kugler Jr., and has no other broadcast interests. Filed May 24.
- **WCRB(FM) Waltham, MA (BTCH910521GZ; 102.5 mhz; 15 kw; ant. 918 ft.)**—Seeks transfer of control within Charles River Broadcasting Co., from Theodore Jones (deceased), individual and as trustee of Theodore Jones Trust, to Nathalie H. Jones, Mary L. Marshall and Bradley R. Cook for no cash consideration. Transferees have no other broadcast interests. Filed May 21.
- **KJLA(AM) Kansas City, MO (BAL910528EA; 1190 khz; 5 kw-D, 250 w-N)**—Seeks assignment of license from Osborn Communications Corp. to Beal Broadcasting Co. Inc. for \$75,000. Seller is headed by Wilton R. Osborn II and has no other broadcast interests. Buyer is headed by Thomas E. Beal (60%) and has no other broadcast interests. Filed May 28.
- **WKDX(AM) Hamlet, NC (BTC910529EA; 1250 khz; 1 kw-D)**—Seeks transfer of control from Richmond County Broadcasting Co. Inc. to Peace Valley Baptist Church for \$190,000. Seller is headed by Risten A. Lyon, who is 51% GP of Red Pen Broadcasting, permittee of WRPL(FM) Wadesboro, NC. Buyer is headed by George F. West II and has no other broadcast interests. Filed May 29.
- **WKZL(FM) Winston-Salem, NC (BALH910520HT; 107.5 mhz; 100 kw; ant. 500 ft.)**—Seeks assignment of license from Nationwide Communications Inc. to HAPA Inc. for \$1.6 million ("Changing Hands," June 10). Seller is headed by Steve Berger and is wholly owned subsidiary of Nationwide Mutual Insurance Co., licensee of WATE-TV Knoxville, TN; WBAY-TV Green Bay, WI; WRIC-TV Petersburg, VA.; KITN(TV) Minneapolis; WPOC(FM) Baltimore; WGAR-FM Cleveland and WNCI(FM) Columbus, both Ohio; KLUC(AM) Las Vegas; WOMX-AM-FM Orlando, FL; KZAP(FM) Sacramento, CA; KNST(AM)-KRQQ(FM) Tucson and KZZP-FM Mesa, both Arizona; WKZL(FM) Winston-Salem, NC; KISW(FM) Seattle, and KHMx-FM Houston. Buyer is headed by Victor Rumore, who is also acquiring WGFX(FM) Gallatin-Nashville, TN. ("Changing Hands," March 25), and has 50% interest in KFRR(AM) Englewood, CO. Filed May 20.
- **WBXT(AM) Canton, OH (BAL910530EA; 900 khz; 500 w-D, 78 w-N)**—Seeks assignment of license from Jack Nelson, receiver for Midwest General Telecomm Inc. to Melodynamic Broadcasting Corp. for \$85,000. Nelson has no other broadcast interests. Buyer is headed by Leodis Harris and has no other broadcast interests. Filed May 30.
- **WFOB(AM)-WBVI(FM) Fostoria, OH (AM: BTC910521EF; 1430 khz; 1 kw-U; FM: BTCH910521EG; 96.7 mhz; 3 kw; ant. 330 ft.)**—Seeks transfer of control from Tri-County Broadcasting Inc. to Roppe Corp. for \$100,110. Seller is headed by Gregory J. Peiffer and has no other broadcast interests. Buyers are headed by Donald P. Miller and have no other broadcast interests. Filed May 21.
- **WSPD(AM)-WLQR(FM) Toledo, OH (AM: BAL910523HE; 1370 khz; 5 kw-U; FM: BALH910523HF; 101.5 mhz; 19.1 kw; ant. 810 ft.)**—Seeks assignment of license from Toledo Broadcasting Inc. to Stratford Research Inc. for \$4 million ("Changing Hands," June 10). Seller is subsidiary of Commonwealth Communications Services Inc., headed by David M. Detweiler, and is also licensee of WHP-AM-FM-TV Harrisburg, Pa. Buyer is headed by Lewis W. Jr., David W., John W. and Michael W. Dickey, brothers (all 25%). Lewis W. Dickey Jr. is director and 50% owner of Dickey Broadcasting Co. Inc., permittee of WMHE(FM) Delta, OH. Filed May 23.
- **KSLE(FM) Seminole, OK (BTCH910520GY; 105.5 mhz; 2.35 kw; ant 300 ft.)**—Seeks transfer of control from One Ten Broadcast Group Inc. to Herman and Linda Jones, husband and wife, and J.W. Scott for \$1 and assumption of liabilities. Seller is headed by Eileen C. Howard and has no other broadcast interests. Buyers have no other broadcast interests. Filed May 20.
- **KUTF(TV) Salem, OR (BALCT910523KI; ch. 32; 3,577 kw-V; 358 kw-A; ant. 1,786 ft.)**—Seeks assignment of license from Willamette Valley Broadcasting Co. Ltd. to Communications Programming Agency Inc. for \$800,000 ("Changing Hands," June 10). Seller is headed by Steve W. McGee, Jerry E. O'Neill, Bedros Dahglian, Charles W. Jordan, Gordan Thiessen and Dove Broadcasting Corp., and has no other broadcast interests. Buyer is headed by Glen A. and Beverly Chambers (each 40%), husband and wife, and Ronna Scott (20%), and has no other broadcast interests. Filed May 23.
- **WKSJ(FM) Marion, SC (BAPH910528HX; 100.5 mhz; 3.6 kw; ant. 122 ft.)**—Seeks assignment of CP from Class Act Inc. to Holder Media Inc. for \$625,000. Seller is headed by George B. Wilkes III and John W. Pittman. Wilkes is president and 70% stockholder of Wilkes-Posey Broadcasting Inc., licensee of WORG(AM) Orangeburg, SC. Pittman is 50% stockholder of Pro Media Inc., licensee of WFMO(AM)-WSTS(FM) Fairmont, NC. Buyer is headed by Hugh Holder, former broadcaster at CBS radio and radio station owner; he presently has no other broadcast interests. Filed May 28.
- **WSKI(AM) Montpelier, VT (BAL910522EA; 1240 khz; 1 kw-U)**—Seeks assignment of license from Ski Communications Inc. to Galloway Communications Inc. for \$400,000 ("Changing Hands," June 10).

Seller is headed by Michael D. Kaplan and has no other broadcast interests. Buyer is headed by Edward F. Flanagan (100%). Steven A. Silberburg and Jane N. Cole. Silberburg and Cole are directors and shareholders of Northeastern Broadcasting Co. Inc., licensee of WHAV(AM)-WLYT(FM) Haverhill, MA. Northeastern Broadcasting owns 100% stock of Montpelier Broadcasting Inc., licensee of WNCS(FM) Montpelier, VT, of which Silberburg and Cole are directors and shareholders and Flanagan is officer and general manager. Filed May 22.

■ **WWYO(AM) Pineville, WV** (BAL910523EB; 970 khz; 1 kw-D)—Seeks assignment of license from Wyoming Broadcasting Co. Inc. to MRJ Inc. for \$10,000. Seller is headed by Lawrence R. Parks and has no other broadcast interests. Buyer is headed by Rudolph D. Jennings and has no other broadcast interests. Filed May 23.

Actions

■ **KPGE(AM)-KXAZ(FM) Page, AZ** (AM: BAL901029EA; 1340 khz; 1 kw-U; FM: BALH901029EB; 93.5 mhz; 1.15 kw; ant. 480 ft.)—Granted assignment of license from C. Edward Stirman, trustee, to Lake Powell Communications Inc. for \$100,000. Stirman has no other broadcast interests. Buyer is headed by John D. Brown and Janet E. Brown (40%), Robert D. Holmes and Willa-Don Holmes (40%), David J. Porta (10%) and J. Lawrence Pozzi and Mary K. Pozzi (10%). John D. Brown, Janet Brown and Holmes have interests in High Country Communications Inc., licensee of KVLE(FM) Gunnison, CO. Action May 29.

■ **KKTZ(FM) Mountain Home, AR** (BTCH890418GS; 107.5 mhz; 100 kw; ant. 989 ft.)—Dismissed app. of transfer of control from Cheryl D. Weichert to JoAnn Weichert for \$10. Buyer is equally owned by Billy R. Eustis and JoAnn Weichert. It has no other broadcast interests. Action May 24.

■ **KRCQ(FM) Indio, CA** (BAPH901211GT; 102.3 mhz; .66 kw; ant. 570 ft.)—Granted assignment of CP

from Ty Stevens Broadcasting Ltd. to Mirage Broadcasting Corp. for no cash consideration; purpose is to convert CP holder into corporation. Seller and buyer, which is same entity, is headed by Ty Stevens, Andrew Reimer and Barry Gorfine. Reimer has interests in Canaline Broadcasting Co., licensee of KTYD(FM) Santa Barbara, CA. Action May 24.

■ **WJGC(AM) Jacksonville, FL** (BAL901003EC; 1530 khz; 50 kw-D)—Granted assignment of license from Potomac Florida Broadcasting Co. Inc. to Defuniak Communications Inc. for no cash consideration due to foreclosure after seller defaulted on \$537,397 mortgage. Seller is headed by Peter V. Gureckis and Michael A. and Steven P. Gureckis, his sons, and Steven Brisker. Gureckis family has interests in WBZE(AM) Indian Head, MD. Peter V. Gureckis also has interests in WDER(AM) Derry, NH; WZAM(AM) Norfolk, VA; WCTG(AM) Columbia (permittee) and WPGG(AM) Pendleton, both South Carolina; WPGG(AM) Funkstown, MD; WNZQ(AM) St. Cloud, FL. Brisker has interests in WHYZ(AM) Greenville, SC, and also WZAM, WCTG and WPGG, and is permittee of new AM's in Falmouth, VA and Tucson Estates, AZ. Buyer is headed by Arthur F. Dees and Martha K. Dees (each 50%) and Robert K. Schumann (50%), and is licensee of WJFC(AM)-WNOX(FM) Jefferson City, TN. Action May 29.

■ **WTTV(TV) Bloomington and WTTK(TV) Kokomo, both Indiana** (WTTV: BALCT910417KE; ch. 4; 55 kw-V; 11 kw-A; ant. 1,200 ft.; WTTK: BALCT910417KF; ch. 29; 3,090 kw-V; 309 kw-A; ant. 755 ft.)—Seeks assignment of license from WTTV Inc. to Atlantic Broadcasting Co. for \$37 million ("Changing Hands," April 29). Seller is headed by Jim Goodmon, who will acquire minority interest in assignee. Goodmon has interest in Capitol Broadcasting Co., licensee of WRAL-TV Raleigh-Durham, WRAL(FM) Raleigh and WJZY(TV) Charlotte, all North Carolina; WSTF(FM) Orlando, FL; WWMX(FM) Baltimore, and WRNL(AM)-WRXL(FM) Richmond, VA. Buyer is headed by Bet-

ter Communications Inc. (60% GP), CEA Investors Partnership (40% GP), Barry Baker and Larry D. Marcus. Atlantic Broadcasting is sole general partner of River City Television Partners Ltd., licensee of KDNL-TV St. Louis and KSTZ(FM) Ste. Genevieve, both Missouri, and KABB(TV) San Antonio, TX. Baker is also 5% shareholder of Metro Broadcasting Inc., licensee of WIBV(AM) Belleville, IL. Action May 31.

■ **WCEG(AM) Middleborough, MA** (BAL880112ED; 1530 khz; 1 kw-D, 500 w-N)—Granted assignment of CP from South Shore Media Corp. to Steven J. Callahan for \$20,000. Seller is headed by Donald P. Moore and has no other broadcast interests. Buyer has interests in WFTI-FM St. Petersburg, FL. Action May 24.

■ **WAGN(AM) Menominee, MI and WHYB(FM) Peshtigo, WI** (AM: BTC910412EE; 1340 khz; 1 kw-U; FM: BTCH910412HC; 96.1 mhz; 3 kw; ant. 250 ft.)—Granted transfer of control from Good Neighbor Broadcasting Inc. to William J. Sauve for \$105,000. Seller is headed by Gary R. Johnson and Marshall E. Harris and has no other broadcast interests. Buyer is headed by Gary R. Johnson (90%) and William J. Sauve (10%) and has no other broadcast interests. Action May 29.

■ **KROX(AM) Crookston, MN** (BTC910415EC; 1260 khz; 1 kw-D, 500 w-N)—Granted transfer of control from Gopher Communications Co. to Frank J. Fee for \$30,000. Seller is headed by Jerome A. Dahlberg and William J. Kiewel. Buyer is headed by Fee (50%) and Dahlberg (50%) and has no other broadcast interests. Action May 28.

■ **WWUN(FM) Clarksdale, MS** (BTCH910417HJ; 101.7 mhz; 3 kw; ant. 198 ft.)—Granted transfer of control from Sunflower Broadcasting Co. Inc. for no cash consideration; transfer is gift. Transferor is U.J. Gilbert, who has no other broadcast interests. Transferees are Barbara Gilbert, wife of U.J. Gilbert, and children Walter G. Gilbert, Patricia A. Gilbert and Cindy D. Bryant, and have no other broadcast interests. Action May 30.

■ **WJCS(FM) Bayboro, NC** (BALH910415HI; 97.9 mhz; 3 kw; ant. 312 ft.)—Granted assignment of license from Spartan Broadcasting Inc. to Atlanta Broadcasting Inc. for \$120,000. Seller is headed by Edward L. Bolding Sr., and has no other broadcast interests. Buyer is headed by John H. and Joyce L. Wiggins, husband and wife. John Wiggins is president and 100% stockholder of Queen City Broadcasting System Inc., licensee of WULF(AM)-WKXH-FM Alma, GA, and general partner (75%) of Wiggins Broadcasting, licensee of WJOT(AM)-WWFN(FM) Lake City, SC. Action May 30.

■ **WLOD-FM Loudon, TN** (BALH910415HG; 99.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Loudon Broadcasters Inc. to C-K Inc. for \$185,000. Seller is headed by Gene Chrusciel and Doyle F. Lowe, and is licensee of WLOD(AM) Loudon, TN. Buyer is headed by Eugene Chrusciel (50%) and Charles R. Ketron (50%). Chrusciel is president and 50% owner of assignor, Loudon Broadcasters Inc. Action May 30.

■ **KOES(AM)-KCLW-FM Hamilton, TX** (AM: BAL910221EA; 900 khz; 250 w-D; FM: BAPH910221GU; 92.1 mhz; 3 kw; ant. 299 ft.)—Granted assignment of license and CP from Abelardo Beltran to Gary L. Moss for \$175,000. Seller has no other broadcast interests. Buyer is vice president of Fletcher Broadcasting Inc., licensee of KCLE(AM) Cleburne, TX. Action May 24.

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NEW STATIONS

Applications

■ **McLain, MS** (BPH910515MD)—Community Broadcasting Co. Inc. seeks 96.9 mhz; 6 kw; ant. 100 m. Address: P.O. Box 723, Wiggins, MS 39577. Principal is headed by A.R. Byrd and Gayon J. Byrd, and is licensee of WIGG(AM) Wiggins, MS, and permittee of new WESV(FM) at Richton, MS. A.R. Byrd and Gayon J. Byrd also control WLUN(FM) Lumberton, MS. Filed May 15.

Actions

- **Dothan, AL (BPH891005MF)**—Granted app. of James Wilson III for 101.3 mhz; 3 kw; ant. 100 m. Address: 2906 Clardy Rd., Dothan, AL 36303. Principal has no other broadcast interests. Action May 24.
- **Rogersville, AL (BPH880711MS)**—Granted app. of Eugene G. Hutchens for 93.9 mhz; 3 kw H&V; 100 m. Address: 801 E. 2nd St., Tusculumbia, AL 35674. Principal has no other broadcast interests. Action May 29.
- **Haiku, HI (BP900405BY)**—Granted app. of Latitude 21 Broadcasting for 1570 khz; Address: 490 Ulu-malu Rd., Haiku, HI 96708. Principal has no other broadcast interests. Action May 28.
- **California, MD (BPH880915NM)**—Granted app. of Tidewater Broadcasting Co. Inc. for 102.9 mhz; 3 kw H&V; ant. 100 m. Address: Rte. 2, Box 355B, Holly-wood, MD 20636. Principal is headed by Richard A. Myers and has no other broadcast interests. Action May 23.
- **Garapan-Saipan, MP (BPH890103MA)**—Granted app. of Serafin Delacruz for 99.5 mhz; 100: 429 m. Address: P.O. Box 2632, Saipan, MP 96950. Principal has no other broadcast interests. Action May 30.
- **St. Robert, MO (BPH890706MD)**—Granted app. of Neil A. Ronces and Lyann C. Dahl for 96.5 mhz; 3 kw; ant. 100 m. Address: 1268 Mautenne, St. Louis, MO 63021. Principal has no other broadcast interests. Action May 31.
- **Floresville, TX (BPED900824MO)**—Returned app. of Wilson County Educational Foundation Inc. for 89.7 mhz; 9 kw; ant. 42 m. Address: 1905 Tenth St., Floresville, TX 78114. Principal is headed by A.B. Gonzalez, Cissy Gonzalez and John A. Gonzalez. A.B. Gonzalez, D/B/A Wilson County Broadcasting Co., is sole owner of KWCB(FM) Floresville, TX. Action May 24.
- **Franklin, TX (BPH890718MB)**—Granted app. of Franklin Community Broadcasting for 98.9 mhz; 3 kw; ant. 100 m. Address: 839 Timber Cove, Seabrook, TX 77586. Principal has no other broadcast interests. Action May 28.
- **Petersburg, VA (BPH880630MQ)**—Granted app. of Sandra M. Adair Vaughan for 100.3 mhz; 3 kw H&V; ant. 100 m. Address: 2017 Dodson Rd., Peters-burg, VA 23805. Principal has no other broadcast interests. Action May 29.
- **Verona, WI (BPH881214MK)**—Granted app. of Jan-ice and Ronald Fedler for 105.5 mhz; 3 kw; ant. 100 m. Address: 7842 Big Timber Trail, Middleton, WI 53562. Principal has no other broadcast interests. Action May 21.
- **Whitewater, WI (BPH880825MO)**—Granted app. of State Long Distance Tel. Co. for 104.5 mhz; 3 kw H&V; ant. 100 m. Address: 216 W. Walworth St., Elkhorn, WI 53121. Principal is headed by William C. Wiswell and has no other broadcast interests. Action May 29.

FACILITIES CHANGES

Applications

AM

- **Norton, VA WNVA(AM)** 1350 khz—May 20 appli-cation for CP to correct coordinates to: 36 57 58N 82 35 17W.

FM's

- **Tuscaloosa, AL WACT-FM** 105.5 mhz—May 24 application for CP to change ERP: 10 m.; ant.: 155.2 (H&V); change TL: .5 km SE of the intersection of Hwy. 69 and Yellow Creek Church Rd. in section 18, T19S, R9W. AL; change to class C3.
- **Yuma, AZ** (no call letters) 88.1 mhz—May 21 application for mod. of CP (BPED890622MA) to change ant.: 73 m.; change TL: Ave. 4E, County 13 St., Yuma, AZ.
- **Helena, AR KCRI-FM** 103.1 mhz—May 23 appli-cation for CP to change ERP: 13 kw H&V; ant.: 97 m.; change to class C3 (per docket #89-531).
- **Greenacres, CA KAXL(FM)** 88.3 mhz—May 21

application for mod. of CP (BPED851104MB) to change ERP: 21.14 kw H&V; ant.: 100 m.; TL: 10.7 km SE of Shafter, CA at 157 degrees (T); change class to 202B1.

- **Winfield, KS KWKS(FM)** 105.5 mhz—May 14 application for CP to change channel to 300C2 (per docket #89-477).
- **Glasgow, KY WWWW(FM)** 105.5 mhz—May 20 application for CP to change freq: 105.3 mhz; change channel and class to 287C3 (per docket #90-210).
- **Saginaw, MI** (no call letters) 104.5 mhz—May 22 application for mod. of CP (BPH880825NO) to change ERP: 2.45 kw H&V; change ant.: 143 m.
- **St. Peter, MN KRBI-FM** 105.5 mhz—May 17 application for CP to change ERP: 6 kw H&V; ant.: 100 m.; TL: 3.3 km from Saint Peter, MN, at bearing of 69.3 degrees.
- **Baldwyn, MS WESE(FM)** 95.9 mhz—May 21 application (BPH910521IC) for CP to change ERP: 5.4 kw H&V; ant.: 100 m H&V.
- **Branson, MO KRZK(FM)** 106.3 mhz—May 20 application for mod. of CP (BPH901224IJ) to change ant.: 169 m.; change TL: .33 mi N of U.S. Hwy. 160.

.47 mi NE of intersection of U.S. 160 and State Hwy. 176. 2.1 mi NNW of Rockaway Beach, MO.

- **Patchogue, NY WALK-FM** 97.5 mhz—May 24 application for CP to make changes: modify composite directional antenna pattern of authorized ERI LP-4AC-DA-SP antenna.
- **Louisburg, NC WHLQ(FM)** 102.5 mhz—May 22 application for CP to change ERP: 6 kw H&V.
- **Sellersville, PA WBYO(FM)** 88.7 mhz—May 21 application for mod. of CP (BPED870514MN) to change ERP: 1.2 kw V; change ant.: 104 m V.
- **Hormigueros, PR WBOZ-FM** 92.1 mhz—May 23 application for CP to change ERP: 6 kw H&V.
- **Gatlinburg, TN WDLY(FM)** 105.5 mhz—May 17 application for mod. of CP (BPH910311IB) to change ERP: 0.530 kw H&V; change ant.: 322 m.
- **Vernal, UT KUIN(FM)** 92.7 mhz—May 17 applica-tion for CP to change ERP: 7.4 kw H&V.
- **Harrisonburg, VA WKCY-FM** 104.3 mhz—May 20 application for CP to change ant.: 125 m; TL: Narrow Black Mtn. 4.8 km N of Stokesville, VA; change to nondirectional.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE ¹	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,986	241	5,227
Commercial FM	4,449	976	5,425
Educational FM	1,459	294	1,753
Total Radio	10,894	1,511	12,405
Commercial VHF TV	554	20	574
Commercial UHF TV	570	173	743
Educational VHF TV	124	3	127
Educational UHF TV	230	13	243
Total TV	1,478		1,687
VHF LPTV	201	163	364
UHF LPTV	694	903	1,597
Total LPTV	895	1,066	1,961
FM translators	1,860	348	2,208
VHF translators	2,712	87	2,799
UHF translators	2,312	320	2,632

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

¹ Includes off-air licenses. [†] Penetration percentages are of TV household universe of 92.1 million. ² Construction permit. ³ Instructional TV fixed service. ⁴ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

TV's

- **Naples, FL** WNPL-TV ch. 46—May 28 application for mod. of CP (BPCTRC1104PM) to change ERP: 3.192 kw (vis); antenna: Jampro JSH-3246 SOH-(DANBT).
- **Newton, NJ** (no call letters) ch. 63—May 24 application for mod. of CP (BPCT850828LA) to change ERP: 1510 kw (vis); ant.: 223 m; TL: Weldon Rd. 4.5 km SE of Sparta, NJ; antenna: Andrew ALP-32M3-HSOC-63 (BT); 41 00 36N 74 35 39W.
- **Spokane, WA** KSKN(TV) ch. 22—May 29 application for CP to change ERP: 230 kw (vis); ant.: 395 m; change TL: Krell Hill, approximately .6 km due N of KREM-TV tower: 47 36 04N 117 17 53W.

Actions

AM's

- **Newburgh, IN** WGAB(AM) 1180 khz—May 29 application (BP910312AC) granted for CP to reduce power to .675 kw and make changes in antenna system.
- **Manning, SC** WYMB(AM) 1410 khz—May 28 application (BP881101AE) granted for CP to change freq: 920 khz; change hours of operation to unlimited by adding night service with 1 kw; increase day power

to 2.3 kw; install DA-N; make changes in antenna system and change TL: to Huggins St., extension 1.2 km W of interstate Hwy. 95, near Manning, SC 33 41 22N 80 16 16W. MX with WAZQ: Orangeburg, SC renewal application.

■ **Provo, UT** KSRR(AM) 1400 khz—May 29 application (BP900917AD) granted for CP to change TL: to W ½ of NE of ¼ of NW ¼ of section 34, Township 6 S., range 2 E. Salt Lake Base and Meridian. Orem, UT, and make changes in antenna system 40 15 29N 111 42 24W.

FM's

- **George, CA** KATJ(FM) 100.7 mhz—May 30 application (BPH900710ID) granted for CP to change ERP: .26 kw H&V.
- **Blackshear, GA** WKUB(FM) 104.9 mhz—May 31 application (BPH9004161F) granted for CP to change ERP: 37 kw H&V; change ant.: 92 m.; freq: 105.5 mhz; class: C2 (per docket #88-294).
- **Rock Island, IL** WVIK(FM) 90.1 mhz—May 30 application (BPED901130IE) granted for CP to change freq: 90.3 mhz; change ERP: 31 kw H&V.
- **Buffalo, KY** WRZJ(FM) 101.5 mhz—May 23 application (BMPH900911IA) granted for mod. of CP (BPH880406MA as mod.) to change ERP: 6 kw H&V;

TL: approx. 1.7 mi W of Glendale interchange on I 65 S of Elizabethtown, KY, on S.R. 222.

- **Frankfort, MI** WBNZ(FM) 99.3 mhz—May 29 application (BPH900320ID) granted for CP to change from class A to class C2, increasing ERP to 50 kw (per docket #88-269).
- **Bowling Green, MO** KPCR-FM, 100.9 mhz—May 23 application (BPH910122IE) granted for CP to change freq: 94.1 mhz; change ERP: 25 kw H&V; ant.: 82.4 m.; class: C3 (per docket #90-131).
- **Mount Vernon, MO** KTJA(FM) 106.7 mhz—May 29 application (BMPH901211IE) granted for mod. of CP (BPH861126ME as mod.) to change ERP: 25 kw H&V; ant.: 100 m.; TL: .23 km S of Rte. TT, .75 km W of the Lawrence Greene County Linc and 4.43 km SE of Halltown, MO and to change class: C3 (per docket #89-475).
- **Dillon, MT** KDBM-FM 98.3 mhz—May 24 application (BPH910122IG) granted for CP to increase to class: C3 facilities; ERP: 10.5 kw H&V; ant.: 151 m.; 45 14 22N 112 40 03W (per docket #89-207).
- **Mesquite, NV** KIPP(FM) 97.5 mhz—May 29 application (BMPH910124IF) granted for mod. of CP (BPH880615MD) to change ant.: 299 m.; TL: 20 km W of Mesquite, NV, and 9 km N of US Hwy. 15.

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■ **Hoosick Falls, NY** WNGN(FM) 97.5 mhz—May 30 application (BMPH900830ID) granted for mod. of CP (BPH880601MZ) to change ERP: .45 kw H&V; ant.: 356 m.; TL: top of Mount Anthony, 2.9 km SW of Bennington, VT.

■ **Buies Creek, NC** WCCE(FM) 90.1 mhz—May 31 application (BPED880810MA) granted for CP to change ERP: 22.39 kw H; 22 kw V; ant.: 140 m.; TL: St. Rd. 55, .3 km NE of Erwin limits.

■ **Elkin, NC** WIFM-FM 100.9 mhz—May 28 application (BMPH910122IC) granted for mod. of CP (BPH870211IG) to change ERP: .6 kw H&V; ant.: 216 m.; TL: 5.3 km due S of Elkin City limits on Brushy Mountain.

■ **Raleigh, NC** WCPE(FM) 89.7 mhz—May 31 application (BPE840328CA) granted for mod. of CP (BPED830415AG) to change TL: 2.2 km NE of City of Rolesville, NC, on SR 2052, NR. Rolesville, NC, change ERP: 100 max kw (H&V); ant.: 207 m.; and make changes in antenna system: 35 56 26N 78 28 42W.

■ **Ravenel, SC** WMGL(FM) 101.7 mhz—May 1 application (BPH900112ID) granted for CP to change channel 269A to channel 269C2: ERP: 50 kw; ant.: 150 m.; 32 38 59N 80 19 00W.

■ **Summerville, SC** WWVZ(FM) 93.5 mhz—May 21 application (BPH910128ID) granted for CP to change freq: 50 kw H&V; change ant.: 150 kw H&V; ant.: 150 m.; TL: SW of Huger, SC, 9 km from intersection of Clements Ferry Rd. and Zion Church Rd.; class: C2 (per docket #88-145).

■ **Bryan, TX** KORA-FM 98.3 mhz—May 29 application (BPH900810IA) granted for CP to change ERP: 2.3 kw H&V.

■ **Columbus, TX** KULM(FM) 98.3 mhz—May 29 application (BPH900810ID) granted for CP to change ERP: 6 kw H&V; change ant.: 63 m.

■ **Rockdale, TX** KRXT(FM) 98.5 mhz—May 29 application (BPH9008101B) granted for CP to change ERP: 6 kw H&V.

■ **Seabrook, TX** KRTS(FM) 92.1 mhz—May 16 application (BPH910215MT) granted for CP to change ERP: 32.8 kw H&V; change ant.: 184 m.; TL: 3200 N 38th St., Texas City, TX; 29 24 40N 94 57 04W; to change class: C2 (per docket #87-276).

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 by Second Report [FCC 91-160] adopted May 9 by Commission.)

■ **Columbia, CA** Denied petition for rulemaking filed to allot FM channel 255A. (MM docket 90-176 by R&O [DA 91-638] adopted May 22 by Chief Allocations Branch.)

■ **Keokuk and Washington, both Iowa** Granted petition for reconsideration filed by David M. Lister to modify application for channel 290C2 to channel 242C2. (MM docket 89-451 by MO&O [DA 91-679] adopted May 28 by Chief, Policy and Rules Division, Mass Media Bureau.)

■ **Bozeman, MT** Resolved issues specified against Big Horn Communications, Inc. in its favor and granted BHC license of KCTZ(TV). (Docket 90-478, by SD of ALJ Frysiak [FCC 91D-29] adopted May 29.)

■ **Walker, MI** Granted application of GNS Broadcasting and denied two competing applications for new FM on channel 263A. (MM docket 90-83 by ID [FCC 91D-30] issued May 30 by ALJ Edward Luton.)

■ **Queensbury, NY** Conditionally granted application of Bradmark Broadcasting Company for new FM on channel 291B1; and denied competing applications of Barry Skidelsky and Normandy Broadcasting Corporation. (MM docket 90-181 by Initial Decision [FCC 91D-21] issued April 17 by ALJ Edward J. Kuhlmann.)

■ **Ashtabula, OH** Revoked Quests, Inc.'s license for station WAST(AM) since station has been off air since May 30, 1984 without permission. (MM docket 90-479 by Order of Revocation [DA 91-665] adopted May 30 by Chief, Mass Media Bureau.)

ALLOCATIONS

■ **Paragould and Lake City, AR** Effective July 19 substituted channel 285C3 for channel 285A at Lake City and modified license of KDXY(FM) accordingly. (MM docket 90-321, May 22, DA 91-636 by Chief, Allocations Branch, Mass Media Bureau.)

■ **Needles, CA** Substituted channel 250C1 for channel 250C2 and modified license of KWAZ(FM), comments July 26, replies August 12. (MM docket 91-149, by NPRM [DA 91-641] adopted May 22 by chief, Allocations Branch, Policy and Rules Division.)

■ **Ogelsby, IL** Effective July 19 Allotted channel 271A as its first local FM service. Filing window: July 22-August 21. (MM docket 89-517, May 22, DA 91-640 Chief, Allocations Branch, Mass Media Bureau.)

■ **Bowling Green, KY** Effective July 19 substituted channel 244C3 for channel 244A and modified license of WCBZ(FM) accordingly. (MM docket 90-447, May 22, DA 91-639 by Chief, Allocations Branch, Mass Media Bureau.)

■ **Willmar, Princeton and Olivia, all Minnesota** Effective June 22, modified FM Table to allot channel 237 C2 to Willmar; allotted channel 291C2 to Princeton; modified license of W2PM Princeton, accordingly; filing window for Willmar: July 23 - August 22. (MM docket 87-483 by R&O [DA 91-655] adopted May 22 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **McComb, MS and Kentwood, LA** Effective July 22, amended FM Table to reallocate channel 231C1 from McComb to Kentwood; modified license of WXL(TV) accordingly. (MM docket 90-282, by R&O [DA 91-662] adopted May 23 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

CALL LETTERS

Applications

Existing FM's

WAKB(FM) WRDW-FM Advertisement Network System; Wrens, GA
 WJAW(FM) WYBH Quiet Radio Inc.; McConnellsville, OH
 WKZF(FM) WJCS Atlantic Broadcasting Inc.; Bayboro, NC

Grants

New FM's

KMXD(FM) V.O.B. Inc.; Ankeny, IA
 KPXA(FM) Schuyler H. Martin; Sisters, OR
 KPXB(FM) Eastern Montana College; Bozeman, MT
 KPXC(FM) Claire B. Benezra; Indian Springs, NV
 WADU-FM Virgie Hare Flu Treil; Reserve, LA
 WAYG(FM) SW Florida Community Radio Inc.; Sarasota, FL
 WNJS-FM NJ Public Broadcasting Authority; Berlin, NJ
 WPTH(FM) Olney Voice of Christian Faith Inc.; Olney, IL
 WQHN(FM) Raymark Broadcasting Co. Inc.; Spangler, PA
 WVEA(FM) Grant County Broadcasting, c/o R.R. Wallace; Williamstown, NY
 WVPI(FM) Macon Radio Assoc. Ltd.; Macon, GA
 WXGM-FM WXGM Inc.; Gloucester, VA

New TV's

KWHM(TV) Lesea Broadcasting Corp.; Wailuku, HI
 WQHM(TV) SW Mississippi Television Co.; McComb, MS

Existing AM's

KHSP(AM) KTFS Beat of His Heart Broadcasting Inc.; Texarkana, TX
 KSRK(AM) KBL Stephen W. Yates; Lufkin, TX
 WBXR(AM) WIXC Low Country Corp. Inc.; Fayetteville, TN
 WHMO(AM) WJAK Quality Broadcasting of Tennessee Inc.; Jackson, TN
 WJRZ(AM) WNJO Knox Broadcasting Group Inc.; Seaside Park, NJ
 WRCC(AM) WZQB Televiewers Inc.; Warner Robins, GA
 WZAO(AM) WQPN Praise Family Worship Center; Moundsville, WV
 WZZB(AM) WQKC S.C.I. Broadcasting Inc.; Seymour, IN

Existing FM's

KBCD(FM) KOZN Acacia Amusement Corp.; Imperial, CA
 KDMX(FM) KMGC Nationwide Communications Inc.; Dallas, TX
 KFMK(FM) KEAL TGR Broadcasting Inc.; Winton, CA
 KFXB(FM) KSTZ River City Television Partners, L.P.; St. Genevieve, MO
 KGLL(FM) KSQI Duchossois Communications Co. of Colorado, Inc.; Greeley, CO
 KHSP-FM KTFS-FM Beat of His Heart Broadcasting Inc.; Ashdown, AR
 KIMS(FM) KYIZ Kansas-Nebraska Christian Broadcasting; Hutchinson, KS
 KMMS-FM KUUB-FM Gilbert Broadcasting Corp. of Montana; Bozeman, MT
 KSEA(FM) KQKZ Troposphere Broadcasting Ltd.; Greenfield, CA
 KSRN(FM) KVRX Comstock Broadcasters Inc.; Sparks, NV
 KURB-FM KZOU-FM GHB of Little Rock Inc.; Little Rock, AR
 WAQZ(FM) WRBZ Richard L. Plessinger; Milford, OH
 WFXB(FM) WSNL River Cities Broadcasting Corp.; East St. Louis, IL
 WJRZ-FM WJRZ Jersey Shore Broadcasting Corp.; Manahawkin, NJ
 WKXI-FM WMJW CSB Communications Inc.; Magee, MS
 WLLX(FM) WXZC Prospect Communications; Lawrenceburg, TN
 WQKC(FM) WZZB S.C.I. Broadcasting Inc.; Seymour, IN
 WRCC-FM WPPR Televiewers Inc.; Warner Robins, GA
 WVCM(FM) WZLS Multi-Media Broadcasting Inc.; Valdosta, GA
 WVHR(FM) WHZZ-FM Milan Broadcasting Co.; Huntingdon, TN
 WXLZ(FM) WXLQ Yeary Broadcasting Inc.; Lebanon, VA
 WXST(FM) WESK Deborah H. Greenwood; Loudon, TN
 WYBM(FM) WLLX Prospect Communications; Minor Hill, TN
 WZTU(FM) WSSP Gannett Publishing Co.; Cocoa Beach, FL

Existing TV

WGBC(TV) WLBM-TV Global Communications Inc.; Meridian, MS

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Urban WQMG AM/FM seeks high energy team builder for general sales manager. Must be able to recruit, train, motivate, identify revenue opportunities and deliver above average power ratio! Send resume to Nancy Cooper, WQMG, PO Box 14702, Greensboro, NC 27415 or call 919-275-1657. EOE.

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GM: WPXR/WKBF, the Quad cities leading CHR radio station is looking for a sales driven general manager. If you are a take charge, highly motivated person, and can prove it, send resume and references to: Peter Crawford, Executive Vice President, Roth Communications, 3 Woodland Road, Stoneham, MA 02180. EOE.

Local sales manager wanted immediately by Jammin' 92 FM Cleveland, Ohio. We're looking for a person with good motivational, training and developmental business skills. CRMC a plus. If you are a small or medium market manager, ready for a major market challenge, send resume and samples of successful retail presentations to: Carl Kitts, CRMC, General Sales Manager, Jammin' 92 FM, 2156 Lee Road, Cleveland, OH 44118. EOE, M/F.

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WSPD and WLOR, Toledo are looking for raw meat eating, experienced, already well trained and motivated street fighters to earn top commission. WSPD is News Talk. WLOR, AC, is top rated 25-54. Send resume, references and billing records to: Terrell Metheny, GM, 125 S. Superior St., Toledo, OH 43602. EOE.

WRVQ (Q94) in Richmond, Virginia is looking for sales account representatives. College degree preferred and a minimum of three years radio/media sales experience a must. No telephone calls will be accepted. Qualified applicants, send resume with cover letter to: Kim Pond, Q94, PO Box 1394, Richmond, VA 23211. EOE.

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Cleveland Ohio's Jammin' 92 is looking for a couple of good radio sales people who can develop direct/retail business and handle a significant agency list. Please send resume and proof of your abilities to: Carl Kitts, CRMC, General Sales Manager, Jammin' 92 FM, 2156 Lee Road, Cleveland, OH 44118. EOE, M/F.

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SITUATIONS WANTED NEWS

Sports pro. Sophisticated, exciting PBP and solid anchoring skills. 5 yrs. exp. Looking for college/pro opportunity. All major sports. Impeccable knowledge. Bob, 201-546-5546.

Newsman wants back in radio news. 50 mile radius Washington, DC. Tape avail. Karen Ryder, Route 1, Box 141, Aldie, VA 22001. 703-327-4160.

Major market sports/news broadcaster currently part-time seeks full-time position. Experience includes KMOX, college PBP and network reporting. Many performance awards. Available immediately: Scott Simon, 704 Country Manor, St. Louis, MO 63141; 314-878-7615.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Traffic/continuity/sales service. Experience in TV and radio, using Columbine, J.D.S., Bias and Marketrone. Call George 908-417-1923. NY, NJ, CT area.

Sonny Bloch, host of America's longest running independent, 2-way talk show about money, business, real estate and life, would like to work for you for free. He offers 18 hours of programming 6 days per week (take all or part), plus a daily afternoon news show with plenty of openings for your local news, traffic and weather reports. Call him if you need instant revenue and ratings. He is now heard in over 200 cities including 90% of the top 100 markets. There must be a reason that this broadcaster has kept growing for 12 years. The answer is simple: The audience loves the show, the sponsors love the show, and your bank account will love the show!! You can have him now. It's as easy as a telephone call. Ask for Susan at 212-371-9268.

Unique multi-talented radio personality with experience in all size markets. Intelligent, articulate, innovative and entertaining. Can do it with or without music. B.S. degree in Communications. Bruce 216-677-9113.

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.

Expanding radio broadcaster. Positions available in Colorado and Atlanta include: Sales, air personality, news, board, production, administration. Three years experience. Tapes and/or resumes to: Mainstreet Broadcasting Co., 1160 S. Milledge Ave., Athens, GA 30605.

TELEVISION

HELP WANTED MANAGEMENT

WITN-TV, an American Family owned NBC affiliate in eastern North Carolina, is currently accepting applications from qualified candidates for the position of General Sales Manager, send resume to WITN-TV, Box 468B, Washington, NC 27889. EOE.

Unique opportunity: One of the world's premier ski resorts needs a general manager to operate its cable channel television station. Experience in sales and marketing is essential. Appreciation for quality production and programming is needed. Opportunities for personal and professional growth abound in this location and with this company. Reply Box D-38.

National/regional sales manager wanted. Candidates must have thorough knowledge of ratings and be a street fighter. BMP and Marshall Mkt. experience helpful. Resumes and compensation expectations to Frank Pilgrim, WMDT TV, PO Box 4009, Salisbury, MD 21801. EOE M/F.

HELP WANTED SALES

Account executive: WTVO-TV, Rockford, IL (NBC affiliate), is seeking dynamic, aggressive, highly-motivated individual to handle substantial, established list with special emphasis on developing new business. Fax 815-963-0201, or mail resume, letter, references to: Tim Sharky, General Sales Manager, WTVO-TV, PO Box 470, Rockford, IL 61105. EOE.

Sales manager: Market's #1 television station has opportunity for proven sales professional who is ready to accept a key responsibility for station's continued success and growth. Proven record in leadership, revenue and administrative results a must. Interviews granted only to those meeting listed criteria. Send resume to: Conrad Cagle, WFIE-TV, PO Box 1414, Evansville, IN 47701. EOE.

Account executive needed for rapidly growing group. Southeast television station seeks aggressive, hard working sales representative. Experience preferred, but will train right individual. Respond to: General Manager, Box D-39. EEOC.

Account executive: Minimum one year media and/or promotion/marketing experience. College degree preferred. Send resume by June 26th to Personnel, WAVE-TV, PO Box 32970, Louisville, KY 40232. EOE.

Regional sales manager: Needed for satellite sales office, must have strong supervisory and local television sales skills. Will consider strong local radio sales manager. Please send resume to: General Sales Manager, KEYT-TV 730 Miramonte Drive, Santa Barbara, CA 93109. EOE.

HELP WANTED TECHNICAL

Chief engineer: For UHF station WEHT, Evansville, Indiana. Must have experience in all phases of broadcast TV technical operations. SBE Certification a plus. Experience necessary in UHF transmitter, microwave, digital technology, small format videotape, ENG equipment, FCC regulations. Resume and salary requirements to: Elmer Chancellor, WEHT-TV, PO Box 25, Evansville, IN 47701. Fax 502-826-9566. EOE, M/F.

Experienced television maintenance engineer in Ohio. Maintain video equipment, experience with Sony machines and transmitter experience necessary. Salary commensurate with experience and qualifications. EOE. Please respond immediately with resume and references to Box D-18.

Assistant director of engineering. Assist in the supervision of broadcast operations, engineering personnel, production, transmission and maintenance. Ability to collaborate in design, installation and repair of television systems. Familiarity with computer operation required. Requires 3-6 years experience in television engineering, 2-4 years in a supervisory position. Operational experience a must. Experience in RF a plus. FCC 1st class/General license or SBE certification required. Salary \$32,885 - \$38,501. Send letter of application, resume and three professional references to Mrs. Ernst, KRMA-TV, Channel 6, 1261 Glenarm Place, Denver, CO 80204 by 7/8/91. EEO/AA.

Southern market group owned 100+ VHF affiliate needs chief engineer. Technical and management skills are important. Must be "hands-on" and people leader. Please respond with complete resume to: Box D-40. EOE.

HELP WANTED NEWS

Director of news marketing for Turner advertising and marketing. Responsibilities include: Development and execution of advertising and promotion projects for CNN, Headline News, and CNN International. Must have 3-5 years experience in developing marketing campaigns for news programming involving multi-layered executions and tie-ins with sponsors and affiliates. Strong understanding of television news and programming necessary. Must have solid organizational, communication and computer skills. Send resume to attention of: Ken Christensen, VP of Marketing, Turner Advertising, One CNN Center, 9th Floor, South Tower, Atlanta, GA 30303. No telephone calls, please. EOE.

The Weather Channel®, Inc. is accepting applications for an on-camera meteorologist position. Successful candidates will possess excellent communications skills with a minimum one year television weather broadcast experience and a fundamental working knowledge of meteorology. B.S. in Meteorology strongly preferred. Send resume tape and resume to Chuck Herring, 2600 Cumberland Parkway, Atlanta, GA 30339. Pre-employment physical and substance abuse test required. EOE.

Chief video tape editor wanted to supervise editing for fast-paced half hour newscast. Must work quickly and cope with extreme deadline pressure. Three years editing experience required. Prior chief editing experience a plus. Send tape and resume to: WSOC-TV, PO Box 34665, Charlotte, NC 28234. Attn: Michael McGinnis. No phone calls please. EOE, M/F.

KJRH, NBC affiliate in Tulsa, Oklahoma, seeks weekend meteorologist. Two years experience and degree required. Send resume and tape to Ed Scripps, News Director, KJRH, PO Box 2, Tulsa, OK 74101. No phone calls. EOE.

Producer: We're looking for a highly motivated newscast producer. Applicant must have good news judgment and writing skills. We need someone who is aggressive and creative, no stackers. Tape and resume to Ed Scripps, News Director, 3701 South Peoria Avenue, Tulsa, OK, 74105. No phone calls please. EOE.

Health reporter: We're looking for a reporter, experienced on the health beat, to join our team. Responsible for health segments at noon and 5:30. Applicants should be creative writers able to produce and edit longer segments. Two years experience and a degree in broadcast journalism preferred. Send resume to: Judy Carrier, Administrative Assistant, WCYB-TV, PO Box 2069, Bristol, VA 24203. Minorities and women encouraged to apply. No phone calls. EOE.

Southeast VHF affiliate has an opening for a news director. Must be mature, creative and have strong people and journalistic skills. Send complete resume to Box D-41. EOE.

News director for WHIO-TV: Dayton's number one station is looking for an experienced, hands-on professional to develop and lead this powerful CBS affiliate news staff. Candidate must have a strong track record of at least 3 years experience as a news director, assistant news director, or executive producer with exceptional managerial and administrative skills. This person will have total responsibility for developing station's news product and news people. If you are a TV news pro with a great people-oriented management style, understand and believe in research-based decision-making and want to come work for a top-rated station owned by Cox, send your resume (no phone calls please) to: David Lippoff, Vice President & General Manager, WHIO-TV, 1414 Wilmington Ave. Dayton, OH 45420. We are an equal opportunity employer.

Regional manager. Conus Communications is looking for three regional managers for the West Coast, Atlantic Coast and Florida regional cooperatives. The Florida manager will coordinate satellite news gathering from Tallahassee and operate a Ku-band uplink truck. Must have local news room knowledge, strong journalism skills and management experience. SNG and field producing experience a plus. Send resume to: Steve Johnson, Conus Communications, 3415 University Ave., Minneapolis/St. Paul, MN 55414. EOE.

Prime opportunities! Seeking anchor/reporter, special projects producer, weathercaster, and videographer/editor. Also looking for sportscaster with play-by-play/talk show capabilities. Only applications with resume/demo tape/references will be considered. PO Box 22607, Tampa, FL 33622-2607. EOE.

News director: Midwest station in market size 50-75 is seeking news director to manage staff of 35. Duties include managing news operation that presents daily newscasts. Knowledge of current news-gathering and production techniques including satellite and remote activities is required. Qualifications include BS in Journalism and 7 years current experience in news production and management. Salary mid-\$40,000's. Respond Box D-42. EOE.

News producer: Produce 5:30 and 11:00 newscasts Monday-Friday. Applicants should be able to write well, edit tape, and stack shows. Experience, leadership ability, and ability to work with a team are necessary skills; degree in broadcast journalism preferred. Send resume to: Judy Carrier, Administrative Assistant, WCYB-TV, PO Box 2069, Bristol, VA 24201. Minorities and women encouraged to apply. No phone calls. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Production manager: To oversee and work with staff of 15. Must know all aspects of production and work well with clients. Small/medium Texas market. Reply to Box D-19. EOE.

Major eastern market independent TV station is seeking a promotion manager with hands-on TV promotion experience. Duties include heading a three person department responsible for creative on-air, radio, print and local activities. MAC computer skills desirable. EOE. Send resume to Box D-20.

Production paradise! Commercials, syndication, infomercials, special projects. Searching for executive producer of program development, sales manager, and public relations/promotion coordinator. Also need several producers/directors, program hosts, videographers/editors, segment producers, feature reporters, and production assistants. Applications must include all relevant material. PO Box 22607, Tampa, FL 33622-2607. EOE.

Creative services director for WHIO-TV: Dayton's number one station is looking for an experienced professional to develop and lead promotion and marketing efforts for this powerful CBS affiliate. If you have at least 3 years experience developing and coordinating on-air news, programming and station image promotion, have extensive experience dealing with creation of electronic graphics, like working with and managing creative people, and are a creative and resourceful hands-on professional who understands research-based marketing, this is the job for you. Send tapes and resumes (no phone calls please) to: David Lippoff, Vice President and General Manager, WHIO-TV, 1414 Wilmington Ave., Dayton, OH 45420. We are an equal opportunity employer.

Commercial producer: KJCT-TV has an immediate opening for a highly motivated and creative individual with imagination, resourcefulness, writing talent, and strong communications skills. Duties include taking commercials from original beginning to high quality finish. Editing, EFP, lighting and directing skills required. Degree in production or equivalent experience required. Resume to: Layne Montgomery, Production Manager, KJCT, #8 Foresight Circle, Grand Junction, CO 81505. EOE.

Program/operations manager: Will be responsible for programming, production, network relations, and community relations. Applicants should have previous experience as a program manager and TV production experience. Send resume and salary requirements to: David Dodds, VP/GM, WYFF-TV, PO Box 788, Greenville, SC 29602. No phone calls please. WYFF-TV is an equal opportunity employer.

Production coordinator/bilingual-NYC: Arrange and administer rehearsals and broadcasts of a Chinese cable TV station. Distribute scripts, arrange rehearsals quarters, prepare rehearsal call sheets, lay out acting on stage floors, time scenes and calculate overall program time. Verify with cast that make-up is applied and ready for broadcast. Direct personnel of sign-ons and sign-offs; notify departments of changes of daily operations, oversee distribution of equipment, transmit instructions over telephone headsets to performers on set, orally or through body gestures. Fluency in Chinese/English; One year experience, \$485/wk, 40 hrs/week; send resume or letter in duplicate to: CJ-104, Room 501, One Main Street, Brooklyn, NY 11201. EOE.

SITUATIONS WANTED MANAGEMENT

General manager. Involved, active and innovative. 25 successful years in general management, sales, promotion and programming. Available for relocation to a competitive market situation due to sale of present station. Reply to Box C-55.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer. Start-up and upgrade construction both studios and transmitters. Experienced people management and departmental budgeting. Please reply Box D-22.

Experienced TV chief engineer seeking position in the South. Supervisory and hands-on experience. Construction and maintenance background. Union negotiations, budgeting, capital planning. Call Jim 718-361-9122, leave message.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also knowledgeable newsperson. 216-929-0131.

General assignment and-or weather reporter, extensive experience in production, writing and drawing weather maps in the sixth largest market in the country with a BS degree in Broadcast Journalism seeks on-air position. Attractive, witty and knowledgeable, extensive knowledge of ColorGraphics V. Call 312-944-2468.

Actionline/Hotline editor, crusades TV viewer's problems. Press clip and references. Box 1039, NY, NY 10116.

Sports...part time anchor in top 40 market, lots of experience, including p-b-p, looking for medium to large market position. Call John 517-485-0321.

Young, personable, degreed meteorologist looking to help your station become #1. AMS Seal, 2 years on-air experience. Will make your weather programs informative yet entertaining. 504-464-0308.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Traffic/continuity/sales service. Experience in TV and radio, using Columbine, J.D.S., Bias and Marktron. Call George 908-417-1923. NY, NJ, CT area.

Hard working young man looking for production position that utilizes my experience in CMX editing, writing and working with clients. Programs-aired experience and willing to relocate. 317-643-5838. Travis.

MISCELLANEOUS

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

The king of radio and television reveals his reasons for success in this guide to greatness. Land jobs in top markets. Send \$9.95 to: Success Unlimited, PO Box 17134, Raleigh, NC 27619. 10% of each sale goes to fight illiteracy.

Primo people seeks general assignment 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.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Radio/television services-executive director, Indiana University, Bloomington, IN. Unit is organized into three operating divisions: Public Broadcasting Stations, WFUI(FM), WTIU(TV) and instructional television services. Executive director has overall responsibility for administration and reports directly to the office of the vice president and chancellor of the Bloomington campus. Seek the following qualifications: 1) proven leadership ability; 2) meaningful media management experience; 3) support for student participation in operations; 4) demonstrated ability to attract external funding; 5) eligible for academic appointment to the faculty in telecommunications, journalism or related field. Applicants should submit: 1) a current resume/Curriculum Vitae; 2) letter which supplements resume and which responds to specific qualifications outlined above; 3) names, addresses and phone numbers of at least three references. Deadline for full consideration: July 19, 1991. Address applications and/or requests for additional information to: IU/RTS Search Committee; Office of the Vice President and Chancellor; Bryan Hall 100; Indiana University; Bloomington, IN 47405. Indiana University is an equal opportunity/affirmative action employer.

Lenoir-Rhyne College, four year liberal arts college related to Evangelical Lutheran Church in America in Hickory, North Carolina, seeks applications for tenure track faculty position as assistant professor of communications studies/video production, effective January 5, 1992. Candidate must be able to teach courses in mass media (media law and media impact), develop/teach video production and video direction, and supervise campus radio station. College teaching experience required. Broadcast or radio/television production experience desired. Ph.D. preferred. ABD near completion considered. Salary based upon degrees and experience. Send letter of application, vita, and three letters of reference by July 30, 1991 to Dr. Robert L. Spuller, Vice President and Dean for Academic Affairs, Box 7420, Lenoir-Rhyne College, Hickory, NC 28603. Lenoir-Rhyne College is an EOE employer.

HELP WANTED SALES

Can you live on \$2000 a month in commissions for 3-4 months in order to build a business from the ground floor into a six-figure annual income? CASCOM syndication is the expansion of two well-known, established and respected companies. As our distributor, you'll market the world's largest stock library of animated effects, a stable of custom commercial characters headed by the famous Jim (Hey Vern, it's Ernest!) Vamey, generic commercials, music libraries and more. You need to have media sales experience, the ability to manage 3-4 people and the willingness to work full time and harder than you ever have in your life. If you are entrepreneurial in spirit and love to sell, call Lee Michaels at 615-242-8900. Territories closing rapidly! EOE.

HELP WANTED TECHNICAL

Electronic engineer wanted: A manufacturer of broadcast equipment located in the Southwest seeks a person with a strong background in analog and digital electronics with emphasis in audio engineering. Must have experience with DSP and a strong background in analog audio design. Experience in broadcasting and broadcast equipment manufacturing preferred. Company has excellent reputation and good benefits. Send resume only to: Box D-43. EOE.

SALES TRAINING

Kiss your butterflies goodbye! Speak with comfort, 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."

EMPLOYMENT SERVICES

Reporters. We market talent to all size markets. Call M.T.C 619-270-6808. News, sports & weather! Demo tape preparation available.

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.

Expose yourself...to our Canadian and American radio and TV client stations. Put your air check or demo tape on file with *Broadcast Talent Source*, for maximum market exposure. Small, medium and major markets. Send your resume and a non-returnable cassette demo, plus a \$25.00 dubbing fee to Broadcast Talent Source, 641 St. Clair Ave., West, Ste. 27, Toronto, Ontario M6C 1A7 Canada. Certified Cheque or money order. No additional fee charged for this service.

Law enforcement jobs. \$17,542-\$86,682/yr. Police, sheriff, state patrol, correctional officers. Call 1-805-962-8000 Ext. K-7833.

EDUCATIONAL SERVICES

On camera coaching: Sharpen TV reporting and anchoring/teletypewriter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart. Eckhart Special Productions.

WANTED TO BUY EQUIPMENT

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.

ENG truck in good condition with telescoping mast, generator, and accessories. Call Mike McKinnon, Chief Engineer, WXIN-TV, 317-632-5900.

Wanted: Editor that will interface with VPR 80 1" machines & M format. Also I-Squares that will communicate between ISC editor (GrassValley) & VPR 80's. Call Jerry Garvin at 803-288-2100.

FOR SALE EQUIPMENT

AM and FM transmitter, used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

1KW AM transmitters: Harris MW1A (1978), Harris SX1A (1988), Cont. 314R1 (1986). Harris BC1H1 (1974), RCA BTA 1S (1976), Transcom Corp. 800-441-8454, 215-884-0888, Fax 215-884-0738.

FM transmitters: BE FM30, 30KW (1983), CCA FM20,000E, 20KW (1979), Collins 831G2, 20KW (1975), RCA BTF 20E1, 20KW (1973), BE FM10B, 10KW (1990), Harris FM10K, 10KW (1980), RCA BTF 10ES1, 10KW (1975), 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.

AM transmitters: Collins 820E/F, 10KW (1974), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D, 5KW (1972), McMartin BA5K, 5KW (1980), McMartin BA2.5K, 2.5KW (1981), 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.

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.

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.

500' utility tower. New, on ground, ready to ship. Call Bill Kitchen, Sunbelt Media 303-786-8111.

UHF TV transmitters 2 avail. 30KW, 110KW. Low band 4 good Klystrons low price. Bill Kitchen, Sunbelt Media. 303-786-8111.

Potomac FIM-41 AM field strength meter \$1900.00 Kahn AM Powerside system and stereo modulation monitor, fills in nulls in multi tower arrays. Cost \$14,000.00, for sale \$3,000.00. 404-596-4828 x 242.

13GHz Microwave system with two audio sub carriers. Includes 2 antennas with Radome. Approximate 175 feet of waveguide - system like new \$13,000. Moseley MRC1600 transmitter remote control 16 channel - like new upgradeable \$2,600. Automatic instruments transmitter remote control 32 channels upgradeable \$6,000. Call 1-404-528-1400.

Harris 55KW UHF TV transmitter high band, klystrons low hours. Call Bill Kitchen, Sunbelt Media, 303-786-8111.

UHF transmitter package includes varian 120KW transmitter, antenna, 1000' waveguide. Will sell package, or separately. Bill Kitchen, Sunbelt Media 303-786-8111.

Klystrons: And RF components, used, rebuilt, leasing. 615-238-4200, Pauza Company.

Transmitters: All bands. Seven available from \$10,000. 615-238-4200, Pauza Company.

1" refurbished! Warranty, from \$7,995. 615-238-4200, Pauza Company.

Used towers. Dismantled. Self-supporting and guyed. 502-826-8700, Nationwide Tower Company.

RADIO

Situations Wanted Announcers

**THE MOTHER OF ALL MORNING SHOWS!
SHOCK RADIO WITHOUT THE SHOCK!**

Bright, topical, funny personality combines with clever, astute newshound sidekick, for a provocative and entertaining show that is not obnoxious. Ideal for full-service, news/ talk, or personality A/C.

**WE'LL SAVE YOU FROM THE RATINGS DESERT!
WRITE TODAY! BOX D-26**

Situations Wanted Management

INVESTOR

With radio experience seeks equity partnership with radio group to purchase or expand medium/small market FM station.

Reply Box D-44

ATTENTION

**Owners - Absentee Owners
Want to Increase SALES
and get your price?**

I'm a manager that sells everyday, has some cash, will buy out over time.

Call 1-813-349-4872

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AMERICA'S #1 BARTER WEATHER SERVICE FOR RADIO SEEKING NEW AFFILIATES IN TOP 100 RADIO MARKETS. AMS CERTIFIED / OVER 200 AFFILIATES ON-LINE

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ON YOUR MORNING
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TELEVISION

Help Wanted Management

GENERAL MANAGER/SALES MANAGER

Are you ready for a piece of the action? Startup company headed by Broadcasters, preparing to acquire medium market TV and Radio stations is looking for managers with proven track records. If you can improve station performance and maintain a commitment to what broadcasting is all about send your resume to:

**Broadcasters,
205 Park Avenue,
Hoboken, NJ 07030.
All replies in strict confidence**

Help Wanted Sales

ACCOUNT EXECUTIVE

Mid-Atlantic major market affiliate is looking for the right individual. If energetic, aggressive, tenacious and compelling best describe your demeanor, you are on the right track. Knowledge of agency negotiating and ability to develop new business are essential. Please send a cover letter and resume best describing how you can become our newest superstar.

**Sulte 189
72 Cranbrook Rd.
Cockeysville, MD 21030**

Women, Minorities are encouraged to apply.

Help Wanted Technical

MAINTENANCE ENGINEER

CNBC currently seeks an experienced Maintenance Engineer for our state-of-the-art facility in Fort Lee, NJ. You should have experience in television broadcast engineering and all phases of television operations.

To be a part of this fast-paced, team-oriented environment, send your resume and salary history to Personnel Associate, CNBC, 2200 Fletcher Ave., Fort Lee, NJ 07024. We are an Equal Opportunity Employer.

Help Wanted News

**HANDS-ON
EXECUTIVE PRODUCER
NEEDED FOR SAN DIEGO'S
ONLY TEN O'CLOCK NEWS!**

If you are creative, possess leadership ability and are hardworking, this is the job for you. We need a seasoned professional who wants to build great news programs and work with our desk reporters and anchors.

Send non-returnable tapes and resume to (NO PHONE CALLS, Please):

KUSI-TV
ATTN:HUMAN RESOURCES
P.O. BOX 719051
SAN DIEGO, CA 92171

KUSI-TV 51
AN EQUAL OPPORTUNITY EMPLOYER

Situations Wanted Management

**Results!!!
Television
General Manager
Box C-57**

General Manager
Successful, Motivated,
Experienced,
Seek medium market with
a committed broadcast group.
Box C-58

Miscellaneous

FOR LEASE

UHF commercial license in eastern market with 500K TV homes available for leasing by hour, day or day parts.

**Reply Box D-45
for info & rates**

Blind Box Responses

BOX ???
c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036
(No tapes accepted)

**ALLIED FIELDS
Help Wanted Sales**

SALES MANAGER

Top company serving the broadcasting industry seeks an experienced advertising sales representative for Los Angeles office to manage West Coast territory. Minimum ten years of sales experience required. Position involves travel. Qualified persons send resume, references and salary requirements to:

**Box D-33
M/F EOE**

Employment Services

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
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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.

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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

Pat Servodidio, president, RKO General Inc., New York, joins WKYC-TV Cleveland, as VP and general manager.

Ron Kurtis, controller, WTMJ Inc., Milwaukee, named VP, controller.

William J. Christian, VP and general manager, WPDE-TV Florence, S.C. (Myrtle Beach), joins co-owned WYOU(TV) Scranton, Pa. (Wilkes-Barre), in same capacity, succeeded by **Michael G. Reed**, general sales manager.

David P. Wright, former principal, Carrollton High School, Carrollton, Ga., joins Tele-Communications Inc., Denver, as director of educational services.

Bob Bernstein, general sales manager, KOK-AM-FM Phoenix, joins WALK-AM-FM Patchogue (New York), N.Y., as general manager.

Al Vicente, former general manager, WSYB(AM)-WZRT(FM) Rutland, Vt., joins WGN-AM-FM Albany, N.Y., as VP and general manager.

Wendy S. Cole, assistant business manager, WPTT-TV Pittsburgh, named business manager.

Joe Winn, executive VP, Atlantic Radio, Manchester, Mass., named president and chief operating officer.

Mark Crawford, VP, communications and special projects, WUHQ-TV Battle Creek, Mich., elected to board of directors.

Bill Whitlow, general sales manager, WNOR-AM-FM Norfolk, Va., joins WGH-AM-FM Newport News, Va. (Norfolk), as general manager.

Ken Messer, former general manager, KIMA-TV Yakima, Wash., named VP and general manager of co-owned KIMA-TV Yakima, Wash., KEPR-TV Pasco, Wash., and KLEW-TV Lewiston, Idaho, retaining his office in Yakima.

Robert Cacace, general manager, Cablevision Systems Corp., Rockford, Ill., named to same capacity, Cablevision's Westchester, N.Y., system.

Michael A. Scarpati, executive VP, Princeton Montgomery Company Inc., joins Nassau Broadcasting Holding Inc., Princeton, N.J., as executive VP and chief operating officer.

JONAS PROMOTED AT LORIMAR

Tony Jonas, senior vice president, drama development, Lorimar TV, has been promoted to senior vice president, creative affairs, newly-created position, putting him in number-two spot behind Leslie Moonves, president, Lorimar TV. In new position, Jonas will oversee all series development including comedy, drama and reality. Moonves will retain responsibility for all current series activities. Announcement coincides with departure of senior vice president, comedy development, Ellen Franklin, and Hank Cohen, vice president, comedy development. Franklin, leaving studio to work as independent producer under exclusive agreement with Lorimar, had been intending to make move for more than year. Cohen, expected to assume Franklin's position upon her departure, was unable to come to terms on new contract with Lorimar and has left studio.



SALES AND MARKETING



Assumma

Appointments at Backer Spielvogel Bates Inc., New York: **Robert H. Lenz**, chairman and former executive creative director, retired; **Barbara Ringel**, VP, strategic planning director, D'Arcy Masius Benton & Bowles, named senior VP, planning director, and **Frank Assumma**, senior VP, managing partner, DMB&B, named executive VP.

Marianne Bess, management supervisor, Saatchi & Saatchi Advertising, New York, named senior VP.

Frank Mancini, executive director, local sales, Rainbow Advertising Sales Corp., New York, named VP.

Michael C. Wheeler, formerly from WEEI(AM) and WRKO(AM) Boston, joins WHDH(AM) there as general sales manager. **John Mitchel**, account executive, WHDH(AM) named national sales manager.

Michael Frohm, local sales manager, KYW(AM) Philadelphia, joins co-owned KDKA(AM) Pittsburgh, as general sales manager, succeeding **Gleyn Ward**, director of sports and marketing.

Blaine Mitchell, account executive,

WDSU-TV New Orleans, named local sales manager.

Joe Canty, president, Canty Technologies, Tucson, Ariz., joins KSTP-TV Phoenix, as national sales manager.

Danny Fletcher, former general manager, KGRT-FM Las Cruces, N.M., joins KCUB(AM)-KIIM-FM Tucson, Ariz., as sales consultant. **Bill Parshall**, formerly with Nationwide Communications, joins KCUB(AM)-KIIM-FM as general sales manager.

Robert Ealee Lieberknecht, former account executive, KTYD(FM) Santa Barbara, Calif., joins KTMS(AM)-KHTY(FM) there as local sales and marketing manager.

Ray Hansen, general sales manager, WDSI-TV Chattanooga, named manager, new business development. **Jim Powell**, account executive, WDSI-TV named national and regional sales manager.

Appointments at Katz, New York: **Eileen Holmes**, sales manager, Caballero Spanish Media Network, named sales executive, Katz Hispanic Television Sales; **Lynn Stryker**, sales associate, Katz Continental Television, named sales executive; **Deborah Carabet**, sales manager, Professional Sports Publications, named sales executive, Katz Continental Television, and **Barbara Wampler**, broadcast advertising manager, Joslins department store, named sales executive, Katz Television Group, Denver.

Marvin Gottlieb, national sales manager, WKJG-TV Fort Wayne, Ind., named general sales manager.

PROGRAMING

David Kirchheimer, VP, chief financial officer, Republic Pictures Corp., Los Angeles, named senior VP and chief financial officer.

Harry Chandler, VP, special movies for television and international co-productions, Hearst Entertainment, resigns to form Harry Chandler Productions, Los Angeles, specializing in television movies and mini-series for U.S. and international marketplace.

Turner Broadcasting System Inc., Atlanta, forms Turner Private Networks Inc. (TPNI), subsidiary to customize private-network industry and appoints Turner executives to head: **Paul Beckham**, president, Turner Cable Network Sales (TCNS), adds duties as president, TPNI; **Scott Weiss**, VP, special projects, TCNS, adds duties as executive VP, TPNI; **Jon Petrovich**, executive VP, CNN, adds duties as executive VP, programming, TPNI. **Sandy I. Goldman**, VP, new business, Actmedia Inc., Norwalk, Conn., named VP and general manager, Checkout Channel, TPNI, and **John J. McMenamin**, VP, national sales director, advertising and promotions division, Actmedia, named VP, sales, Turner Broadcasting Sales Inc., New York, responsible for Checkout Channel.

Mary Duffy, producer, *CNBC Live*, joins *Sally Jessy Raphael*, New York, as senior producer.

David J. McNaney, partner, Barr/McNaney real estate firm, Los Angeles, joins Worldvision Enterprises there as account executive, Western division.



McNaney



Greenstein

Robert Greenstein, VP, regional sales, New World Television, joins Reg Grundy Productions Inc., Atlanta, as regional sales manager.

Lawrence R. Schatz, founder and president, Randolph Media Group, joins Goodman Entertainment Group, New York, as VP, marketing and business development.

Appointments at Blair Television: **Robert A. Weed**, manager, Houston, named sales manager, Raiders team, Los Ange-

les, succeeded by **Tod W. Terry**, account executive, Houston. New account executives: **Melissa Holly Colgate**, sales assistant, Atlanta, named to Jets team, New York; **Nancy Snell**, from TeleRep, named to Knicks team, New York; **Flynn Rivenbark**, account executive, KOFY-TV San Francisco and **Barry Maxwell**, from MMT Sales, join San Francisco office, and **Margaret Madaras**, from Seltel, Chicago, named to Cubs team there.

Debi Rosenthal, affiliate manager, Western region, Financial News Network, Los Angeles, joins Mind Extension University, Englewood, Colo., as director of sales, Central region.

Alan Grimm, production manager, KSMG(FM) Seguin, Tex., joins KONO-AM-FM-KSRR(FM) San Antonio, Tex., as production manager.

John Brewster, affiliate marketing representative, Prevue Networks Inc., Tulsa, Okla., named account executive.

Mark Elliott, formerly with Unistar, joins KMGX(FM) San Fernando, Calif., as program director.

Vinnie Fusco, creative services senior editor, WRCB-TV Chattanooga, Tenn., named manager of programing and production operations.

Randy Chambers, program director, WIMZ-FM Knoxville, Tenn., joins KEZO-AM-FM Omaha, as director of programing.

Terez Kiely, former general sales manager, Turner Program Enterprises, New York, joins Videofashion Syndication Services there as president.

NEWS AND PUBLIC AFFAIRS

Appointments at Associated Press: **Toby Massey**, photographer and photo editor, Washington, named regional photo coordinator, Southeastern United States, there; **Robert Daugherty**, chief photographer, Washington, named assistant chief of bureau for photos there; **Paula Froke**, editor, Minneapolis, named Michigan editor, Detroit, succeeding **Alan Adler**, named business writer there; **Fran Richardson**, acting news editor, Indianapolis, named editor in Indiana; **Joel Williams**, correspondent, Harlingen, Tex., named editor, Little Rock, Ark., and **Bill Baskerville**, acting news editor, Richmond, Va., named editor there.

Carl Bell, 6 a.m. and noon weather anchor, KCAL(TV) Norwalk, Calif. (Hollywood), named prime time weather anchor, succeeded by **Dianne Barone**, from The Weather Channel, Atlanta.

Charles Crawford, anchor, CNN, Atlanta, adds duties as science editor, *NewsSource*.

Stanley Saunders, anchor and sports reporter, WHBQ-TV Memphis, joins WJZ-TV Baltimore, as general assignment reporter.

Vicky Que, general assignment reporter, writer, producer and anchor, WILL(AM) Urbana, Ill., joins WHYY-FM Philadelphia, as arts reporter.

Andy Barton, news director, WDSU-TV New Orleans, resigned. **Steve Gill**, assistant news director, WDSU-TV, named acting news director.

Art Barron, weeknight anchor, WICD(TV) Champaign, Ill., joins KSTP-TV St. Paul, Minn., as morning co-anchor and reporter.

Robert Cizek, producer, WBRC-TV Birmingham, Ala., joins WKRG-TV Fort Wayne, Ind., as news director.

Ezra Marcus, reporter KSNW-TV Wichita, Kan., joins WAVE-TV Louisville, in same capacity.

PROMOTION AND PR

Brian Lewis, director of public relations, Financial News Network, joins CNBC, Fort Lee, N.J., as VP, media relations.



Moore



Lahey

Enid Moore, press information and media relations executive, and **Monica Lahey**, media relations and broadcast executive, CBS-TV, form Lahey & Moore Communications Inc. entertainment firm specializing in broadcasting publicity, public relations and special events, New York.

Glenna Smith-Norvelle, affiliate marketing manager, Prime Sports Network, Denver, named promotions director.

Michael Caplanis, creative director, Mouncey Ferguson & Associates, joins Abramson Associates, Washington, in same capacity.

Ann-Marie Durkan, assistant research executive and system administrator, Porter/Novelli, Washington, named research executive. **Wendy Messick**, administrative assistant, Porter/Novelli, Washington, named assistant account executive.

Brenda Feldman, VP, Julie Nathanson Publicity, forms Feldman Public Relations, specializing in film and TV clients, Los Angeles.

Linda Duberley, journalist and news presenter, Sky News, named head of press and publicity, British Sky Broadcasting, Middlesex, England.

TECHNOLOGY

John A. Lack, president and CEO, Nelson Vending Technology Ltd., Toronto, joins ACTV, New York, as president and CEO.

Ron Britt, from Paintbox Ninjas, joins HBO Studio Productions, New York, as paintbox artist.

Terry A. Priesont, from Broadcast Systems Installations, joins Hoffman Video Systems Inc., Los Angeles, as VP, technical services.

Randy Tede, art director, Universal Studios' Century III post-production facility, joins Henniger Video, Arlington, Va., as senior graphics editor.

John Schaab, formerly with International Tapetronics Corp., joins Broadcast Services/EME, Front Royal, Va., as VP, sales.

Randy Price, director of engineering, WTMJ Inc., Milwaukee, named VP, engineering.

John Santangelo, operations manager, Cencom Cable Television Inc., Los Angeles, named regional director, technical operations, Missouri/Illinois system, St. Louis.

Appointments at Varitel Video: **David Bernstein**, formerly with Starfax, Los Angeles, named senior colorist there; **Andrew Delle**, former director of engineering, The Post Group, Hollywood, named VP, director of engineering, Los Angeles; **Russ Carrens**, from Action Video, Hollywood, named editor, Los Angeles, and **Dan Hayes**, master control room supervisor and editor, San Francisco, named EFX editor there.

ALLIED FIELDS



Carlson

Richard W. Carlson, director, Voice of America, Washington, nominated by President George Bush to be Ambassador Extraordinary and Plenipotentiary to Republic of Seychelles.

Kim McAvoy, associate editor responsible for congressional and industry trade association coverage, BROADCASTING magazine, Washington, joins United States Telephone Association there as director of public relations, effective today (June 17).

New officers elected at New Mexico Broadcasters Association, Albuquerque: **Hewel Jones**, KWKA(AM)-KTQM-FM Clovis, N.M., president; **Bob Coker**, KKE-L(AM)-KPER(FM) Hobbs, N.M., president-elect and **Neil Baird**, KCHS(AM) Truth or Consequences, N.M., treasurer.

New officers elected at Broadcast Executive Directors Association: **Karole L. White**, executive director, Michigan Association of Broadcasters, president; **Harriet Lange**, executive director, Kansas Association of Broadcasters, president-elect, and **John M. Laab**, president, Wisconsin Broadcasters Association, secretary/treasurer.

Ralph Guild, chairman, The Interep Radio Store, New York, named recipient of STAR Award for Radio from American Women in Radio and Television.

Seth M. Siegel and **Michael S. Stone**, former partners at Hamilton Projects, form The Beanstalk Group, full-service licensing agency, New York.

Robert E. Flynn, project manager, ad-

vertiser programs, General Electric Co., joins National Cable Television Association, Washington, as senior project director.

Maggie Young, former VP, Paramount Pictures and Lucasfilm Ltd., forms Maggie Young & Associates Inc., Woodland Hills, Calif.

DEATHS

Joseph Willoughby, 34, regional director of programming, Continental Cablevision, Cook County, Ill., died of lymphoma May 28 there. Willoughby started his cable career in 1974 as program producer with Warner Cable. He was with Continental since 1980. Surviving him are mother, Ailean, and sister, Brenda.



Levinson

H. Y. Levinson, 91, radio pioneer, died May 14 in Royal Oak, Mich., of cancer. Levinson founded, owned and operated WCAR(AM) Livonia, Mich. (Pontiac) from 1939 until he sold it in 1977. He additionally owned WSUN(AM) St. Petersburg, Fla. He is survived by his daughter, Brenda Seligson, and one grandson.

Cal Mahlock, 71, broadcasting executive, died June 6 from complications of stroke in Fort Wayne, Ind. Mahlock's most recent position was assistant general manager at WKJG-TV Fort Wayne, Ind., until his retirement in 1981. He is survived by his wife, Mary, three daughters and two sons.

Ray Colonari, 72, broadcast executive, died of leukemia June 12 in Fort Lauderdale, Fla. Colonari was general manager of WICC(AM) Bridgeport, Conn., from 1964 to 1976. He is survived by his wife, Ann; daughter, Nancy, and one grandson.

Robert B. Masson, 75, programming executive, died of lung cancer June 4 in Studio City, Calif. In 1940's Masson produced and directed *The Gloom-dodgers* for WMGM(AM) New York, and later was with Young and Rubicam as television program manager. In 1949 he helped produce programs for NBC-TV including *Your Show of Shows*, *Broadway Open House*, *The Colgate Comedy Hour* and *The Bob Hope Show*. He joined Goodyear Tire and Rubber Company in 1960 as director of radio and television programming, and later directed public relations for Western region until his retirement in 1980. Survivors include his wife, Alice, and brother, Alis-tair.

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FIFTH ESTATE

DAVID HICKS: HIGH ON THE POWER OF RADIO

From the time NAB Radio Board Chairman David Hicks first began thinking about a career, he knew he would spend his life in radio. He landed his first air shift as a high school student in central Michigan, as co-host of a Saturday morning program on WFYC(AM) in his hometown of Alma. His parents encouraged him to pursue his interests rather than join the family pharmacy business. In those early days, Hicks balanced his education with jobs at both his father's store and the local radio station. "The station eventually won out, and it was the same way for college," Hicks says, explaining his decision to forgo pharmacy school.

Hicks says he was fortunate to realize early on that he "lacked a great deal of air talent," but found the business side "really exciting." The exposure to small-market radio created "a valuable awareness of just how well the radio medium works," an awareness that eventually carried him to Washington.

But first things first. Hicks is an anomaly in the radio industry, where the routine is annual relocation from market to market. He has managed to spend his career at a total of three radio stations, all within a 95-mile radius of Alma.

After graduation from Ferris State University, Hicks got a job in sales at WCER(AM) Charlotte, Mich., where, as sales/station manager, he remained for eight years. In 1970 he became sales manager at WILS(AM) Lansing, Mich., an AM powerhouse with a 12+ market share of 48 and all the business the station could handle. "It was great fun, but FM was beginning to make headway," Hicks recalls. "We were typical AM broadcasters, and we never thought we would lose our market share at that point. It's almost like the DAB situation we are facing today. There was no planning back then by broadcast groups on how to cope with advanced technology."

Another eight years later Hicks was named general manager at WKNR(AM) Battle Creek. The AM station at the time was in relatively good health, but the sister-FM basically was "a tape rack that looked as though it needed much repair." The station had been off the air for some time, but Hicks turned it around. Today it is a top 40 powerhouse



with a 12+ share of 15 in Kalamazoo. In 1985 Hicks formed Hicks Broadcasting Corp. and purchased the two stations, a move that eventually would lead him to the National Association of Broadcasters.

Hicks says he looked to NAB for direction and guidance on the operation of his fledgling company, and became interested in actively working with the association. In 1987 he ran for a seat on the Board of Directors; two years later he was named vice chairman of the Radio Board, and in 1990 was named chairman.

Hicks says he feels fortunate to have worked so closely with NAB on regulatory and legislative issues during his four years on the board. "Never in the history of radio broadcasting has there been as much activity related to this industry as in this past year," he says. "We worked hard to counter the threats of spectrum fees, and new proposals for regulation are always with us. We continue to work on the AM improvement project, and the advanced technology of Digital Audio Broadcasting is an issue the NAB has addressed properly. We've strengthened our clout in Congress and with the FCC, and we've provided sound answers and solutions to the questions and concerns that

have arisen. We've also explored and presented qualitative measurement [as an alternative] to just the raw numbers approach of persons listening."

Without question, digital audio broadcasting is one of the most important issues to face the radio industry, Hicks says. "DAB probably ranks as the number one issue we've had to be concerned about in our lifetime in this business," he says. Rather than take a back-seat approach, "NAB quickly and rightfully embraced this new technology in an attempt to guide its advancement to the benefit of existing broadcasters." Hicks says that the DAB Task Force is willing to look at all DAB options, including new "in-band" technologies, but the upcoming World Administrative Radio Conference forced U.S. broadcasters to "move in a direction faster than we originally had planned." By endorsing the Eureka 147 DAB system last January, NAB chose not to "sit on its hands and let some possibly valuable spectrum space get away from us," he says.

The international implications of DAB should also serve as a reminder that U.S. broadcasters do not operate in a vacuum—and that international opportunities are plentiful, and reciprocal. "FCC Chairman Al Sikes probably positioned it best when he said he was not against foreign companies owning American broadcasting interests if we were

granted the same privilege," he says. Because of the "great potential opportunities opening in Europe for American broadcasters," he will continue to help NAB plan its International Radio Symposium and Exposition in Montreux, Switzerland.

Hicks "did not get Potomac fever" during his four years on the NAB Board. He says his experience with the NAB Board provided an outstanding education, but "now I plan on getting back to being a radio broadcaster in Kalamazoo, Mich., and looking at some other opportunities to build the company." ■

David L. Hicks

President, Hicks Broadcasting Corp., Kalamazoo, Mich.; b. Oct. 4, 1939, Alma, Mich.; BA, Business Administration, Ferris State University, 1961; sales manager/station manager, WCER(AM) Charlotte, Mich., 1962-70; sales manager, WILS-AM-FM, Lansing, Mich., 1970-78; general manager, WKNR(AM)-WKFR(FM) Kalamazoo-Battle Creek, Mich., 1978-85; present position since 1985; m. Sally Severson, Dec. 30, 1964; children—Jane, 26; Jynell, 23; Jeffrey, 21.

IN BRIEF

There was **major management shakeup at Fox Lorber Associates**, New York-based distributor, last week. **David Fox**, who founded company with Richard Lorber 10 years ago, is **leaving company** "to pursue new opportunities," effective June 24. In statement issued Friday (June 14), company said Fox's decision was due in part to "diminished opportunities for the company in the area of domestic syndication, which he supervised." **Company**, now controlled by Japan-based GaGa Communications, is **getting out of domestic syndication business, to focus on international distribution**, where it has had most success. **Company will also expand its domestic cable and pay-per-view activities.** **Rob Miller**, who headed company's domestic syndication sales, is being **laid off**, along with one other staffer. Reached last Friday, Fox outlined three areas he will pursue, doing business as FM Associates Inc. Fox will serve as de facto programming chief (through consultation agreement) for Arts & Entertainment Home Video, new sell-through video arm of cable network. Fox will also serve as sales agent for companies with cable and home video product in Canada, Great Britain, Australia and Europe looking to do business in U.S. He will also provide consultancy services. In another development, Rena Ronson, vice president, international sales and marketing, will move to Fox Lorber's Los Angeles office to assume added role of head of West Coast acquisitions.

Securities and Exchange Commission is investigating Time Warner's rights offering,

which should take 30 to 35 days, according to Time Warner. Company said that once SEC declared rights holding operative, it would take 18 days to close. As of Friday (June 14), six shareholders had filed suits against company with regards to offering. Donaldson, Lufkin & Jenrette declined to comment on reports that it has solicited disgruntled shareholders to advise them on Time Warner's offering.

Tele-Communications Inc. finally gave up on its negative option marketing plan for its new Encore premium movie service, following attorneys general suits in 10 states. TCI announced that instead of automatically billing customers for Encore and then requiring them to cancel it either by calling or nonpayment, Encore will now be marketed nationally as positive premium service, meaning only customers who order Encore will be billed for it. Prices now will range from \$1 to \$4.95 depending on number of premium channels customers already have. But all customers who sign up before July 20 will get Encore for \$1, which was initial price of negative-option plan. Reason is, according to J.C. Sparkman, TCI's executive vice president and chief operating officer, because "many of our customers received early notices advertising the \$1 rate based on the 'opt-out' plan...[and] may not be aware of the pricing change that has been forced upon us."

Attorneys representing **eight media organizations have filed motion** with Palm Beach County Circuit Judge Mary Lupo

seeking to **avoid planned gag order on rape trial of William Kennedy Smith**. Participating media organizations include Scripps-Howard Broadcasting, NBC subsidiary WTVJ-TV Miami, Post-Newsweek Stations (of Florida), Associated Press, *USA Today*, *Fort Lauderdale News & Sun-Sentinel*, *Miami Herald* and *Palm Beach Post*. Supporting motion were lawyers for deposed Panamanian leader Manuel Noriega and Dade County prosecutor involved in highly publicized police shooting.

WAVA(FM) Arlington (Washington), Va., was sold by Emmis Broadcasting Corp. to Salem Communications Corp. for \$20 million. Emmis, headed by Jeff Smulyan and Steve Crane, owns one AM and six FM's, including stations in New York, Los Angeles and Chicago markets. Salem is headed by Edward G. Atsinger III and Stuart W. Epperson, and own 10 AM's and seven FM's. They also head Grapevine Radio Inc., which purchased KGEO(AM)-KGF(M) Bakersfield, Calif. (see "Changing Hands," page 54). Media Venture Partners represented buyer.

CBS News Washington Bureau Chief Barbara Cohen met last week with House Republicans concerning letter from members of House Telecommunications Subcommittee. They felt April 3 evening **news report on proposed labor legislation** was "the most biased, one-sided piece we have ever seen on this subject." Letter from subcommittee, which has jurisdiction over television industry, was signed by Thomas J. Bliley (R-Va.), Don Ritter (R-Pa.), Michael Oxley (R-Ohio), Carlos Morehead (R-Calif.), Jack Fields (R-Tex.), Dan Schaefer (R-Colo.) and Joe Barton (R-Tex.). Attending Thursday meeting were Bliley and seven members of Education and Labor Subcommittee, including Cass Ballenger (R-N.C.), Dick Zimmer (R-N.J.), Jim Bunning (R-Ky.), Bill Barrett (R-Neb.), Harris Fawell (R-Ill.), Scott Klug (R-Wis.) and John Boehner (R-Ohio). CBS News agreed to consult with Republicans when network does likely follow-up story on bill in July.

Warner Bros.'s pay-per-view James Brown concert, which aired live Monday, June

ORION EXCHANGE OFFER IN DOUBT

O Orion Pictures Corp.'s exchange offers for six issues of debt totalling \$285 million, which expires June 18, is expected to be rejected by bondholders. Orion's bondholders are in process of choosing a financial consultant and law firm to represent them, indicating the exchange offer will not be accepted. Under terms of the offer, debt holders were to receive \$750 principal amount of zero convertible senior subordinated debentures due May 15, 1998, and either 42 or 37 shares of Orion common stock—depending on the ranking of subordinated debt—to be exchanged for each \$1,000 principal amount of subordinated debt.

Bond holders, according to one industry analyst, are concerned the Orion offer does not differentiate between senior subordinated debtholders and the subordinated debtholders. The analyst said the offer will likely be "sweetened with more equity offered to both classes of debt."

10, is expected to get **1% national buy rate**, but number includes two encore performances shown between Thursday, June 13, and Monday, June 17. Warner Bros. spokesman said there is no estimate yet on what buy rate live Monday performance achieved on its own. When concert was announced last March, Eric Frankel, Warner Bros.'s vice president, marketing, had predicted it would surpass highest-rated PPV concert ever, New Kids on the Block, which got 2.2% buy rate.

CNN last week **dosed its Kuwait bureau**, which had seven remaining staffers. During liberation of Kuwait in February, number of personnel reached as high as 40. CNN spokesman said bureau was never intended to be permanent, and other bureau expansion plans continue. CNN executive vice president Ed Turner said in March that network has plans to add another permanent bureau in Mid-east, in addition to existing bureaus in Cairo and Jerusalem, in next few months (BROADCASTING, March 11).

Mercom Inc., MSO based in Bloomfield, Mich., said it would **seek its sale**. Announcement last Friday stated move is in response to hostile pressure from 20%-owner, C-tec, itself MSO with some systems adjacent to Mercom systems. Mercom, whose systems serve 34,000 subscribers in three southern Michigan areas and which is additionally partner in cable system serving St. Lucie, Fla., said that "C-tec demanded control of the board of Mercom" and turned down offer to have representation on Mercom board in proportion to C-tec ownership. C-tec is Wilkes-Barre, Pa.-based cable operator serving roughly 200,000 subscribers. Stock market anticipated some of news and Mercom shares (MERO:NASDAQ) closed down slightly following halt in trading Friday afternoon. On May 22, C-Tec announced it had initiated discussions about Mercom's board and management, and would consider calling special meeting of shareholders and removing board.

Joint production of *The Late Mr. Pete Show* by Grant-Tribune Productions and Tribune-owned **KTLA-TV Los Angeles**, which received four-week on-air test last September, is being **resurrected** for initial 13-week commitment on station beginning June 28. Half-hour talk show strip, hosted by former cable access celebrity Pete Chaconis, will be inserted in same 11:30 p.m. time slot. Grant-Tribune spokeswoman said no other Tribune O&O's are participating in revived test.

HOUSE SUBCOMMITTEE LOOKS AT HIGH COST OF CAMPAIGN ADVERTISING

The rising cost of radio and TV ads for political campaigns was scrutinized last week by the House Telecommunications Subcommittee. A variety of proposals was presented as a solution to the problem including a suggestion to fund congressional campaigns by taxing all advertising.

That idea was the brainchild of Representative Sam Gejdenson (D-Conn.), chairman of the House Administration Task Force on Campaign Finance Reform. Gejdenson also told the subcommittee he favors passage of a bill that would require stations to sell candidates fixed spots at their lowest preemptible rate. The parent Commerce Committee passed such a measure last year.

Broadcaster witness Jerald Fritz, vice president for legal affairs, Allbritton Communications, said his industry could live with changes to the political broadcast rules as long as they are "fair and equitable to both broadcasters and candidates." He said they could accept language such as that included in S.3, a Senate campaign finance reform bill: it would "simply allow candidates bump-free carriage of their spots at the lowest preemptible rates." And Fritz said they would also not oppose a proposal offered in the last Congress by Representative Al Swift (D-Wash.), which abolishes lowest unit rates, but gives candidates one free spot for every two spots bought at full price.

But there were other witnesses who feel political candidates should be offered free air time, especially to respond to attacks made by independent campaign expenditures. "Provisions for free broadcast time or public funds to respond to independent expenditures would enable candidates to respond to independent spenders and, as such, would provide some measure of accountability in independent spending activities," said Fred Wertheimer, president of Common Cause.

ALL-AMERICAN ENTERS FIRST RUN

Following the merger of Scotti Bros./Vinnedge Productions with All-American Television last February, a move which put those companies under the new All American Communications banner, the new entity has formally entered first-run syndication production. Syd Vinnedge, senior vice president of All American Communications, announced the TV production division is now equity partner and producer of LBS Communications' first-run fall 1991 entry, *Baywatch*.

In meeting a production budget estimated roughly at \$1 million per episode, All American has also licensed international distribution rights to Freemantle International, which has cleared the series in more than 50 countries to date. Vinnedge said LBS Communications Chairman and President Henry Siegel "owns a piece" of All American's over-the-counter stock (listed on NASDAQ as AACI), creating an "opportunistic synergy" for LBS Communications to concentrate its efforts on domestic distribution of series. "We've put \$20 million into the series production, but we also feel very protected in this arrangement," Vinnedge said.

Additionally, Vinnedge said original series star David Hasselhoff (who headlined NBC's 1989-90 network run) and executive producers Doug Schwartz, Michael Berk and Greg Bonann have similar equity positions, but Vinnedge did not say if that meant they have accepted a deferred payment system in exchange for equity positions. "What we want to establish is a reputation for being producers and distributors who are accessible to making series development deals with independent producers," Vinnedge said.

Action for Children's Television filed complaint with FTC against Hasbro Inc. charging "unfair and deceptive trade practices" within toy ads for Electronic Survivor Shot and G.I. Joe Air Commandos, "which misrepresent the nature and performance of such products." ACT asked FTC to stop ads and to initi-

ate general inquiry into TV ad practices to children.

Community Antenna Television Association President Stephen Effros agreed to open discussions with Ralph Nader's **Teledemocracy Project** on how to jointly encourage use of cable industry's public access channels across nation.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

BALLOONDOGGLE II

Two weeks ago, the House Commerce, Justice, State and Judiciary Appropriations subcommittee voted to deflate TV Marti by striking its \$14 million appropriation from USIA's 1992 budget and calling for an "immediate halt of spending by TV Marti of any money left over from previous years." Sounds good so far. The leading force behind the motion was Representative Bill Alexander (D-Ark.) who, according to the spokesman, believes TV Marti to be "ineffective" and a technical "disaster." He is not alone. Let's see, U.S. radio and TV broadcasters don't want it, the former head of Radio Marti didn't want it, the Cubans certainly don't want it, the appropriations subcommittee doesn't want it—there is clearly a pattern here.

The United States Advisory Commission on Public Diplomacy, the seven-member commission appointed by Congress that "is responsible for assessing the policies and programs of the U.S. Information Agency," has released its 1991 report to the President. Its finding: TV Marti "is not cost-effective." Sounds even better. (A GAO report issued last year has already suggested that it isn't benefit-effective either.)

On a scale that is already heavily loaded on the side of scrapping TV Marti and putting the money to innumerable better uses, the extra weight of the commission finding would appear to make the case airtight. But then, that's weighing evidence. Politics can be a pretty hefty thumb on that scale. That thumb was applied last week, as the full committee voted to restore the \$14 million TV Marti funding and perpetuate the waste of money and headache to U.S. broadcasters.

So there we have it. It doesn't work, says the Government Accounting Office. It isn't cost-effective, says the bipartisan commission charged with making that determination. Let's fund it, says the Appropriations Committee.

Let's not.

OLD SONG

We share KQED-TV San Francisco's disappointment with a California federal judge's decision to bar its cameras from an important news event: potentially the first execution in the state in almost a quarter century (although we also share Radio-Television News Directors Association President David Bartlett's belief that it is an opportunity broadcasters would use "sparingly, if at all").

Although the judge threw out the San Quentin warden's prohibition on all reporters at the execution, as he should have, that really came as no surprise. In fact, it had been a cagey move on the warden's part, throwing the judge a sacrificial ban to overturn so that he could feel friendly toward the First Amendment while continuing to shortchange the Fifth Estate.

Adding insult to injury was that the judge said he was persuaded to uphold the ban by "expert" testimony of prison officials. That testimony included arguing the danger posed by a heavy object like a television camera striking the glass of the

chamber window while the gas was being released. How's that again? By such reasoning, we should allow no video of public figures for fear the cameras might topple over and crush them in mid-profundity. This is the same kind of reasoning that was used to justify denying television access to the courts until decisionmakers finally awakened to the fact that the technology had far outraced their perception of it.

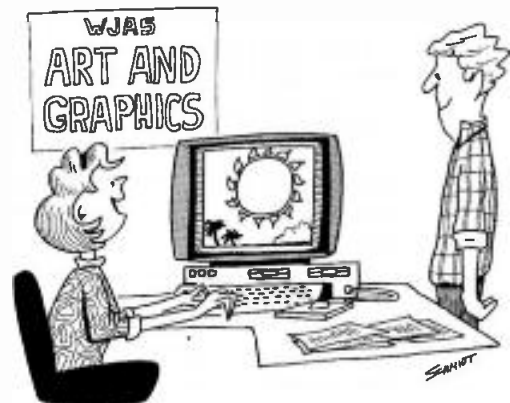
Apparently, some judges missed that wake-up call.

INDEPENDENT CONCLUSION

A U.S. college professor and his associate have written a paper on alcohol advertising that is to be published in a leading British economic journal. We do not pretend to understand the intricacies of economic analysis, and in that department defer to the expertise of co-author Victor Tremblay, chair of the University of Oregon department of economics and former chair of the economics department at Kansas State. But what is easy to understand is that they have produced an independently researched and funded economic model for alcohol consumption that supports the industry's long-held assertion that alcohol advertising primarily affects brand choice within an existing universe of beer drinkers, rather than recruiting new drinkers from the population. The recruitment issue has been the spear carried by those who would ban alcohol advertising.

Looks like that spear has a rubber tip. "Although advertising is likely to influence firm market shares," concludes the study, "these results indicate that advertising has no significant effect on the U.S. market demand for beer." It goes on to say: "Although many respectable groups have argued that advertising promotes beer consumption, the empirical results of this study do not support that hypothesis. If social welfare is best served by reducing alcoholic beverage consumption, policies other than a restriction on advertising should be sought."

We couldn't agree more.



Drawn for BROADCASTING by Jack Schmidt

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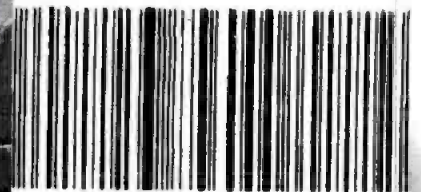
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