

Broadcasting Jul 15 DIRECT

Reaching over 117,000 readers every week

60th Year 1991

TELEVISION / 20

ABC renovates, enlarges 'Home'; New arrival at Fox: 'Muppet Babies'

RADIO / 36

Broadcasters divided over issue of foreign ownership of broadcast properties

WASHINGTON / 29

CBS, NBC appeal fin-syn rules at FCC; ABC challenges rules in court

BUSINESS / 32

Accountants to study Hollywood bookkeeping; Renaissance goes public



ELLER LIBRARY
Cliff College
IA 51104

A tasty movie package for 1992

SFM ENTERTAINMENT • 1180 AVENUE OF THE AMERICAS • NEW YORK, N.Y. 10036 (212) 790-4800



3-DIGIT 511
#009692068#P DEC92 BR292
LIBRARY
BRIDG CLIFF CLG
3303 REBECCA ST
SIOUX CITY IA 51104

Vol. 121 No. 3 \$2.50
BAD NEWS TRAVELS FAST
Cable, syndication feel negative effects of network upfront

"It Just Makes Sense to

An Old Job in a New Field

I left my job as chief writer and public relations director for a PR agency to start up a public affairs department for the ATC system in Albany. That was in September of 1983. At that time ATC was just beginning to put people in PR positions in key divisions throughout the field. Our goal was to launch outreach programs to promote all of the positive attributes that cable had to offer the community. You have to remember that in 1983, cable was still relatively new to most of the markets, and just understanding what cable was — what programming it offered and what the technology was all about — was a grand undertaking. I stayed there for about 5 1/2 years and then moved down to Montgomery County, Maryland to work for Hauser Communications.

Building Bridges

Promoting the importance of cable to the community is the essence of my job as director of public affairs for Hauser. There seems to be a heightened appreciation from cable operators all over the country for the value of public and community relations. Why? Because everyone's going to form an impression of your product or company. And if you don't tell your own story, someone else will tell it for you. So, my job is to tell our story by detailing the many important ways we contribute to the community.

The More the Better

Carrying C-SPAN helps us build positive relationships with opinion leaders in our communities. In fact, we have helped educators use the networks' programming through an educational package we put together called "Ahead of the Class." I must say, it has been a tremendous success. Also, C-SPAN has been an invaluable resource in working with government officials. They all say C-SPAN is terrific — the more the better.

Cable's Promise

That's why it makes a lot of sense for us to offer not just C-SPAN, but C-SPAN 2 and the two Audio Networks. The C-SPAN Networks fulfill some of the first promises cable made to communities when operators were first developing the industry. That is, delivering unique original programming — programming that is totally exclusive and cannot be seen anywhere else. For instance, C-SPAN 2 brings the other half of Congress into America's homes. C-SPAN is a wonderful network, but it's really only half the picture. You have the House and you have the Senate, and both are equally important to the legislative process. In order to experience the complete picture of what Washington's about and how our government works, you also need C-SPAN 2. And C-SPAN's Audio Networks provide a kind of international programming that is cable unique. They bring voices and views from around the world to cable homes here in America.

Four Good Reasons

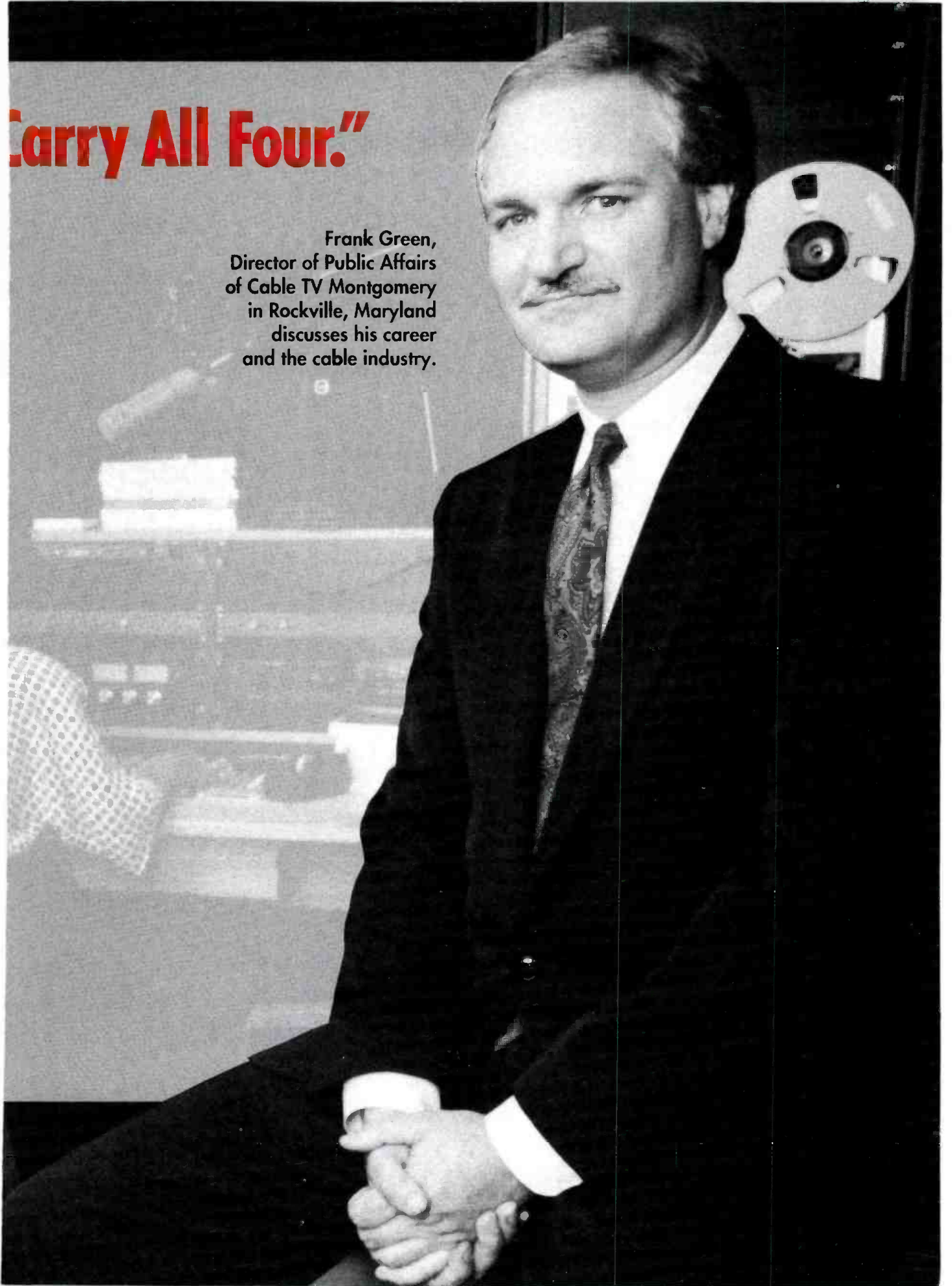
I think anybody in television will agree that there is a lot written about television both good and bad. And much of it has to do with the type of programming that's available. The C-SPAN Networks give the public four good reasons to feel positive about American television. At Hauser, we're fully committed to giving our subscribers all the good things that come with C-SPAN. It just makes sense for us to carry all four networks, because, among other reasons, these important services are part of the uniqueness of cable and part of the best that cable can be.

C-SPAN

PRIVATELY FUNDED TO SERVE THE PUBLIC BY AMERICA'S CABLE TELEVISION COMPANIES.

Carry All Four."

Frank Green,
Director of Public Affairs
of Cable TV Montgomery
in Rockville, Maryland
discusses his career
and the cable industry.



THIS WEEK

11 / UPFRONT WOES

Fresh from 10%-15% price reductions in network upfront market, advertisers and agencies are turning to cable and syndication markets with expectation of similar deals. Some syndicators and cable networks are resisting price cuts, others appear resigned to equation that as broadcast networks go, so goes the competition.

12 / ABC EXPANDS, CONTRACTS

ABC will go ahead with its planned overnight anchored news program, *World News Tonight*. Affiliates will not have to pay for the service, but the network will retain 60% of advertising time in the program. But even while it was expanding its news coverage, the division was announcing layoffs of as many as 100 staffers, as well as other budget-cutting measures, including the closing of its Rome and St. Louis bureaus and switching from Beta to 3/4-inch equipment.

13 / FCC TAKES DEREG STEP

In the wake of the so-called Pepper Paper, the study by the FCC's Office of Plans and Policy, the commission last week invited TV broadcasters to provide information on how FCC rules should be changed to improve their competitive position. There is "much less scarcity" and a "lot less concentration of

power" than when the FCC broadcast TV regulations were adopted, FCC Chairman Al Sikes said last week. "It is time to take a look at the rules in relationship to that reality," he concluded.

15 / S. 12 SLIPPAGE

Full calendar, nomination of Clarence Thomas to Supreme Court and prospect of increased cable lobbying will likely push back timetable for Senate action on cable deregulation legislation.

16 / HIGHEST BIDDER

House Telecommunications Subcommittee will hold hearings in September to consider bill that proposes spectrum auctions rather than lotteries or comparative hearings for planned reallocation of 200 MHz of government-controlled spectrum to private use.

17 / WIRELESS WORLD

Wireless Cable Association President Robert Schmidt told BROADCASTING last week that his industry "will carry" all broadcast signals, and talked of other potential synergies with broadcasting, including increased pay-per-view opportunities. Schmidt said industry still faces problems from perception created by difficulties encountered by showcase systems in several major markets, but added that other major obstacles, including channel capacity, limited range and dependence on line of sight, have been repaired by new FCC rules.

18 / PACKAGE PROBLEMS

Warner Bros. hopes to sell *Midnight Caller* to USA Network along with some films from its Volume 30

movie package. One hitch may be that Volume 30 titles are supposedly in hands of Lifetime/Chris-Craft partnership.

19 / DIGITAL DIVIDE

It has been a year since Panasonic delivered its first digital signal processing cameras (DSP). Although some broadcasters say technology is advance over tube or analog charge-coupled devices, manufacturers are split over how soon market for DSP cameras will emerge, with Ikegami currently producing its own DSP camera and Sony and Hitachi still researching the technology.

20 / NEW 'HOME'

After month-long evaluation of struggling *Home Show*, ABC has spared the ax and given its daytime offering a new lease on life, including format and staff changes and expansion by half hour beginning today (July 15). Former *Today* show executive producer, Marty Ryan, is running the show and says he plans to take it in a more issue-oriented direction.

21 / 'MUPPET BABIES' JOIN FOX FAMILY

The Fox Children's Network has secured the broadcast rights to the *Muppet Babies* from Jim Henson Productions, creating an hour block of children's programming—with its *Peter Pan* and *the Pirates*—for weekday



CBS News correspondent Richard Schlesinger discusses case with Judge Herbert Exarhos on premiere of CBS's 'Verdict' (page 22).

mornings for the 1991-92 season. Odd man out appears to be Claster Television, which had distributed animated half-hour since 1989. Under terms of the deal, Fox will have 65 episodes available for stripping, plus another 19 should Fox renew the contract beyond its initial year. The deal follows closely on the heels of Fox's expanded arrangement with Warner Bros. Domestic Television for kids product, including *Tiny Toon Adventures* and *Merrie Melodies*.

22 / MORE WITH LESS

News divisions have had to cut costs and staff in light of tough times at the networks. The other side of that coin, however, is that the economic pinch has opened up opportunities for new programming both in prime time and in various relatively uncharted dayparts for news divisions, which can produce programming at half the cost of prime time entertainment fare.

23 / 'DA' TO 'DALLAS'

The saga of the Ewing clan is a hit in the Soviet Union. That country's national television network, Gosteleradio, appears to have deal with *Dallas* overseas distributor Worldvision for the first three seasons of the series. Soviets are also said to be close to a deal with Hanna-Barbera.

26 / WARNER STUDY FINDS TASTE FOR ACQUIRED PROGRAMS

A study of eight basic cable networks shows that the highest rated entertainment programs for the first quarter of 1991 were largely acquired

product, rather than original programming. Warner is looking to maintain the health of the cable market for hour dramas, theatricals and off-network series and movies. Not all cable services agree with the contention that acquired programming automatically brings in higher rates.

29 / FIN-SYN BEGIN AGAIN

The seemingly endless saga of the FCC's revised financial interest and syndication rules continued last week. CBS and NBC filed petitions for reconsideration, blasting the rules as "illogical," unconstitutional and counterproductive, while the Coalition to Preserve the Financial Interest and Syndication Rule, joined by producers and INTV, argued that the rules should be tightened. Meanwhile, ABC was challenging the rules in the U.S. Court of Appeals (CBS and NBC are expected to join it if the FCC does not significantly relax them).

30 / DEBATING CABLE DEFINITIONS

At a House subcommittee hearing last week, MMDS operators argued that a U.S. Copyright Office preliminary finding, that wireless cable did not fit the definition of a cable system as regards compulsory license, would cripple industry. Subcommittee generally agreed that Copyright Office had misinterpreted Copyright Act of 1976 in confining its "other communications channels" to wired media, rather allowing phrase to encompass "new technologies," such as MMDS.

32 / HOLLYWOOD AUDIT

The American Institute of

Certified Public Accountants is forming a task force to study the way entertainment companies keep their books in an effort to standardize practices such as how much revenue to project from a film or TV series and when projections of different revenue sources can be included. Although the findings aren't binding, they could lead to changes in the recording of revenue, costs and, thus, earnings.

35 / RENAISSANCE OFFER

One of country's largest independent groups is making a \$40 million public stock offering through Salomon Brothers. Company will use money to pay off debt and interest-paying preferred stock. Additional reason for offering may be to ease partial liquidation of existing stock and warrant holdings.

36 / RADIO QUID PRO QUO

U.S. interest in European and other international markets has raised



WCA's Robert Schmidt looks at wireless world (page 17).

question of whether international interests should be allowed to increase their investment in U.S. properties. BROADCASTING talked to some radio executives and got a mixed reaction over whether the increased infusion of capital would be a salvation or a sellout.

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

The Fifth Estate
TELEVISION
Broadcasting
☒ Cable

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Cahners Publishing Co., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2.50 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$85, two years \$160, three years \$225. Canadian and other international subscribers add \$40 per year. U.S. and possessions \$400 yearly for special delivery. \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* ☐ *Yearbook* \$115. *Across the Dial* \$9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600). Postmaster, please send address corrections to *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. © 1991 by Cahners Publishing Co.

INDEX

Business.....32
Cable.....26
Cablecastings.....28
Changing Hands33
Classified Advertising.....44
Closed Circuit.....6
Datebook.....9
Editorials.....58
Fates & Fortunes52
Fifth Estate.....55
Focus on Finance.....34
For the Record.....39
In Brief.....56
Masthead.....9
Monday Memo.....8
Programming.....20
Radio.....36
Ratings Roundup.....25
Riding Gain.....38
Technology.....19
Top of the Week.....11
Washington.....29

CLOSED CIRCUIT

AD-HOC NETWORK IN WORKS; GROUP OWNERS TO MEET IN LA

Executives from at least a dozen of the largest independent TV station groups plan to meet early next week to discuss clearing two hours of programming nationwide in prime time. The groups, said to be led by Evan Thompson at Chris-Craft, will gather in Los Angeles for what will be their third meeting.

It is believed that one of the reasons for holding the meeting in Los Angeles would be to hear program pitches from major studios. One of the group owners attending thought that Warner was the leading contender to provide programming for the block.

Although no group owner would confirm participation, in order to clear country, major market stations such as WWOR-TV New York and WPWR(TV) Chicago, and groups such as Gaylord, Renaissance, ABRY and River City, would likely have to be included.

Tuesday night could be the most likely home for the program block. There would be no competition from Fox, which does not yet program that night, thereby allowing certain Fox affiliates to participate. But Fox might object, as it has previously objected to ad-hoc proposals using Fox affiliates. Such a dispute between Fox and Disney is still in

litigation. One veteran program executive said that using non-Fox stations alone, an ad-hoc group could reach roughly 70% of TV households, and that with some strategic cable affiliates the coverage would be "put over the top."

Station groups may be moving ahead with the plan, since Fox appears stalled at 15 hours of prime time programming if it is to preserve its official non-network status under the FCC's new Financial Interest and Syndication rules.

That Chris-Craft should be taking the lead is consistent with its already active strategy. The group's KCOP-TV Los Angeles has already collaborated on several prime time program ventures with Pineland's WWOR-TV, including partnering with MCA TV to produce three hour-long dramas for the 1990-91 season—*Shades of L.A.*, *They Came from Outer Space*, and *She Wolf of London*. The two stations are also partnered with Reg Grundy Productions in the production of a new one-hour drama for next fall, *Dangerous Women*.

In early fringe and access both have also invested in *Our Old School*, a new first-run sitcom being tested this summer, and both are part of the Viacom-Katz consortium looking to develop new first-run strips for syndication.

WASHINGTON

Likely candidate

Few inside or outside FCC expect much to come of last week's petitions to revamp fin-syn rules on reconsideration. None of commissioners show any inclination to make any significant changes in rules—in direction of either strengthening them or further liberalizing them.

But if changes were to be made, fin-syn watchers believe, FCC Commissioner Andrew Barrett would be most likely catalyst. Barrett was member of three-commissioner majority (along with Sherrie Marshall and Ervin Dugan) that last April enacted new rules over objections of Chairman Alfred Sikes and Commissioner James Quello, who favored complete repeal or something close to it. But amid politicking leading up to vote, Barrett demonstrated willingness to shift position on more than one occasion. At 11th hour, for instance, he forced Marshall and Quello to rewrite rules to allow networks into foreign syndication.

New perspective

National Cable Television Association President Jim Mooney appreciated Motion Picture Association of America President Jack Valenti's joining in on cable's bashing of retransmission

consent legislation (see story, page 15), but he was tickled by some of Valenti's rhetoric, specifically his defense of the compulsory copyright license. "When [the license] was worth only \$20 million [a year], it was 'highway robbery.'" said Mooney. "Now that it's

NEW YORK SCORECARD

Affiliate schedules for early fringe and prime access time periods are firming up in nation's top ADI market. with Roger Colloff, vice president and general manager of WCBS-TV New York confirming that new strips *Love Stories* (Warner Bros.) and *Candid Camera* (King World) will be in 4 p.m.-5 p.m. slots. Incumbents *Hard Copy* and *Entertainment Tonight* (both Paramount) will stay at 7-8 p.m. WCBS-TV will also insert new talk strip, *The Chuck Woolery Show* (Group W Productions), in 9-10 a.m. slot.

Odd man out is Tribune Entertainment's *Geraldo*, which airs on CBS flagship at 4 p.m. and will presumably be cleared in daytime on Tribune indie WPIX-TV.

Judy Girard, WNBC-TV's program director (and vice president of program development and syndication, NBC Television Stations), said that station will be going with two-hour talk show block, new *The Maury Povich Show* (Paramount) and incumbent *Donahue* (Multimedia), in 3-5 p.m. slots. Instead of counter-programming WABC-TV's *Wheel of Fortune* and *Jeopardy!* at 7-8 p.m., Girard said WNBC-TV will go head to head with game show block led by veteran *Love Connection* and *Ruckus* (latter being co-developed with Columbia Pictures Television). Odd woman out at WNBC-TV is Tribune's *Joan Rivers*, which will also likely be cleared on WPIX-TV.

worth \$216 million, it's a 'delicate marketplace balance....God, but I love Jack.'"

PHILADELPHIA

Beautiful switch

Jerry Lee, president and owner of WEAZ-AM-FM, will reintroduce beautiful music to city of brotherly love on Aug. 15. WEAZ(AM) Philadelphia will break off simulcasting with co-owned soft adult contemporary outlet WEAZ-FM and become only Philadelphia station to program format. Station will have live morning show and otherwise will be fully automated employing Bonneville Broadcasting CD library.

Station will go on air with eight charter advertisers, who will each run 40 spots per week. No other spots will be sold.

CHARLESTON

Poll position

Senator Ernest Hollings (D-S.C.), member of Senate Communications Subcommittee and chairman of parent Commerce Committee and Commerce Appropriations Subcommittee (dealing with FCC appropriations), appears in danger of being unseated in 1992 reelection bid if state's governor throws hat in ring. Hollings would lose to South Carolina's Republican Governor Carroll A. Campbell Jr. by 59%-37% margin if election were held today, according to poll conducted by Charleston *Post-Courier* and WCBD-TV Charleston. Campbell, however, has not announced candidacy for Senate seat. Same poll found former Representative Thomas Harnett, currently considered front runner for Republican nomination, behind Hollings, 45%-35% with 20% undecided.

NEW YORK

Flagging figures

Outlook for national spot television in third quarter is bleak according to rep forecasts obtained by BROADCASTING. Katz Television is projecting spot billings in third quarter to decrease by 7% to 9% compared to third quarter last year, while Seltel is looking for smaller drop of 3% to 5%. Decrease, according to Katz, would be biggest in spot expenditures since 1971, when third-quarter billings fell by 11%. Besides being hurt by economy, spot



James Quello was sworn in to a fourth term as FCC Commissioner in a ceremony before colleagues and friends at FCC headquarters in Washington last Friday afternoon (July 12). As at the three prior ceremonies, the Bible was held by Quello's wife, Mary, and the oath was administered by Quello's long-time friend, U.S. Appeals Court Judge Damon Keith.

business is being stung by poor network upfront and fact that networks have taken renewed interest in regional advertising. In first quarter, regional advertising was up 43%, principally, report says, at expense of spot.

Poll pull-back

The Roper Organization is not yet sure whether it will roll out its national polling service for TV and radio stations during 1992 election, as originally planned. Tight budgets have so far made stations reluctant to commit to Roper Elections Service, which quietly launched year ago with initial investment of about \$250,000 and was first used last fall to conduct election night research in Massachusetts. Voter Research & Surveys, competing service formed by ABC, CBS, NBC and CNN, plans to make its presidential election debut in 1992.

Better deal

Look for word, perhaps this week, that All American Television has made deal with Blair Television to sell barter time in Blair's new show, *Stuntmasters*, hour weekly debuting in September and cleared in about 90% of

country. Initially, Action Media Group (AMG) had deal to sell barter in show. However, All American apparently came up with more attractive deal, and Blair asked to be let out of contract with AMG. Blair Entertainment President Alan Berkowitz said parting with AMG over *Stuntmasters* was "amicable." He noted that AMG will continue to sell time in another Blair-distributed show, *Studio 22*.

In addition, Blair's Berkowitz confirmed that two weekly Blair shows that debuted last fall, *Dracula* and *Reunion*, will not be renewed for second season.

MALVERN

Cable connect

National cable spot interconnect may soon become reality. Alan McGlade is leaving presidency of Adlink, Los Angeles interconnect, to join Lenfest Group subsidiary in Malvern, Pa., to launch national cable spot advertising distribution system. Venture would be called AdStar, and transmit spots via satellite to systems across country. AdStar would be sister company to Lenfest's NuStar, satellite national cross-promotion service.

MONDAY MEMO

*A broadcast audience commentary from Ray Beindorf, chairman-president,
Intercontinental Television Group, Los Angeles*

The 1990 U.S. Census is revealing some astounding statistics that should shake up broadcasters from coast to coast.

The data reveal a rapidly changing demographic landscape—an explosion of growth among our nation's international population—that is having a profound impact on big cities and small towns across America. "Multiculturalism" is no longer just an abstract concept—it is a reality. How broadcasters adapt, how they respond to serving the needs of the new Americans, will have a major impact on their success in the days and decades ahead.

If you have any doubts, just take a look at the statistics. Among the Census Bureau's findings:

- Nearly one in every four Americans is of African, Asian, Hispanic or American Indian ancestry, up from one in five just 10 years ago.

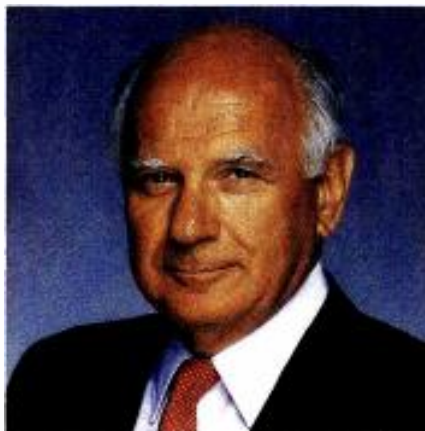
- Asian and Pacific Islanders are the fastest-growing segment of the U.S. population, up 108% since 1980 to 7.3 million.

- Some 31 states reported an increase in Asian American and Pacific Islander growth of more than 100%, and 13 states reported growth well over 150%.

What's more, the easing of immigration quotas, signed into law last year by President Bush, assures that this trend will continue well into the 21st century.

Now the fact that America is becoming more ethnically diverse is not news; the speed and magnitude of this shift, however, is. And this demographic reorientation is not limited to the Pacific Rim of large metropolitan areas; it is occurring all over the country. For broadcasters this is a wake-up call: television is serving a larger, more varied constituency. Developing an awareness for and a sensitivity to the needs of these new audiences is not only good for business, it is the key to survival for television entities.

Our own experience has borne this out. One year ago, the International Television Group (which operates multilingual broadcast stations KSCI-TV in Southern California and KHAI-TV in Honolulu) launched the International Channel, the first multilingual cable network. Today, in combination with our broadcasting stations, we are serving nearly



10 million TV homes. Fortified by the startling facts now emerging from the 1990 census, we are secure in the knowledge that our timing was right.

However, while our research shows that our viewers are extremely loyal because of their language and cultural ties to our programming, we know that they do not watch us exclusively.

This is where broadcasters must step in to serve the needs of these new audiences. Our viewers, like all television watchers, are constantly in search of channels that make them feel welcome and comfortable and programing that entertains them, informs them and speaks to their needs. The ethnic media are their preference for news and cultural and entertainment programing from their home countries, but they always turn to mainstream media when that programing is over.

Plus, as a consumer group, many of these new Americans are highly educated professionals and skilled workers who often out-earn their American-born neighbors and outpace them in their purchases of new homes, cars and goods of all kinds.

Broadcasters have an opportunity to win or lose these audiences just as much as they do with any other demographic group. The opportunity is there for broadcasters who take the time to find out who these people are, their con-

cerns, their needs and the issues that most affect them. By tailoring your programing, on-air promotion and community service campaigns to suit the evolving make-up of your viewership, you can cultivate a loyal audience that delivers ratings and attracts advertisers.

Based on our experience in serving the multicultural audience, here are some ideas for broadcasters who want their operations to better reflect the cultural diversity of their communities:

- News department—It may be helpful to tap into the local ethnic press. Some ethnic newspapers are printed in English. Get to know your ethnic print counterparts, and find out about the events and issues that are of vital interest to that segment of the community.

- Sales department—Make sure your sales department is versed in the fragmentation of the marketplace and the demographic breakdowns of your audience. Many advertisers and their agencies now specialize in target

marketing to specific ethnic groups, and are looking for opportunities to reach those customers. An advertiser who is closed to a particular ethnic community can be greatly assisted by a knowledgeable account executive.

- Personnel—The FCC requires employe diversity to be reflective of the community. That in itself is a mandate. Broadcasters without a pro-active employment policy in this regard may be very surprised at the next EEOC review when their attorney tells them they are short because they haven't kept up with ethnic changes in their community.

- Community relations—The "public interest" demands that a television station serve the needs of its entire community, not just the prevailing majority. By targeting your community outreach to reflect cultural and ethnic differences in your market, you will not only build identification for your station throughout all segments of the community but also reap the viewer goodwill of being seen as sensitive to issues important to your audience.

"Developing an awareness for and a sensitivity to the needs of these new audiences is the key to survival for television entities."

Broadcastings

Founder and Editor
Sol Talshoff (1904-1982)

1705 DeSales Street, N.W., Washington, D.C. 20036
Phone 202-659-2340
Editorial Fax: 202-429-0651 • Administrative Fax:
202-331-1732 • Advertising Fax: 202-293-3278

Lawrence B. Talshoff, chairman
David Persson, publisher

Editorial

Donald V. West, senior vice president and editor
Mark K. Miller, managing editor
Harry A. Jessell, senior editor
Kira Greene, John S. Eggerton,
assistant managing editors

Washington

Matt Stump, associate editor
Randall M. Sukow, Peter D. Lambert (technology),
assistant editors
Patrick J. Sheridan, Janet Sullivan, John Gallagher,
staff writers
Marsha L. Bell, editorial assistant
David R. Borucki, art director
Denise P. Smith, production

New York

630 Third Ave., 10017, 212-599-2830; Fax 212-599-2837
Geoff Folsie, chief correspondent
Stephen McClellan, chief correspondent (programming)
Lucie Cobo, radio editor (East Coast)
Rich Brown, Joe Flint, Sharon D. Moshavi, staff writers
Hollywood
1680 N. Vine St., 90028, 213-463-3148, Fax 213-463-3159
Steve Coy, assistant editor, Mike Freeman, staff writer
Reed E. Bunzel, radio editor (West Coast), 408-625-3076

Business

Kenneth W. Talshoff, senior vice president
and general manager
Philippe E. Boucher, vice president and controller
John M. Arena, assistant controller
Tracy Henry, systems manager
Poll F. Noyes, personnel administrator
Rhonda Moore, accounting assistant

Advertising

Washington
202-659-2340
Robert (Skip) Tash, vice president, advertising sales
Doris Kelly, sales service manager
Mitzi Miller, classified advertising manager
New York
212-599-2830
Joseph E. Ondrick, East Coast regional sales manager
Randi T. Schatz, sales manager
Sandy Bacchus, advertising assistant
Lewis Edge & Associates, (Southern regional and
East Coast equipment) 609-683-7900, Fax 609-497-0412
Dave Berlyn & Associates: 914-631-6468
Lindstrom Windsor & Associates: 914-234-7660,
Fax 914-234-7546
Hollywood
213-463-3148
Sandra Klausner, editorial-advertising assistant
Schiff & Associates (Western equipment
and engineering): 213-393-9285, Fax 213-393-2381

Circulation

Kwentin K. Keenan, circulation manager
Patricia Waldron, data entry manager
Maureen Sharp, Wayne Byers, circulation assistants

Production

Harry Stevens, production manager
Debra D. Funkhouser, production assistant

Corporate Relations

Patricia A. Vance, director
Catherine F. Friday, secretary to the chairman

The Broadcasting Yearbook

David Seyler, manager
Francesca Tedesco, assistant manager
Joseph A. Esser, associate editor
Amy Thewes, Angela Callahan,
editorial assistants

Advertising Representative

Japan (06) 925-4452, Fax (06) 925-5005

CAHNERS CONSUMER/ENTERTAINMENT
PUBLISHING DIVISION

John J. Bani, senior vice president/general manager
Neil Perlman, senior vice president/group publisher
Lawrence B. Talshoff, adviser

CAHNERS PUBLISHING COMPANY

Terrence M. McDermott, president
REED PUBLISHING (U.S.A.) INC

Ronald G. Segel, chairman and chief executive officer
Robert L. Krakoff, president and chief operating officer

DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

July 13-16—California Broadcasters Association 44th annual summer convention. Hyatt Regency Monterey, Monterey, Calif. Information: Vic Biondi, (916) 444-2237.

July 13-16—Arbitron Television Advisory Council meeting. San Diego. Information: (212) 887-1300.

July 13-17—Fourth annual International Teleproduction Society forum and exhibition, featuring presentation of International Monitor Awards. Waldorf-Astoria, New York. Information: (212) 877-5560.

July 15-16—Job fair sponsored by National Capital Area Council of The Institute of Electrical and Electronics Engineers, Inc. Embassy Suites Hotel, Vienna, Va. Information: (800) 562-2820.

■ **July 17**—American Women in Radio and Television. Houston chapter, luncheon. Holiday Inn

Crowne Plaza, Houston. Information: Jane Powell or Stacy Barrett, (713) 621-2680.

July 17—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Stephen J. Levin, senior vice president and general manager, WNUJ-TV, Channel 47 (Telemundo) on "Spanish Language Television: Where the Past Meets the Future." Copacabana, New York. Information: (212) 768-7050.

July 17—USA Network local ad sales workshop. Princeton Forrestal Village Marriott, Princeton, N.J. Information: Tracey Muhlfeld, (212) 408-9170.

July 17—"New Business Technologies in CATV" and "PCN's Digital Audio Box," seminar sponsored by Society of Cable Television Engineers, Penn-Ohio meeting group, Cranberry Motor Lodge, Warrendale, Pa. Information: Rich Flanders, (716) 664-7310.

July 17-18—Broadcast Cable Financial Management Association and Broadcast Cable Credit Association board of directors meeting. Buena Vista Palace, Lake Buena Vista, Fla. (in Disney

MAJOR MEETINGS

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. 10-13**—National Association of Black Owned Broadcasters fall convention. Washington. Information: (202) 463-8970.

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 Francisco.

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 5-7, 1992—Cabletelevision Advertising Bureau 11th annual conference. Marriott Marquis, New York.

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 22-24, 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. and 1994, Town and Country Hotel, San Diego, Calif.

World). Information: Cathy Lynch, (708) 296-0200.

July 17-18—*Wisconsin Broadcasters Association* annual summer convention. Holiday Inn, Stevens Point, Wis.

July 18-20—*Idaho State Broadcasters Association* annual convention. Sun Valley Resort, Sun Valley, Idaho. Information: (208) 345-3072.

July 19—"Rain, Snow, Sleet and Hail, Plus Other Elements of Weathercasting," seminar for prospective TV weather broadcasters sponsored by *National Association of Broadcasters*. NAB Headquarters, Washington. Information: Karen Hunter, (202) 429-5498.

July 19—"The Cable Cruise," luncheon and cruise on the Spirit of Philadelphia sponsored by *Women In Cable, Greater Philadelphia chapter, and Cable Television Administrative and Marketing Society, Philadelphia chapter*. Penn's Landing, Philadelphia. Information: Miriam Shigon, (215) 828-8316.

July 19—*USA Network* local ad sales seminar. Kansas City Airport Marriott, Kansas City, Mo. Information: Karen Yashon, (312) 644-5413.

July 19-21—*Idaho State Broadcasters Association* annual convention. Sun Valley Lodge, Sun Valley, Idaho.

ALSO IN JULY

July 21-22—*North Carolina Association of Broadcasters* summer meeting. Radisson Resort Hotel, Myrtle Beach, S.C. Information: Kelly Edwards, (919) 821-7300.

July 21-23—Wireless Cable '91, annual conference and exposition sponsored by *Wireless Cable Association*. Sheraton Denver Tech Center, Denver. Information: (202) 452-7823.

July 21-24—*New York State Broadcasters Association* 30th executive conference. Gideon Putnam and Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

July 22-23—"Newsroom Technology: The Next Generation," seminar sponsored by *The Gannett Media Center*. Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

July 24—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: George Back, chairman and CEO, All American Television, Inc., on "Howard Stern and the Death of Boring Television." Copacabana, New York. Information: (212) 768-7050.

July 24-26—*Cable Television Administration and Marketing Society* annual conference. Opryland, Nashville. Information: (703) 549-4200.

July 24-28—*National Federation of Local Cable Programers* annual convention and presentation of Hometown USA Video Festival awards. Portland Marriott, Portland, Ore.

July 25—Rita Ellix, Arts and Entertainment Mentoring Breakfast sponsored by *Women In Cable*. Opryland Hotel, Nashville, Tenn. Information: Lora Di Padova, (312) 661-1700.

July 25-27—*South Dakota Broadcasters Association* annual convention. Sioux Falls, S.D.

July 28-Aug. 2—"Democracy in the Information Age," seminar sponsored by *Aspen Institute, Program on Communications and Society*. Aspen, Colo. Information: (202) 637-6677.

■ **July 29**—*Associated Press Television-Radio Association of California and Nevada* seminar. Santa Barbara, Calif. Information: Rachel Ambrose, (213) 746-1200.

July 30—"A Homegrown Resource...North Carolina Public Broadcasting," sponsored by *Women In Cable, North Carolina chapter*. North Carolina Center for Public Television, Raleigh, N.C. Information: Julia TeKippe, (919) 665-0160.

July 30-Aug. 1—*Florida Cable Television Association* annual convention. Hyatt Grand Cypress, Orlando, Fla. Information: (904) 681-1990.

July 31—*National Academy of Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Edward A. Bennett, president, VH-1, on "What Is a Hit?" Copacabana, New York. Information: (212) 768-7050.

July 31-Aug. 2—*National Religious Broadcasters, Southwest chapter*, annual convention. Dallas. Information: (602) 254-5001.

July 31-Aug. 2—*Michigan Cable Television Association* annual summer meeting. Grand Traverse Resort, Traverse City, Mich. Information: (517) 482-2622.

AUGUST

Aug. 1—Deadline for TV program entries in *New York Festivals* 34th annual awards competition for TV programming and promotion. Information: (914) 238-4481.

Aug. 1—Deadline for applications for "Building the Winning Team," a workshop on audience building strategies for public radio sponsored by *National Public Radio and The National Federation of Community Broadcasters*. Information: Cathy Raines, (202) 822-2735. or Lynn Chadwick, (202) 393-2355.

Aug. 1-4—*North Carolina CATV Association* annual meeting, to be held jointly with *South Carolina Cable TV Association*. Grove Park Inn, Asheville, N.C. Information: Kelly Edwards, (919) 821-4711.

Aug. 2-3—*South Carolina Broadcasters Association* 44th annual summer convention. Myrtle Beach Martinique, Myrtle Beach, S.C.

■ **Aug. 3**—"Cable Force 2000: The Work Force as a Strategic Resource," sponsored by *Women In Cable, North Carolina chapter*. Grove Park Inn, Asheville, N.C. Information: Julia TeKippe, (919) 665-0160.

Aug. 6-8—*Cable Television Administration and Marketing Society* service management master course. Denver. Information: (703) 549-4200.

■ **Aug. 7**—*National Academy of Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Melvin B. Smith, vice president of programming, Tribune Entertainment Company, on "How to Get Your Show on TV." Copacabana, New York. Information: (212) 768-7050.

Aug. 7-9—*Iowa Cable Television Association* annual convention. The Inn, Lake Okoboji, Iowa. Information: Tom Graves, (515) 226-5522.

ERRATA

In July 8 article on **ABRY Communications**, boxed quote on page 43 should have been attributed to **Andrew Banks**. Also, first reference to WCGV-TV should have listed city of license as Milwaukee, not Madison, Wis.

Aug. 10-12—*Georgia Association of Broadcasters* 57th annual convention. Callaway Gardens, Ga.

Aug. 11-13—*Arkansas Broadcasters Association* annual convention. Excelsior Hotel, Little Rock, Ark.

Aug. 11-16—*National Association of Broadcasters* development seminar for television executives. Northwestern University, Evanston, Ill. For information: (202) 429-5368.

■ **Aug. 13**—Chapter Idea Exchange Luncheons sponsored by *Women In Cable, Michigan and Northwest Ohio chapters*. Detroit, Grand Rapids and East Lansing, Mich. Information: Victoria Milner, (616) 247-0575.

■ **Aug. 14**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Nelson Price, President and CEO, Vision Interfaith Satellite Network on "A Different Kind of Television for a New Kind of Audience." Copacabana, New York. Information: (212) 768-7050.

■ **Aug. 15**—Deadline for applications for focus news workshop for rural radio reporters and producers sponsored by the *Alaska Public Radio Network and the Corporation for Public Broadcasting*. Anchorage, Ala. Information: Karen Cox, (907) 277-2776.

Aug. 15-17—*Colorado Broadcasters Association* 42nd annual convention. Breckenridge, Beaver Run, Colo.

■ **Aug. 21**—*The National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Post, founder and vice chairman, Channel America Television Network, on "New Opportunities in Broadcast Television...It's Not Just Cable." Copacabana, New York. Information: (212) 768-5050.

Aug. 22-25—*West Virginia Broadcasters Association* 46th annual fall meeting. Greenbrier, White Sulphur Springs, W. Va. Information: (304) 344-3798.

Aug. 25-27—*Nebraska Broadcasters Association* annual convention. Cornhusker Hotel, Lincoln, Neb. Information: Richard Palmquist, (402) 333-3034.

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 252-2454.

Aug. 25-30—"Leadership in Photojournalism," seminar for broadcast journalists sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

■ **Aug. 27**—The Community Service and Public Service Announcement Emmy Awards sponsored by *The National Academy of Television Arts and Sciences*. Marriott Marquis, New York. Information: Trudy Wilson, (212) 586-8424.

■ **Aug. 27-29**—13th annual Satellite Communications Users Conference. San Jose Convention Center, San Jose, Calif. Information: (303) 220-0600.

■ **Aug. 28**—*The National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Stuart Kriesman and Chris Cluess, executive producers, Night Court on "How Do You Freshen a Long Running Show Without Alienating its Fans." Copacabana, New York. Information: (212) 768-7050.

TOP OF THE WEEK

UPFRONT TRICKLE DOWN: SYNDICATION, CABLE FEEL NEGATIVE EFFECTS

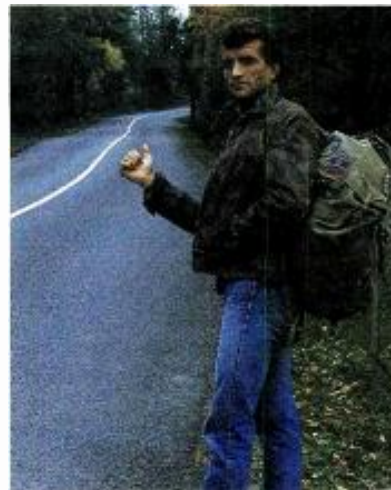
Advertisers, fresh from network discounts, hope for same from alternative media



'ET': \$80,000



'Arsenio': \$30,000



'The Hitchhiker': \$6,500

Syndicated shows command range of 30-second spot prices, but in current upfront climate, all face advertisers and agencies eager for price breaks in 10%-15% range.

With network upfront all but complete, advertisers and agencies have now turned their attention to syndication and cable, looking for the same 10% to 15% price reductions they saw at the broadcast level. While some syndicators and cable networks are resisting price cuts and even requesting increases, others—perhaps in a less advantageous position with regard to programming—are resigned to the fact that as the broadcast networks go, so goes the competition.

For syndicators, it is a matter of the programming haves and have-nots. The Advertiser Syndicated Television Association (ASTA) has projected revenues of \$1.4 billion for 1991. While ASTA has not changed that estimate yet, some syndicators and media buyers are doubtful that figure will be met. Some syndicators with weaker programming are facing 10% to 15% unit price discounts, and only the very strong seem to be recording increases. "Advertisers and agencies," said one media buyer, "are looking for either flat prices or decreases similar to what happened in network. We have been willing to hold out, and

they have been willing to come back and do business."

Marc Hirsch, president, Premiere Advertiser Sales, the co-venture of Paramount and MCA, initially projected ad sales of \$350 million to \$400 million for Premiere. The cancellation of *The Parry Machine* and *Lassie* has forced Hirsch to revise his estimate down to \$300 million. Said Hirsch: "We have downgraded based on the networks; we are tied to them. If an advertiser can get a 20% discount from the networks, will they pay us 10% more?" Some syndicators are enjoying this year's upfront. Steven Hirsch, president, Camelot Entertainment, the wholly owned subsidiary of King World Productions, whose hits include *Wheel of Fortune*, *Jeopardy* and *The Oprah Winfrey Show*, said he expects that Camelot will conclude its upfront business by this Friday (July 19). "A lot of people would be very disturbed if they did not get their hands on our programs," he said, adding that unit prices and CPM's are up single digits across the board. Hirsch hopes to sell 85% to 90% of Camelot's inventory, which is down from last year when al-

most 100% of the inventory was sold.

Dan Cosgrove, senior vice president, media sales, is also trying to avoid heavy discounts. Said Cosgrove: "I have never walked out on as much business in my life. A lot of people think we should be desperate and refuse to believe that we are as highly sold as we are."

Since not all syndicators are willing to give in to advertisers seeking double-digit discounts, they are faced with the prospect of having more inventory left over for scatter. While that has always been part of the plan on the network side of the business, most sellers of syndicated programming like to sell as much inventory as possible upfront. Although the idea of selling in the scatter market does not appeal to most syndicators, they will do that before giving away the inventory. Said Hirsch: "I don't know who is anxiously looking forward to selling in scatter this year. If we can get it all out in the upfront, we will," but, he added, "I am not going to give it all away." Added Group W's Cosgrove: "I am not ready to wheel and deal, and if I go into the [fall] season with more inventory than planned, so be it. I'm not

going to take this low-balling."

Cable networks do slow dance with agencies

Most cable network ad executives say the slow-moving market won't really hurt business; it just means deals will take longer. When cable upfront buying finally trickles to a halt in August or September, as most predict, most cable networks expect the cable upfront to have reached last year's \$750 million total, or perhaps to reach \$760 million or \$770 million.

Cable networks are blaming the flat market not just on the economy but on the Big Three. The broadcast networks' CPM decreases of 10% to 15% versus last year have "made it tough on us to get the increases that we're looking for," said John Silvestri, executive vice president, ad sales, USA Network. As a result, USA Network's CPM's are basi-

cally flat, with occasional increases only going up as high as 2% or 3% over last year, according to Silvestri: "We were looking for higher increases, but we had to adjust." So far, USA has gotten about one-third of the dollars it wants to get during the upfront. The network still expects to sell 65% to 70% of its inventory upfront, as it did last year.

Lifetime's executive vice president, sales, Doug McCormick, is hesitant to release specifics on CPM rates while the upfront is still in gear, but he said Lifetime has not closed any deals that have not involved CPM percentage increases. He added that Lifetime is "30% ahead of last year with respect to registered dollars." Much of that money, he said, represents new advertisers. "A lot of the old ones haven't registered yet."

Although whatever CPM increases cable networks get will largely be minimal, unit rates should be going up, since

cable's ratings have grown 20% over last year, according to Bob Alter, president, Cabletelevision Advertising Bureau. But the most recent ratings could put a dent in cable's growth story, as some of the biggest networks—WTBS, ESPN and USA—experienced ratings decreases, while the rest (aside from Lifetime and The Nashville Network, with increases) were largely flat.

With up to \$800 million less spent on the broadcast upfront this year, partly because ABC and Fox held back inventory for scatter, the cable networks are not convinced those dollars will make their way toward cable. While Group W Satellite Communications' Peter Weisbard, vice president of ad sales for The Nashville Network, says that in some instances he is seeing a bigger portion of ad budgets allotted to cable, he and others believe the unspent \$800 million will be seen in the scatter market. —JF,SDM

ABC TO LAUNCH OVERNIGHT NEWS

News division also announces layoffs and cost-saving measures

ABC News last week managed to contract and expand at the same time. Just as staffers were being told of layoffs that could affect almost 10% of the division, ABC News announced that it would go ahead with long-delayed plans to launch an overnight anchored news program.

As many as 100 layoffs were expected in the division, although that number could be reduced as ABC News looks to staff the new overnight show. The network plans to fill about 35 staff positions at the Washington-based *World News Overnight*, which will be available to affiliates beginning Jan. 6, 1992.

ABC News originally announced its plans to launch an overnight service about a year ago, but the project was delayed by the war in the Persian Gulf and debate over affiliate terms. ABC News had hoped as recently as its June affiliate meeting that the network would be able to charge stations to help pay for the service. But although the affiliates were eager for overnight news, they balked at the prospect of paying for it.

ABC News will instead keep 60% of the advertising time during *World News Tonight* and require participating affiliates to broadcast a minimum of two hours nightly. Early indications show almost 75% of the ABC affiliates plan to utilize the service in some form, according to network research.

ABC's George Newi, executive vice

president, affiliate relations, in May estimated such a project would carry start-up costs of \$10 million to \$15 million. On top of that, the service is expected to have an operating cost of more than \$3 million annually, according to a well-placed source at the network.

As planned, *World News Overnight* will offer continuous news coverage in a series of half-hour segments, Monday-Friday, 1 a.m.-6 a.m. ET. The service will have two as-yet-unnamed anchors and will include a mix of live and taped coverage of domestic and international news, sports, weather, the arts and a local cutaway. Pat Roddy, executive producer of ABC's *World News This Morning*, will be in charge of the overnight program.

Word that ABC News would proceed with its overnight news came two months after NBC News said it would launch its own anchored service as part of its NBC News Channel affiliate newsfeed. CBS News, which programs *Nightwatch* during the early morning hours, is said to be considering launching a service of its own. A number of stations nationally already receive overnight anchored news through such suppliers as CNN and the All News Channel.

Among the many ABC affiliates eager to receive *World News Overnight* is WFAA-TV Dallas, where president David T. Lane said he plans to use overnight news to replace late-night movies. He

said WFAA-TV plans to combine two hours of *World News Overnight* with two hours of locally produced news during the early morning hours. "We consider ourselves to be a serious news operation, and it builds on that reputation," he said.

While ABC News was busy planning its overnight service last week, the division was also mapping out a new round of layoffs and other cost-saving moves. Division cuts followed a four-month budget analysis designed to find ways to compensate for the high costs of Gulf War coverage and a difficult economy (BROADCASTING, July 8).

Cuts last week at ABC News included the closing of its Rome and St. Louis bureaus as well as reductions in the Miami and Paris bureaus (with the losses of the Rome office as a Middle Eastern base and St. Louis as a midwestern hub, the network is planning to open a Cairo office and increase its presence in Chicago). ABC News executives said efforts would be made wherever possible to reassign employees affected by the layoffs.

Along with personnel cuts, ABC News plans to reduce expenses through operational changes. Foremost among those will be dropping expensive bureau leases, such as those in Miami and Paris. Other moves will include replacing Beta equipment with 3/4-inch equipment and changing its graphics system to eliminate the need for a separate control room. —RM

FCC TAKES TENTATIVE STEP TOWARD TV DEREG

Following FCC report that said TV broadcasting is in 'irreversible decline,' commission invites comment on ways to reverse downward trend

The FCC last week invited TV broadcasters to submit wish lists of changes in agency rules they feel might bolster their ability to compete in the future.

The invitation—in the form of a wide-open notice of inquiry unanimously adopted by the five commissioners—is keyed to a study by the FCC Office of Plans and Policy that found TV broadcasting's revenue and audience in an "irreversible long-term decline" (BROADCASTING, July 1, 8).

There is "much less scarcity" and "a lot less concentration of power" than when the broadcast TV regulations were adopted, said FCC Chairman Alfred Sikes, citing the OPP report. "[I]t is time to take a look at the reality and...at the rules in relationship to that reality."

The inquiry does not directly address the TV ownership restriction, but it does indirectly, by reference to the OPP

study, which recommends elimination of the national multiple ownership and local duopoly rules. The former limits a broadcaster to owning no more than 12 stations and to reaching no more than 25% of the nation's TV homes (14 stations and 30% for minority broadcasters); the latter restricts a broadcaster to just one TV station in each market.

The report also recommends repeal of the bans against common ownership of broadcast networks and cable systems in the same markets and, "under certain conditions," of a TV station and cable system in the same market.

Initiated by Sikes as part of his much heralded "attic-to-basement" review of broadcast regulations, the inquiry won the support of the four other commissioners. (The other part of the review, proposals to relax the radio ownership restrictions, was launched in May.)

The proceeding "presents a much

needed opportunity to look at a broad range of policies to determine which ones are still needed, which ones are not and which ones are counterproductive, in terms of the public interest," said Commissioner James Quello.

Predictions of the "demise of broadcasting" are premature, Quello said. "But you don't have to predict the end of broadcasting as we know it to understand that some of our rules no longer relate to the reality of the video marketplace."

Commissioner Andrew Barrett also supported the review, but his vote was tempered by concerns about the impact relaxation of national ownership limits may have on local broadcasting and program diversity.

Barrett also said he wanted inserted into the inquiry questions about what impact relaxation of ownership limits might have on the FCC's earlier decision

BROADCASTERS' CHOICE: RETRANSMISSION CONSENT, MUST CARRY

TV broadcasters are pleased the FCC is interested in making regulatory reforms in hopes of reversing their business's mostly negative trends, but some feel the legislative effort to win retransmission consent and must carry was of more immediate importance.

"Any regulatory issue pales in comparison to the issues in S. 12 where must carry and retransmission are the center-point of the legislation," said Gary Chapman, president of LIN Television Corp. and chairman of the National Association of Broadcasters joint board.

Fellow NAB board members Jerry P. Colvin, executive vice president and general manager, WUHQ-TV Battle Creek, Mich., and Mauricio Mendez, vice president and general manager, KTMD(TV) Galveston, Tex., agreed. "From my standpoint in Battle Creek, Mich., I need must carry. I need to be on the cable. I can't make any agreements and [cable systems] can cut me out with the blink of an eye," Colvin said.

"I think [must carry] is probably the most critical issue affecting most television broadcasters today, particularly the independents," Mendez said. "If we do not have must carry as the law, I think that the future for most independent stations is very bleak."

Nonetheless, broadcasters applauded the FCC effort, which, among other things, puts into play the FCC's so-called national and local ownership restrictions.

"It's hard to say what is the single biggest thing broadcasters need," said James Dowdle, president, Tribune Broadcasting Co. "The FCC is not putting forth a single solution to patch the situation, but is looking long term.... What they're saying is, 'Hey you, broadcast industry, you tell us

what needs to be done.

The release of last week's FCC inquiry "was a great first step," said Nick Trigony, president, Cox broadcast division. "I don't like what I read [in the OPP report] because there's not a lot of great news there for broadcasters," he said. "But in a way, there is [good news] because people in positions that can influence change are saying: 'Look, these guys do have a problem. Let's get together with them and try to solve those problems.' Someone is finally saying the broadcaster is in trouble."

The FCC "doesn't know what we need either, [but] there is a genuine interest on their part in helping us," Trigony said. "It's to everybody's benefit that free over-the-air television survives," he said.

"From a Hispanic minority viewpoint, I personally oppose [the earlier proposal to lift the radio station ownership cap] because I think that is detrimental to Hispanic radio operators," Mendez said. "In television it is not as significant right now because there are so few minority-owned stations in the country."

Chapman said he is personally satisfied with the current TV station ownership cap because "it would only affect a handful of companies." But, he said, broadcasters "should look at" the proposed changes in broadcast-cable cross-ownership.

For Jim Dowdle, the help may be a bit late: "The regulatory mechanisms in Washington are five to 10 years behind the marketplace," he said. Only now does the FCC recognize "there could be some problems in the future if certain remedies are not taken," he said.

—RMS, PJS

to eliminate the fairness doctrine and community ascertainment requirements. Barrett has been a proponent of the fairness doctrine, which, before its repeal in 1987, required broadcasters to present all sides of controversial public issues.

FCC Commissioner Sherrie Marshall, in voting for the inquiry, complained about its lack of specifics, saying she hoped the inquiry's "broad-brush approach...will not prove so amorphous that interested parties are at a loss as to how to provide instructive comments."

Marshall said she had expected the inquiry to target the broadcast TV ownership restrictions. The prohibition against common ownership of broadcast networks and cable systems "is particularly ripe for review," she said.

Responding to Marshall, Sikes said he opted for a general inquiry rather than a "rule-by-rule" review to give Washington's other "power centers"—presumably the White House and Congress—an opportunity to engage in the "national debate" about what to do about broadcast TV's troubles. Some of the perceptions the other power centers have about broadcast TV are "myths," he said.

Sikes and the FCC have been warned by key congressional leaders publicly and, according to sources, privately, not to go too far too fast with the inquiry. Sikes apparently heeded the warning.

Another reason Sikes may have decided to go slow is the lack of a strong constituency among broadcasters for changes in the structural rules (see box).

At the moment, the National Association of Broadcasters is reserving all its political chits to push through legislation (S. 12) that would give broadcasters a choice of must carry—mandatory carriage on cable systems—or retransmission consent—the right to charge cable systems that want to carry their signals.

Gaining must carry and retransmission consent rights, said NAB President Eddie Fritts, "will do more than any single action the commission could take right now."

Although Sikes has said in the past he would like to repeal or relax some of the TV ownership rules, he has, thus far, failed to identify a majority—that is, two other commissioners—willing to go along with any significant gutting of the rules for either radio or TV. Indeed, three commissioners—Quello, Barrett and Ervin Duggan—have expressed serious doubts about the radio initiative.

Andrew Schwartzman of the Media Access Project, a frequent critic of the FCC deregulatory initiatives, said he would be more concerned if he thought Sikes had the votes to "do what he wants to do."

—NAJ

RACE IS ON TO CREATE LOCAL NEWS CHANNELS

Two proposed services in Chicago have had merger talks; in California, two efforts are under way

The battles over planned 24-hour cable news networks in Chicago and California are beginning to subside.

In Chicago, it looks as though the gap between TCI/Fox's Chicago Cable News and Tribune's Chicagoland may be narrowing. Sources close to the companies say several merger talks have been held between the two entities, although no specifics have been discussed. "They're just sort of feeling each other out," said one source. Notably absent from the talks have been Fox representatives, and it seems probable that a merger between the two planned 24-hour cable news networks would count Fox out.

Observers say Fox has not been actively involved in planning the channel, but has offered the newsgathering service of its WFLD(TV) when the channel is up and running. One source says Fox probably got into the business to help out TCI, in return for the broader agreement with TCI to carry Fox in markets broadcasters do not reach. And the likelihood of Fox and Tribune, competing broadcasters in the Chicago market, teaming up is not great. Said one source close to Fox: "I can't conceive of a way Tribune and Fox could get together on

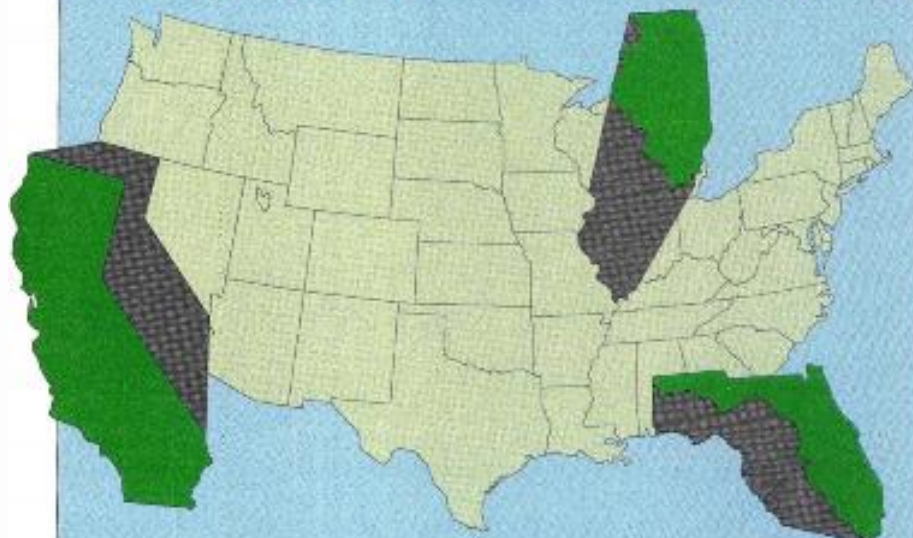
this. While anything is possible, it's highly unlikely."

In California, the race to create a statewide news channel appears to be coming to a head. Both Hearst and Cox are showing off their proposals to the state's cable operators but, so far, it looks like Cox may be winning the fans. Tele-Communications Inc. and its majority-owned United Artists, which, combined, represent one million of the state's 5.5 million subscribers, are said to be leaning toward signing with Cox, which has 400,000 subscribers of its own. William Cullen, UA's senior vice president, would only say that "a commitment is speculative at this point. I don't think it's proper to say a final decision has been made."

It also looks as if Times Mirror (with 270,000 subscribers) is going to go with Cox, according to a source. "All things being equal, Times Mirror prefers to go with cable operators. And both proposals seem pretty similar." Viacom Cable, with 750,000 subscribers, received the Cox pitch last week and is evaluating both proposals.

But Philip Balboni, Hearst's special assistant to the president for special projects, says the proposals do not look that

MAKING PEACE ON THE REGIONAL SPORTS, NEWS FRONT



San Francisco: Pacific Sports Network and SportsChannel Bay Area to merge. Chicago: TCI to take an interest in SportsChannel Chicago. Florida: TCI to carry SportsChannel Florida. Talks between between news rivals and/or their affiliates in Chicago, California.

much alike. Unlike Cox's plan, which relies heavily on statewide broadcast news operations, Hearst's will have its own "significant newsgathering capabilities. We will not be built on a broadcast base, which is not to say we won't want to work with broadcasters at all," he

said, speaking from Los Angeles where he was trying to drum up support for Hearst's proposal.

Hearst may have its work cut out for it. Cox Cable President Jim Robbins flew up to Continental in Boston last week to pitch Continental on its news

channel. Continental, with 600,000 California subscribers, has been thought to be in Hearst's camp, given the two companies' alliance in a planned New England cable news service. "Any company would be foolish not to listen to both sides," said Hearst's Balboni. **-SDM**

TCI, NBC, CABLEVISION CALL REGIONAL SPORTS TRUCE

Although a merger of their national sports services has hit a wall, NBC, Cablevision Systems, and Tele-Communications Inc. have managed to hammer out agreements involving regional networks in San Francisco, Chicago, and Florida. TCI, NBC and Cablevision's ability to make the deals underscores what has reportedly been the primary stumbling block of merging the national services. Prime Network and SportsChannel America: reluctance to the terms being negotiated by Bill Daniels, who shares ownership of Prime with TCI, and other minority partners.

"We are in regional sports with TCI and Liberty, and we are hopeful more will follow in sports with them, both on a regional and national level," said Marc Lustgarten, vice chairman at Cablevision.

In Chicago, TCI has purchased a 25% equity stake in SportsChannel Chicago for an undisclosed amount, leaving NBC and Cablevision to equally split the remaining stake. Rainbow will continue as managing partner, and TCI has signed a long-term agreement to carry SC Chicago.

In Florida, TCI has signed another long-term affiliation agreement to carry

SportsChannel Florida, rival to Sunshine Network, which TCI and a host of other cable operators own. SC Florida will immediately be carried in TCI's 250,000 cable homes in southern Florida, but no plans have been made to launch the service in the other 300,000 TCI cable subscribers in the rest of the state, according to Daren Miller, director of business development, Liberty Sports. Storer Cable, owned and operated by TCI, picked up SC Florida several months ago.

In San Francisco, as expected (see "Closed Circuit," June 10) SportsChannel Bay Area acquired certain assets, largely the programming, of Pacific Sports Network (Golden State Warriors), but no cash changed hands, according to one source. The new channel, called SportsChannel Pacific, will be a 50-50 venture between TCI's spin-off Liberty Media and NBC/Cablevision. Viacom, which had been a partner in PSN, is pulling out. Both Viacom (which had carried SCBA on its systems) and TCI (which did not) have signed long-term affiliation agreements to carry SC Pacific, giving it reach into 1.7 million households.

The channel will be a hybrid basic/pay service in the Bay Area inner market, which covers 1.4 million homes. All professional teams—SCBA's Giants and A's, and PSN's Warriors—will be offered as scrambled pay product, while the rest of the programming will be a basic service.

Cablevision's Rainbow Programming Holdings Inc. will be the managing partner, with SCBA's Mike Bair heading up the network.

According to Tom Rogers, president, NBC Cable, the regional deals stand apart from a possible merger of the national services SC America and Prime. "It indicates our desire to approach regional sports in partnerships that make sense," he said.

Although the alliance breaks new ground, the biggest regional issue for Daniels has yet to be resolved. That is the continued existence of SportsChannel Los Angeles, which keeps Daniels's Prime Ticket from having the market all to itself. Sources say NBC is willing to give up on SCLA, but Cablevision, which is managing partner, does not want to lose its inroad into the Los Angeles market. **-SDM**

CABLE REREG BILL BOGS DOWN

Senate floor action on cable reregulation legislation (S. 12), once expected this month, appears to be slipping until after Congress's August recess, according to both opponents and proponents of the controversial bill. The bill watchers attribute the slippage primarily to the plethora of more pressing bills now demanding attention on the Senate floor.

They also say S. 12's prime mover, Senator John Danforth (R-Mo.) has been distracted of late by his campaign to win confirmation to the Supreme Court of Judge Clarence Thomas, who worked for Danforth in the Missouri Attorney General's office and on Capitol Hill.

The cable industry, which is adamantly opposed to the legislation, may also have a hand in the delay. The industry has launched an assault on the bill's retransmission consent provision that went public last week with ads in major newspapers. The effort got a boost from the Motion Picture Association of America, which sent an 18-page letter to Commerce Committee Chairman Daniel Inouye (D-Hawaii) last Wednesday, outlining MPAA's continuing problems with retransmission consent.

Senate Majority Leader George Mitchell (D-Maine), who controls the Senate's agenda, told the New England Cable

Television Association last Monday that there was still a possibility the bill could come up in July, but that nothing was definite. With Mitchell on the dais, National Cable Television Association President Jim Mooney took the opportunity to blast retransmission consent.

Mooney's theme carried over into the ads NCTA took out in the Washington Post, New York Times and Boston Globe that warned: "The TV networks will continue to transmit television for free. But they want to tax you 20% when you watch it on cable."

In the real world, said Valenti, "retransmission consent repeals the compulsory license." The general counsel of the Copyright Office expressed a similar conclusion at a House hearing last week, Valenti said. The Copyright Office said that "retransmission consent does have an effect on the compulsory licensing scheme and alters the copyright balance struck in 1976," he said.

Valenti said retransmission consent would give broadcasters more control over a program than the copyright owners, would distort market strategies of copyright owners and potentially limit cable diversity and the ability of smaller TV stations to compete. **-MS**

MEDIA EASTERN BLOCK-ED BY STATE CONTROL, LITTLE MONEY

Thus far," more than a year after the overthrow of communist regimes across Eastern Europe, "the state controls television," Leonard Marks (l), vice chairman of The International Media Fund told reporters at the National Press Club, last Thursday (July 10).

A progress report, "Impediments to the Development of Free Media in Eastern Europe," issued by Marks and TIMF Chairman Marvin Stone (r) concludes that severe political and economic stumbling blocks remain in Albania, Czechoslovakia, Hungary, Poland, Romania and Yugoslavia.

The key problems for radio and TV: continued state control of channels, slow grants of frequencies and cable franchises, media laws that allow content control, lack of adver-



tising dollars and insufficient foreign investment (except from Western Europe). The regulatory environment may improve next year after newly elected parliaments adopt new media laws, said United States Information Agency Assistant Director Walter Raymond Jr. But Stone said impediments are already more economic than political.

The report emphasizes the need to put facilities, or at least air time, into private hands. Stone predicted a "quantum leap" in satellite, wireless and cable TV in five years. But, Marks stated, "there's no immediate return likely" for U.S. investments in broadcast radio and television. Private investors, said the report, "are unlikely to underwrite projects [without] legal protection and proper management."

SPECTRUM AUCTION TO GET HOUSE CONSIDERATION

Markey will hold hearing on bill to authorize FCC to auction off 200 mhz of former government spectrum given to private sector for new technologies

Representative Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, pledged last week to work with advocates of spectrum auctions to fashion a reform of the FCC's spectrum allocation procedures. The subcommittee will hold a hearing in September, Markey said, to consider a bill authored by Representatives Michael Oxley (R-Ohio), Don Ritter (R-Pa.) and Billy Tauzin (D-La.) that proposes spectrum auctions rather than lotteries or comparative hearings for the proposed reallocation of 200 MHz of government-controlled radio spectrum to the private sector.

"I agree with the administration and Mr. Ritter and my other colleagues that reform of the assignment process is necessary and that our review should consider the administration's proposals to have a revenue-raising element in the spectrum assignment process," Markey said.

Markey made his comments last Tuesday (July 9) as the full House approved the Emerging Telecommunications Technologies Act of 1991 (H.R. 531), the measure proposing the 200 MHz shift of spectrum below 5 ghz from government use (regulated by the National Telecommunications and Information Administration) to the FCC for reassignment to new communications technologies. The bill, which is sponsored by Markey and Commerce Committee Chairman John Dingell (D-Mich.), passed by a voice vote. A nearly identical bill was passed in the House in

"The government uses competitive bidding for oil and natural gas leases. Why not somewhat similar systems for spectrum?"

—Representative Don Ritter (R-Pa.)

1990 but failed to pass in the Senate.

The September hearing, which is expected to include testimony from Commerce Secretary Robert Mosbacher stating the Bush administration's support for the auction proposal, will be held to explore the chances for compromise between the advocates and opponents of auctions. But Dingell has been among the chief foes of auctions in past debates and is said to still be opposed to them. Eventual passage of the Oxley-Ritter-Tauzin proposal (H.R. 1407) is considered a long shot.

Members on both sides of the aisle agreed that H.R. 531 is a necessary first step for future U.S. communications services. "The radio spectrum, the very lifeblood of the communications industry, is overcrowded. This not only stifles existing users of spectrum, but potential new users of that spectrum as well," said Matthew Rinaldo (R-N.J.), ranking minority member of the Telecommunications Subcommittee. Rinaldo identi-

fied high-definition television, digital audio broadcasting and personal communications services as key technologies threatened by spectrum scarcity. "Without new spectrum allocation and assignment policies like H.R. 531, our communications infrastructure will become even more congested and will be frozen into obsolete technologies," he said.

Earlier in the year, a feared impediment to the bill's passage was the possible attachment of an auction amendment. But auction advocates decided in March to address the issue through separate legislation with the introduction of H.R. 1407. The Senate version of the Emerging Technologies Act (S. 218) was reported out of the Senate Commerce Committee without an auction amendment ("In Brief," July 8). However, Senator Ted Stevens (R-Alaska) filed a substitute auction amendment late last month. Hearings on the Stevens Amendment scheduled for June 25 were postponed and have not yet been rescheduled.

"Competitive bidding for spectrum makes sense. The government uses competitive bidding for oil and natural gas leases. Why not somewhat similar systems for spectrum?" Ritter asked.

Oxley criticized the way the FCC would reallocate the 200 MHz under current rules, "where the individual or group must enter the super lotto and somehow get lucky to get the spectrum.... There's got to be a better way to allocate those resources." —RMS

WIRELESS CABLE: THE 'WILL-CARRY' MEDIUM

According to WCA President Robert Schmidt, medium is positioned to offer broadcasters extended reach and pay-per-view potential

Broadcasters may need an ally in their battle for survival with cable. Wireless cable is ready and willing, according to that medium's champion, Robert L. Schmidt.

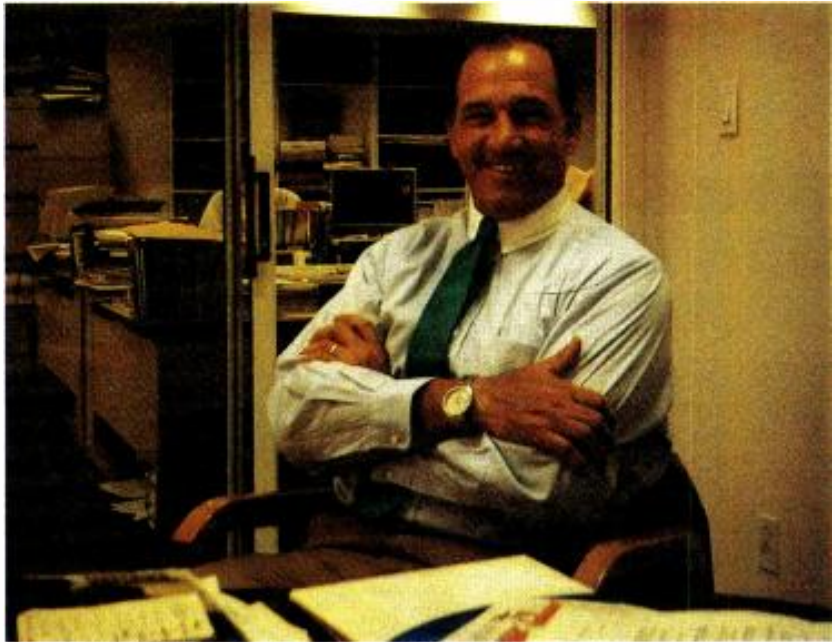
The president of the Wireless Cable Association told BROADCASTING last week that his constituents "will carry" (as opposed to must carry) all broadcast signals and that their addressable converters create a potential for broadcasters to have both additional channels and pay-per-view potential. They can also extend a TV station's reach, he said.

Most wireless cable systems currently transmit more than 20 traditional cable network channels over microwave frequencies. A wireless operator relies on a combination of multipoint distribution service (MDS); multichannel, multipoint distribution service (MMDS); instructional television fixed service (ITFS), and operational fixed service (OFS) channels. In all, 33 channels are available, although 20 come from ITFS, which carries a regulatory responsibility to air five hours of educational programming per channel each week.

In some markets, the over-the-air broadcaster is transmitted via microwave, which in many cases dramatically increases a station's reach. "UHF markets [will] love us," Schmidt said. In other markets, wireless installations (about \$300-\$400 per home) often involve a wireless dish and a television antenna (which the wireless operator provides) on the same mast with circuitry in the decoder box, negating the need for an A/B switch.

Wireless is "not interested in being a me-too service to cable," he said. Aside from being able to undercut cable rates by six or seven dollars a month, wireless is addressable and has educational opportunities largely passed by cable, he said. "Cable has had these abilities for 15 years, and they haven't done anything with them....What's that tell you about their public interest commitment?"

Bob Bilodeau's system in Corpus Christi, Tex., may have become the crown jewel of wireless cable by successfully taking customers away from the local cable system. Along with Corpus Christi, there has been a recent wave of new wireless construction—and in some cases subscribers are already signing on—in Tucson; Riverside and Ba-



Robert L. Schmidt, WCA president, discusses upcoming convention.

kersfield, both California; Tampa, Fla., and several other medium-to-large markets. The new systems, along with existing systems operating in places like Philadelphia, Nashville, Albany, N.Y., and in rural America, led Schmidt to predict that wireless will reach over a million viewers within two years. It currently serves under 400,000.

Wireless's new successes may not offset the negative perceptions caused by problems in what just a few years ago were to be its showcase systems: New York, Detroit, Washington and Cleveland. The plan at that time was to shun wireless's image as a rural-only service by succeeding in densely populated areas. Today, few in the wireless industry want to talk about the four systems, and when they do, it's usually to explain what went wrong and what has since changed. Schmidt is no exception: "Those four systems [are] in deep trouble [because they] were built before we had product, before the technology was ready, were financed with junk bonds and were run by people who did not have [enough] business experience."

These are no longer problems for the industry in general, Schmidt said. The last major obstacle—program access—

topped in 1990, he said, and most operators can buy the "gotta have" programs such as HBO and ESPN. "The programming issue has been solved for now, except for Turner. He won't talk to us."

Availability of those programs into the future is not guaranteed, and that worries Schmidt. "I have no illusions. We're a tenant at will. We [still] need an access provision."

The other major problems wireless faced—channel capacity, limited range and dependence on line of sight—have been fixed with new FCC rules, signal amplifiers and beam benders. Schmidt believes if current rules and technologies had been in place in the early 1970's, cable might not be as prevalent as it is today. What's happening in unwired cities and countries around the world, where wireless is experiencing explosive growth, might have happened domestically, he said.

Wireless is now in 30 countries, with heavy consolidation in Eastern Europe and Latin America. A year ago, wireless was in only four countries, Schmidt said. Schmidt himself is a partner in a Moscow wireless and cellular venture expected to break ground this September (BROADCASTING, June 10).

Schmidt admits it's going to take a lot more Corpus Christis, Riversides and Tucsons before wireless becomes a major factor in delivering multichannel programming to a significant number of consumers. With fewer than 400,000 wireless subscribers and almost 54 million cable subscribers nationwide, wireless is not big enough for a David and Goliath battle. But one thing is certain: Schmidt's slings are ready.

Schmidt's remarks came in anticipation of WCA's annual convention, which begins July 21 at the Sheraton Denver Tech Center. The three-day convention will stress many of wireless's strengths. There will be Monday (July 22) sessions on educational opportunities, ITFS relations and international developments. Tuesday sessions will feature addressability, pay per view and experiences from the builders of newer

systems. Both Monday and Tuesday will have business, marketing, finance and government panels. FCC Commissioner Ervin S. Duggan will be Tuesday's featured speaker. The WCA expects about 80 exhibitors.

Schmidt obviously likes thumbing his nose at cable. Denver—home to many in cable—is not the center of the wireless cable world, but it will nevertheless host its second WCA convention. —PJS

WARNER CALLS ON USA NETWORK WITH 'MIDNIGHT CALLER' MOVIE PACKAGE

Deal may be tied to Volume 30 films included in earlier Lifetime/Chris-Craft deal

Warner Bros. is looking to sell *Midnight Caller* to USA Network and add to the mix some titles from the studio's Volume 30 movie package, which supposedly is in the hands of a Lifetime/Chris-Craft partnership. USA, though, doesn't seem to be responding. And with the Lifetime/Chris-Craft deal yet to be sewn up, it remains possible the entire deal could unravel if Warner Bros. feels it needs USA's money to make the deal worthwhile.

Lifetime has been in negotiation with Warner Bros. for some months regarding *China Beach* ("Closed Circuit," April 22), with the price tag now reportedly at \$125,000, and the deal apparently still is not done. The tentative agreement involves splitting the Volume 30 package with the Chris-Craft station group. One source close to the situation reports that Lifetime is being offered a discount on the package, down from \$650,000 to \$450,000 per title, for taking *China Beach* as well. Chris-Craft's price is reportedly \$550,000 a title. Each will get the sole rights to some of the 39 films, while some of the titles will be shared between the broadcaster and the cable network, with Chris-Craft reportedly taking the first 60-day window for a title, followed by a 60-day rest, followed by a 60-day window for Lifetime.

The Warner movies package includes such titles as "Tango & Cash," "Guilty by Suspicion," "Out for Justice," "Presumed Innocent," "Quick Change," "Men Don't Leave," "Reversal of Fortune," "Gremlins II," "Roger & Me" and "Joe vs. the Volcano."

The discounting Warner Bros. is being forced to do could be evidence that the cable market for off-network fare, particularly one-hour dramas, may be drying up. Warner Bros. seems to have



Volume 30 offering 'Tango & Cash'

at least some concern about that, considering the press briefing it held last week on a study of the success of off-network programming on basic cable (see page 26).

Dave Kenin, USA's executive vice president, programming, said the network "has not made an offer" on *Midnight Caller*, but has "had many discussions about it like we have with almost every available program." He added, however, that the network continued to be interested in the series.

The price tag for *Midnight Caller* could likely be in the neighborhood of *China Beach*'s, but could be contingent on the fact that the 64-episode, recently canceled series has been "casually tied" to some of the titles in the "Warner 30" package, according to one source close to the network. According to the source, USA objects to taking what it perceives to be "leftover pictures that Lifetime didn't want." If USA chooses not to take those titles, but decides it wants

Midnight Caller, it may be faced with a very different price for the show.

Who winds up with Volume 30 is still unclear. Tribune apparently wanted the titles and according to one source "was mad as hell that they didn't get the package." But Tribune does not seem to consider itself out of the running. Dennis FitzSimons, vice president and general manager of Tribune's WGN-TV Chicago, said: "I'm not aware that the deal is done."

FitzSimons especially seems to dislike the idea of losing to a broadcaster-cable alliance. FitzSimons sent a letter to station groups on April 29, right after the Lifetime/Chris-Craft alliance story surfaced, urging them not to join in broadcaster-cable network partnerships. He wrote: "To support any program-buying alliance with a basic cable network is essentially the same as allowing syndicators to sell packages to two over-the-air stations in the same market with alternating three-month windows." FitzSimons excluded Tribune's own relationship with competing superstation WTBS Atlanta as falling into this category, since superstations, unlike cable networks, don't compete with broadcasters for local ad revenue. That did not sit too well with at least one cable network executive who saw a copy of the letter. The letter "was so incredibly and obviously self-serving, I openly laughed when I read it."

Chris-Craft had wanted the Buena Vista I package that Tribune and Turner snapped up some months ago, but according to one source, without a superstation in its group, Chris-Craft could not put up enough barter to match the Tribune-Turner offer. That's why it turned to Lifetime to help it put together enough cash for the Warner Volume 30 deal. —SDM

TECHNOLOGY

DIGITAL PROCESSING CAMERAS: NEW WAVE OR RIPPLE?

Users of year-old Panasonic model say it has lived up to billing; Sony continues to see time not yet ripe

One year after Panasonic Communications and Systems Co. put its first AQ-20 digital signal processing (DSP) video camera into service in the U.S., a handful of broadcasters say the new technology has provided easier setup and camera matching than either the analog tube or charge-coupled device (CCD) cameras they replaced. And, they say, the AQ-20 has proved reliable and consistent in both the studio and the field.

Manufacturers remain split, however, on whether a significant market for DSP cameras will soon evolve.

Ikegami unveiled its HL-V57 DSP camera during the 1991 National Association of Broadcasters convention in April and plans to begin delivering two DSP cameras—one with, and one without, Matsushita's half-inch, composite analog recorder on board—by the first quarter of 1992. A spokesman for Hitachi said DSP research has not yet led to development of a camera.

Conceding that Sony Corp. is researching digitization in all respects, including in-camera processing, David Dougherty, vice president in charge of camera development and marketing, said Sony is not yet developing a product to compete head-to-head with Panasonic or Ikegami. The main advantage in digitization—reducing degradation in copying—is gained in tape machines, not cameras, said Dougherty. And, in Sony's view, he said, DSP cameras cannot yet offer benefits significant enough to offset higher costs.

So far, about 70 AQ-20's have been delivered in the U.S., said Panasonic consultant Fred Himmelfarb. Most were purchased by NBC affiliates or O&O's, including KNBC-TV Los Angeles, which purchased 22 of them last year. Using the more advanced frame-interline transfer (FIT) CCD—rather than tube—technology, the small, portable AQ-20 has sold for about \$28,500. In August, Panasonic plans to begin selling a lower-end interline transfer (IT) CCD version, the WV-F700, for \$15,600.

John Doran, chief engineer for non-

commercial WHYI-TV Wilmington, Del., said the AQ-20 was "one of the leading reasons we're switching to [Panasonic's] MII [recording format]." Among the camera's virtues, which make it "superior to anything out there," said Doran, are that digitally controlled parameters—including shading, gamma, flare, chroma detail, enhancement and masking—"are absolutely repeatable from camera to camera. With a [potentiometer] you can't get [a setting] back to where you had it," he said, explaining that digitally stored settings can be recalled in the AQ-20.

Using three AQ-20's for newsgathering and three for other field production, Doran said they have produced video with less smear and other artifacts and superior nighttime, outdoor recording.

Lorence Floss, manager of engineering for NBC affiliate WGRZ-TV Buffalo, N.Y., said his station has used two small portable AQ-20's in the studio for extended hours taping news at noon, 5, 6 and 11 p.m. each day. Floss reported the AQ-20's have required far less time and effort to set up and match, and they have provided improved detail in darker regions and lower light.

Because "everything is an alpha-numerical readout, you can reset in short order, and you can match two cameras in under five minutes." The digital processing "did away with a lot of controls. These cameras have been extremely stable," said Floss. "If they haven't been moved from the studio, they haven't had to be rebalanced. We haven't had to make shading adjustments. They key extremely well in chromakey. There's a lot of latitude, something we looked hard for, [and] they have better dynamic range" than the two tube cameras they replaced, he said.

Floss listed heat as his "only quailm." The small, closed box "produces a lot of heat with extended periods of time" up and running; "only time will tell the longevity," he said, adding, however, that "it was worth the gamble for the cost savings...of better than half" the \$50,000 per portable tube camera and accessories or \$125,000 per studio cam-

era the station might have spent.

Floss also gave high marks for the rack-mounted remote control system and for Panasonic's service. WGRZ's AQ-20's have been changed out twice because of what he said was a "very minor" appearance of spots "not visible to the untrained eye" on "a couple" of the 400,000 pixels. The problem recurred after the first changeout, but in both cases, Panasonic provided interim loaners. "We wanted to buy from a manufacturer that makes its own chips. That theory has proved good" with Matsushita, he said.

Former NBC O&O WKYC-TV Cleveland (sold to Multimedia Broadcasting Co. late last year) purchased eight AQ-20's last summer on the NBC contract. The cameras have been used for newsgathering, said Cliff Atkins, manager of electronic journalism. "We have had no problem at all" since an initial electronic flaw in the cameras' viewfinder sent them back to Japan, he said.

Atkins also praised the alpha-numeric controls. "It takes very little time to set them up, and once they're set, they're all set up alike." WKYC-TV had none of the pixel spots experienced by WGRZ, and, said Atkins, using the cameras in the summer heat produced no problem in 1990. "If they continue to perform as they have, I can't see how we couldn't get five years out of them." Plus, he said, "We've had some of the best pictures in low-lit courtrooms I've ever seen."

Purchasing the AQ-20's to match WKYC-TV's Panasonic's MII analog recording format "made sense," he said, adding that owning them "should be of benefit if we were to eventually go to digital."

The AQ-20 will get its first network test through coverage of the 1992 summer Olympics in Barcelona, where Matsushita's small composite digital format equipment will be used by NBC and Spanish state broadcaster TVE. (Matsushita began delivering 50 AJ-D350 digital VTR's, 10 AJ-D310 digital camcorders and 10 AQ-20's to TVE last month.)

-PBL

PROGRAMMING

ABC RENOVATES 'THE HOME SHOW'

Program gets new people, new look, new music and more airtime

Today marks the launch of a revamped (once again) *Home Show* on ABC's daytime schedule. The show is expanding and getting a new set, graphics and music. Several new personalities join the show this week, including new co-host Beth Ruyak, health reporter Dr. Art Ulene and family finance reporter Jane Bryant Quinn.

After a months-long evaluation, ABC announced in May that instead of canceling the broadcast, it was giving *Home* another chance to prove itself. The show has struggled in the ratings ever since its debut as a half-hour taped program in 1988. Recently, it has been a distant second from 11 a.m. to noon, behind CBS's *Price Is Right* and ahead of *Full House* and *Trial Watch* on NBC.

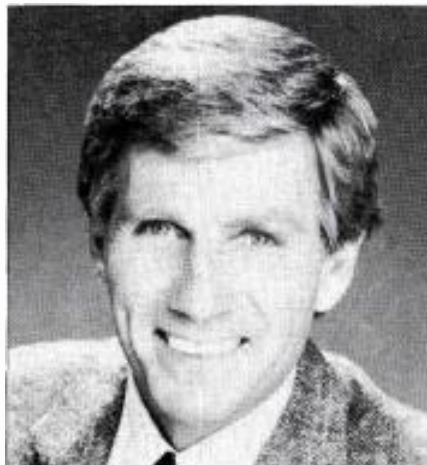
Today the show is expanding a half-hour to a live 90-minute format—11 a.m. to 12:30 p.m. *The Match Game*, which aired from noon to 12:30, left the schedule last Friday (July 12).

The show also has a new executive producer—Marty Ryan, former executive producer of the *Today* show. Ryan joined the broadcast in Los Angeles about four weeks ago.

In an interview last week, Ryan said the hiring of former *Today* medical reporter Ulene and Newsweek columnist Quinn indicate the more issue-oriented direction he intends to take the broadcast. "We will never do a story on the war in Yugoslavia," said Ryan. "But there are many issues of concern that women who stay at home are interested in. You don't have to give them just junk. We're going to shoot high."

The old *Home*, suggested Ryan, may have gotten too caught up in how-to demonstrations and crafts, especially when the show expanded to an hour. "They tried to double the half-hour, and occasionally they would run out of gas. It's difficult to do a lot of demonstration segments because they begin to look and sound alike."

Ryan said Ulene will do health segments three days a week (Tuesday, Wednesday and Thursday), while Quinn will do family finance segments twice weekly (Monday and Friday).



'Home' co-host for now Gary Collins

In addition, Ryan said he has plans to add two other on-air correspondents to the show. One will focus on the consumer stories, and the other will develop stories on parenting.

A new daily segment on family issues will be introduced, said Ryan, addressing topics such as joint custody of children and abuse of steroids by teenage athletes. "There are so many topics women want to know about," said Ryan. "I think everybody has missed a beat covering the parenting issues."

Beth Ruyak has been an ABC Sports commentator since April 1990. She replaces Dana Fleming and will serve as



New arrival, Beth Ruyak

co-anchor with Gary Collins, who has been with the show since December 1989. Before joining ABC Sports, Ruyak served as co-anchor of the syndicated *USA Today on TV*.

Ryan has replaced the show's creator and first executive producer, Woody Fraser, who will remain a consultant to the broadcast. When ABC first announced plans to make the show over, it said that Collins would also be replaced. But the candidate to replace him, ABC News's Mike Schneider, turned down the offer, opting not to relocate to California. Collins will keep his co-host slot for a 13-week trial. —SM

NETWORKS SUFFER RECORD RATINGS DOLDRUMS

The three networks hit a new ratings low in prime time for the week ended July 7. The combined three-network rating share totaled a 23.7/50. The previous low was the week of the 1988 Republican National Convention coverage, which averaged a 24.3/47. The three-network combined share for that week remains a record low. Network researchers said the new record reflected summer viewing patterns, albeit exacerbated by Fox's continued effort to roll out original product in the summer months. Fox averaged a 5.0/11, just slightly off what it tends to average during the regular season. CBS was the only one of the big three to show a ratings gain for the week, compared to a year ago. The network averaged an 8.1/17, in a tie with NBC for first place. A year ago, CBS averaged a 7.5/16, and had a 7% gain, year-to-year. NBC showed a 10% drop from a year ago when it averaged a 9.0/19. ABC posted the biggest loss, 16%, with a 7.5/16 this year and an 8.9/19 a year ago.

FCN ADOPTS "MUPPET BABIES"

Fox will have hour block of kids programing for weekdays

The Fox Children's Network has acquired the broadcast rights to *Muppet Babies* from Jim Henson Productions, thus creating an hour block of FCN children's programing weekday mornings for the 1991-92 season. Apparently losing out on the negotiations to continue syndicating *Muppet Babies* is Claster Television, which has distributed the half-hour cartoon since the 1989-90 season.

According to sources close to the negotiations, Henson Productions President Brian Henson, the 27-year-old son of late founder Jim Henson, apparently declined Claster's most recent rights offering. Henson and Claster officials declined comment on the negotiations.

Although the off-syndication cartoon has had two years of prior exposure in syndication and another seven seasons of exposure on CBS's Saturday morning schedule, FCN President Margaret Loesch said the series has "evergreen appeal" and "compatibility" with *Peter Pan and the Pirates*. Loesch said FCN is "suggesting" to Fox affiliates that *Muppet Babies* be teamed with sophomore *Peter Pan* in the 7:30 and 8 a.m. (ET) slots, respectively, for next season.

Under terms of the FCN deal, affiliates will have 65 episodes available for stripping, with another 19 episodes being produced by Marvel Productions for exclusive airing on CBS's Saturday schedule. If FCN should renew its option beyond the initial single-season contract (1991-92), Fox stations would be able to air those additional episodes the following season.

According to a source, the agreement, which was negotiated by Creative Artist Agency's co-founder Bill Haber and fellow agent Steve Smoot (representing Brian Henson), included a "discounted license fee" in exchange for a "financial guarantee" on the percentage of dollars Fox will generate from national advertising. Gerald Walsh, vice president and general manager, WFXT(TV) Boston, said that FCN has informed affiliates that their barter split on each morning series will be four minutes local, while Fox will retain two minutes of national advertising time.

The deal comes on the heels of FCN's signing for an expansion of its \$100 million-plus output arrangement with Warner Bros. Domestic Television Distribution (BROADCASTING, June 3), whereby the latter is pulling *Tiny Toon Adventures* and *Merrie Melodies* from

syndication and producing new episodes of *Beetlejuice* and *Batman* for insertion in 1992-93. TAZ-MANIA and another undisclosed Steven Spielberg project are the other animated series that Warner Bros. will produce over the next four seasons.

Regarding scheduling for early fringe,

Loesch says that *Beetlejuice* will air on most affiliates at 4 p.m. next season, while the 1992-93 season will usher in *Tiny Toon Adventures* at 3:30 or 4 p.m. (possibly pushing *Beetlejuice* to 3 p.m.), *Batman* at 4:30 p.m. and a vacant half-hour slot to be filled by one of FCN's existing Saturday morning programs. —MF

THE SHOW THAT SHOOK UP L.A.

HARD COPY LAUNCHES KNBC TO #1 IN PRIME ACCESS!

MAY 1991 ADI RATINGS					
KNBC/N	HARD COPY (ADI SHARE)	HH RTG	HH SHR	WMN 18-49	WMN 25-54
	RANK	#1	#1	(15)	(17)
KCBS/C	JEOPARDY	8	14	4	4
KTTV/F	A CURRENT AFFAIR	7	12	4	4
KCOP/I	NIGHT COURT	6	10	4	4
KCAL/I	GOLDEN GIRLS	6	10	3	3
KTLA/I	CHECKERBOARD	4	8	2	3
KABC/A	INSTANT RECALL	4	7	3	3

• AND PRODUCES HIGHEST MAY 18-49 AND 25-54 DEMOS IN 8 YEARS



©1991 by Paramount Pictures. All rights reserved.



NETWORK NEWS: DOING MORE WITH LESS

Scaled-back divisions are still finding new opportunities, both in prime time and in various relatively untried dayparts

Despite rounds of cost-cutting and staff reductions at the network news divisions, creative programming moves are allowing network news executives to expand their output. Network news divisions are eyeing new shows not only for prime time but also for the relatively uncharted waters of daytime and overnight.

"The economic hard times have opened up opportunities that weren't there before," said CBS News's Andrew Heyward, executive producer of *48 Hours* and two other shows debuting on the network this summer, *Verdict* and *Whose Side Are You On?*

Heyward said opportunities abound because prime time news shows—which can cost less than half the \$1 million or so spent per episode on a dramatic series—offer networks an attractive alternative in a difficult economy. A prime time news show also benefits the news division, he said, because it can bring in more predictable revenue than what he



**'Verdict' correspondent
Richard Schlesinger**

described as the inherently less efficient worldwide newsgathering business.

The development process is active at the network news divisions, although the traditional route has been altered to accommodate economic limitations. CBS News was able to develop *Verdict* and *Side*, for example, by using dollars already budgeted for *48 Hours*. Heyward said both shows are being targeted for permanent spots on the CBS network schedule or, failing that, could eventually be shopped to cable or syndication.

CBS News's *Verdict* has finished second in its time period during its initial

three Friday outings this summer, scoring 6.6/15 and 6.4/15 in its first and second weeks, respectively. The show scored a 5.6/11 over the July 4 holiday weekend, once again placing second to ABC's *Full House*. CBS News executives privately indicate the original eight-week network order might be extended to 10 weeks.

The second prime time CBS News vehicle produced by Heyward, *Side*, will have a three-week run on the network beginning this Friday. Billed as a series of half-hour specials, the format, said Heyward, could return as a number of specials, a weekly series or possibly even a strip. The debut episode of *Side* is hosted by Mike Wallace and focuses on assisted suicide; Charles Kuralt will host the other two episodes.

At NBC News, expansion includes development of a daytime information block, the foundation of which kicked off in January with the debut of the Faith Daniels news show, *A Closer Look*. Beginning July 29, the show will be paired with *Cover to Cover*, a half-hour information program on women's lifestyles and interests. And the news division is busy developing yet another possible daytime entry, *One on One*, a half-hour celebrity interview program.

So far, the NBC News effort in daytime appears to be paying off. *A Closer Look* averaged a 2.5/9 and a 2.4/10 in the first and second quarters, respective-

Now there really is a reason to be afraid of the dark.

With the U.S. Army's AH-64 Apache lurking in the shadows, America's enemies have every reason to be afraid.

Apache fired the first shots in Desert Storm and proved its effectiveness on one of the most unforgiving battlefields in the world—answering its severest critics with success after success.

For full details on the Apache's outstanding performance during Desert Storm give our helicopter company a call at 602-891-2301. It's time this story saw the light of day.

MCDONNELL DOUGLAS

TABLE TALK

Multimedia Entertainment will launch *This Week with Phil Donahue and Vladimir Posner* (working title) in October as a weekly hour roundtable series featuring the veteran American talkshow host and the veteran Soviet radio and TV commentator. The 52-week series (26 weeks of original episodes) is set to clear on WWOR-TV New York (Sunday at 9 p.m.), and sources say the station is an equity partner with Multimedia in the show's syndication. Multimedia President Bob Turner would say only that his sales force hit the streets last week offering straight cash deals, and had no firm deals yet.

However, Bruce Johansen, vice president of international sales, said early interest overseas has been "keen," based on Posner's previous international exposure. Posner, a New York-born Russian, has worked through the ranks of state-owned Gosteleradio network as a political commentator and journalist, and has been a frequent guest commentator on ABC's *Nightline*.

Turner said that Donahue "designed" the series' concept around weekly radio shows that aired live last May on Connecticut stations WGCH-AM Greenwich and WICC-AM Bridgeport, in addition to a one-week tryout last June on the CNBC cable business network. Donahue, who has hosted the early fringe talk strip bearing his name since 1970, recently signed a contract extension to do *Donahue* through the end of the 1993-94 season.

Buena Vista Television has cleared *Queen: The Days of Our Lives*, one-hour special marking 20th anniversary formation of rock band Queen, which produces albums on Walt Disney Co.-owned Hollywood Records label. BVT spokeswoman said that special has cleared over 95% of U.S., with syndicator making special available on undisclosed barter split. Broadcast window is July 19-August 8. Program includes clips and interviews with band members Freddie Mercury, Brian May, Roger Taylor and John Deacon, as well as rock stars Elton John, Paul McCartney, Mick Jagger and Phil Collins.

ly, delivering 9% more homes than its predecessor, *Generations*. The show has also narrowed the gap with ABC's *Loving* in the 12:30 p.m. time period; during one week last month, NBC rose to second place for the first time since March 1989.

NBC News also is busy tinkering with *Real Life with Jane Pauley* and *Expose*, the prime time news shows that moved from Sundays to Fridays in the fall. NBC News launched the shows in January as its first prime time series initiative in four years (Gaspin said he did not anticipate further NBC News expansion into prime time anytime soon, at least not until *Real Life* and *Expose* show progress on Friday nights).

NBC News has been able to expand its programming despite cutbacks in the division because the shows are being produced by the news division with dollars from the entertainment division, said Jeff Gaspin, programming development and planning director.

"It's an accounting trick," said Gaspin. "It's not stealing resources; it's looking into other parts of the company that have resources that you can tap into."

ABC News, which already has prime time vehicles *20/20* and *Primetime Live*, is concentrating its expansion efforts on the January 1992 launch of its ambitious overnight anchored news broadcast, *World News Overnight*. The program will be broadcast from the ABC News Washington bureau, Mondays through Fridays, from 1 a.m. to 6 a.m. ET.

NBC News is scheduled to launch a similar effort later this year as part of its existing around-the-clock affiliate news service, the NBC News Channel. CBS News, which currently airs *Nightwatch* during the early morning hours, is said to be considering a service of its own. —RB

SOVIETS SAY 'DA' TO 'DALLAS'

Gostelradio said to be acquiring first three seasons

Although he's a crass capitalist at heart, J.R. Ewing is a big hit in the Soviet Union. So much so that Gostelradio, the Soviet national television network, plans to acquire the first three years of the series in a deal with Worldvision, the overseas distribu-

tor of the program. The episodes would begin airing in late 1992.

The deal, described as "imminent" by Bert Cohen, executive vice president, Worldvision, stems from a recent prime time test of U.S. programming on Gostelradio's national television network.

THE SHOW THAT REIGNS IN SEATTLE.

#1 IN MAY, ACROSS THE BOARD!

MAY 1991 DMA RATINGS

		WMM 18-49	WMM 25-54
KCPQ/F	HARD COPY (DMA SHARE) RANK	5.8 (21) #1	5.9 (20) #1
KOMO/A	LOCAL NEWS	3.3	4.0
KING/N	LOCAL NEWS	4.5	5.2
KIRO/C	COSBY SHOW	2.8	2.8
KSTW/I	WHO'S THE BOSS	5.7	5.1

- IMPROVES SITCOM ADULT LEAD-IN BY 17-31%
- HIGHEST MAY ADULT 18-49 AND 25-54 DELIVERY IN 6 YEARS



© 1991 by Paramount Pictures. All rights reserved.



The test ran from July 1 to July 6 (7 p.m. to 11 p.m.) and featured a package of Worldvision-supplied programing that aired throughout prime time.

Worldvision and Gosteleradio officials estimate that over 100 million viewers tuned into *Dallas* and other shows, including *Beverly Hills, 90210* and such Hanna-Barbera staples as *The Flintstones*, *Yogi Bear* and *Top Cat*.

According to Cohen, the Soviets are also close to picking up a separate Hanna-Barbera package as well, starting in 1993. Both packages would be offered for barter (it's almost impossible to get dollars out of the Soviet economy), with approximately 5 minutes of advertising time per hour. Cohen stressed that both deals are contingent on Worldvision's ability to line up sponsors.

During the test two weeks ago, the sole sponsor was Chiquita Brands. Cohen said a number of advertisers were reluctant to participate in the test for a variety of reasons, including concern over how the Soviet viewers would react to the U.S. programing.

Chiquita bought 12 minutes of advertising during the test for \$10,000 a minute. Rates for future packages have not been set yet. "We believe that

along with Eastern Europe, the Soviet Union will be the next major importer of American television product," said Cohen. "This test was a pioneering step into that market. It had to start somewhere."

Worldvision has benefitted from extensive media coverage of the Soviet

test, including a front page story in the July 3 edition of the *Wall Street Journal* and stories by *NBC Nightly News* and CNN.

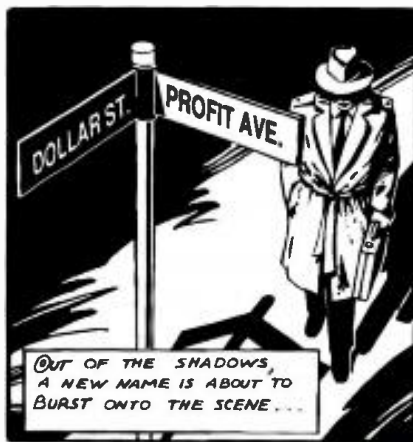
Other shows in the test, a first on Soviet TV, included *Love Boat*, *Barnaby Jones*, *Little House on the Prairie* and *The Streets of San Francisco*. —SM

REEVES ADDS MINI-SERIES/MOVIE DIVISION

Despite nearly an eight-year lull in the production of long-form programing, Reeves Entertainment is forming a permanent mini-series and movies for television division. It has named Michael Healy vice president of the division and signed 11 writer-producer deals in recent weeks. Healy, who will report to Rob Kenneally, executive vice president of network programing at Reeves, comes from Warner Bros. Television, where he was director of TV movies and mini-series since 1988.

Richard Reisberg, president of Reeves Entertainment, said that parent company Thames Television, which acquired Reeves in January 1990, has been "generous partners who have provided Reeves the capital to go after some of the best creative talent and bring them under our roof."

Signed to exclusive two-year deals are: Joe Dougherty, writer-producer-director of *thirtysomething*; Coleman Luck, creator-writer of *Gabriel's Fire* and supervising producer of *The Equalizer*; Gil Grant, creator-writer of *Hull Street High*; Michael Berk and Doug Schwartz, creators-writers of *The Wizard and Baywatch*; Martin Rips and Joseph Staretski, supervising producers of *Doctor, Doctor*; Gordon Freedman, producer of ABC mini-series *Baby M* and staff producer with ABC's *20/20* and John Eisendrath and Katherine Pratt, creators of *WIOW*.



ON THE STREETS, THE COMMON GOAL IS TO MAKE IT TO THE TOP. EVERYDAY YOU HEAR A LOT OF PROMISES AND FACE A LOT OF CHOICES. AMIDST ALL THE CONFUSION, A SECRET HAS EMERGED THAT WILL CHANGE THE WAY YOU DO BUSINESS.

IT HAS BEEN REPORTED BETWEEN 15 AND 16 BILLION DOLLARS ARE AVAILABLE IN CO-OP ADVERTISING THIS YEAR.

YOUR KEY TO UNCOVERING THE VAST AMOUNTS OF CO-OP DOLLARS LIES WITH THE EMERGENCE OF A SECRET. NOT JUST ANOTHER HOLLOW PROMISE, THIS SOURCE LOCATED OVER \$24 MILLION IN CO-OP IN 1990. IT'S A COMPLETELY COMPUTERIZED SYSTEM THAT WILL PUT THE NECESSARY CO-OP RESOURCES RIGHT AT YOUR FINGERTIPS.



TAKE CONTROL OF THE CO-OP DOLLARS IN YOUR MARKET WITH THE NEW ReCAS 4.0!
FOR MORE INFORMATION CALL ReCAS, YOUR LINK TO CO-OP DOLLARS !!!
1-800-447-1950 EXT. 372

ReCAS
A Division of Multi-Ad Services, Inc.
Peoria, IL

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 7/1	ABC 6.5/12		MACGYVER (42) 7.6/16	8.0/16 8.4/16	ABC MINISERIES—NAPOLEON AND JOSEPHINE II (64) 5.5/10	5.4/9	5.6/10	[5.7/10] 6.2/12
	CBS 11.2/21		MAJOR DAD (36) 8.4/17	FAMILY MAN (27) 8.8/17	MURPHY BROWN (5) 12.2/22	DESIGNING WOMEN (1) 13.0/23	NORTH EXPOSURE (3) 12.5/22	[12.4/23] 12.4/23
	NBC 8.7/16		FRESH PRINCE (22) 9.7/20	IN THE HOUSE (32) 8.5/16	NBC MONDAY NIGHT MOVIE—MAN AGAINST THE MOB (32) 8.4/15 8.2/14 8.7/15 8.7/16			
	FOX 5.7/11		FOX NIGHT AT THE MOVIES—K-9000 (64) 5.0/10 5.2/10 6.2/11 6.4/11					
TUESDAY 7/2	ABC 7.5/14		WHO'S THE BOSS (25) 9.3/19	ROSEANNE (18) 10.0/19	ABC MINISERIES—NAPOLEON AND JOSEPHINE III (58) 6.6/12	6.3/12	6.3/12	[6.4/12] 6.4/13
	CBS 9.0/17		RESCUE 911 (18) 9.5/20	10.0/20 10.5/20	CBS TUESDAY NIGHT MOVIE—WINDMILLS OF THE GODS I (32) 9.0/17 8.1/15 8.6/16 8.4/17			
	NBC 10.9/21		MATLOCK (18) 9.3/19	[10.0/20] 10.7/21	HEAT OF THE NIGHT (4) 11.8/22	[12.3/23] 12.9/24	LAW AND ORDER (15) 10.3/19	[10.3/20] 10.3/20
WEDNESDAY 7/3	ABC 6.6/14		WONDER YEARS (45) 7.4/17	DANGER TEAM (64) 5.7/13	DOOGIE M.D. (46) 7.1/15	MAN IN THE FAMILY (52) 6.7/14	EQUAL JUSTICE (59) 6.3/13	[6.3/13] 6.3/13
	CBS 7.0/15		ROCKY & BULL (80) 4.2/10	FAMILY MAN (77) 4.7/11	CBS SPECIAL MOVIE—WINDMILLS OF THE GODS II (38) 7.1/15 7.9/17 8.7/18 9.3/19			
	NBC 9.5/20		UNSLVD. MYSTERIES (7) 10.7/25	[11.3/26] 11.9/27	NIGHT COURT (26) 9.2/20	SEINFELD (40) 8.2/17	QUANTUM LEAP (36) 7.6/16	[8.4/17] 9.2/19
THURSDAY 7/4	ABC 5.2/14		FATHER DOWLING (68) 5.3/14	[5.5/14] 5.7/15	GABRIEL'S FIRE (77) 4.3/11	[4.7/12] 5.2/13	KOPPEL REPORT (70) 5.3/13	[5.4/14] 5.6/14
	CBS 5.2/14		GREAT AMERICAN CELEBRATION (75) 4.8/13 5.1/13 4.6/12 5.0/12				BOB SIMON/BAGHDAD (64) 5.8/15	[5.7/15] 5.7/15
	NBC 7.1/18		COSBY (49) 6.8/18	DIFFERENT WORLD (49) 6.8/18	CHEERS (32) 8.5/22	WINGS (48) 6.9/17	L.A. LAW (49) 6.4/16	[6.8/17] 7.1/18
	FOX 3.8/10		SIMPSONS (79) 4.6/12	TRUE COLORS (87) 3.5/9	BEVERLY HILLS 90210 (87) 3.4/9	[3.5/9] 3.7/9		
FRIDAY 7/5	ABC 10.5/22		FULL HOUSE (9) 10.9/25	FAMILY MAT. (6) 11.9/26	BELLES OF BLK ST. (21) 9.8/21	GOING PLACES (30) 8.7/18	20/20 (9) 11.0/22	[10.9/22] 10.8/22
	CBS 7.8/16		VERDICT (62) 5.8/13	TRUE SP. DETEC. (62) 5.8/13	CBS FRIDAY NIGHT MOVIE—THE LAST FRONTIER PT1 (27) 7.5/16 8.9/18 9.1/18 9.8/20			
	NBC 7.0/15		TRUE BLUE (75) 4.8/11	[4.9/11] 5.0/11	NBC FRIDAY NIGHT MOVIE—ELVIRA MISTRESS OF DARK (41) 6.9/15 8.1/17 8.7/18 8.7/18			
	FOX 3.8/8		AMERICA'S MOST WANTED (68) 5.4/12	[5.5/12] 5.6/12	ALIEN NATION (91) 2.2/5	[2.1/4] 2.1/4		
SATURDAY 7/6	ABC 5.8/13		YOUNG RIDERS (73) 4.7/12	[5.0/12] 5.3/13	ABC SATURDAY NIGHT MOVIE—K-9 SILVER FOX (61) 5.1/11	5.6/12	7.0/16	[6.2/14] 7.2/16
	CBS 5.7/13		CBS SATURDAY MOVIE—THE LAST FRONTIER PT2 (53) 5.6/14 6.4/15 7.0/16 7.3/16				DOCTOR DOCTOR (84) 3.9/9	GOOD SPORTS (84) 3.9/9
	NBC 8.5/19		AMEN (53) 6.6/17	DOWN HOME (43) 7.5/18	GOLDEN GIRLS (17) 10.1/23	EMPTY NEST (14) 10.4/22	DEAR JOHN (30) 8.7/19	CAROL & CO. (43) 7.5/17
	FOX 3.7/8		TYL. VID. (89) 2.9/7	YEAR-BOOK (90) 2.3/6	COPS (80) 4.2/9	COPS 2 (71) 5.2/11		
SUNDAY 6/30	ABC 9.8/20	LIFE GOES ON (59) 5.6/13	[6.3/14] 7.0/15	AMR. FUN VIDEO (12) 10.6/22	AMR. FUN PLP. (11) 10.7/21	ABC SUNDAY NIGHT MOVIE—THE TOWN BULLY (8) 9.8/18 11.2/20 11.8/21 12.1/23		
	CBS 10.4/21	60 MINUTES (2) 12.2/28	[12.7/28] 13.3/29	ALL IN THE FMLY (13) 10.5/21	SUNDAY DINNER (22) 9.7/19	MURDER SHE WROTE (15) 10.3/19	[10.3/19]	TRIALS OF ROSIE O'NEIL (38) 8.3/16
	NBC 5.9/12	C. EVERETT KOOP (84) 4.0/9	[3.9/9] 3.8/8	EXPOSE (71) 5.2/11	REAL LIFE J. P. (57) 6.5/13	NBC SUNDAY NIGHT MOVIE—NOBLE HOUSE PT1 (47) 6.9/13 6.9/12 7.1/13 7.3/14		
	FOX 6.4/13	TOTALLY HD VD (82) 4.1/9	P. LEWIS (82) 4.1/9	IN LIVING COLOR (53) 6.6/13	GET A LIFE (73) 5.0/10	MRD. WITH CHILD (22) 9.7/18	COPS SP. (27) 8.8/16	SUNDAY COMICS (53) 6.6/12
WEEKLY PRIME TIME AVERAGE			ABC 7.5/16	CBS 8.1/17	NBC 8.1/17	FOX 5.0/11	YELLOW = 1/2 HR WINNER	
SEASON PRIME TIME AVERAGE			ABC 11.7/20	CBS 11.7/20	NBC 12.0/21	FOX 6.3/11	*—PREMIERE	
NIGHTLY RATING / SHARE			(##)—RANKING	(##)—PROGRAM RATING / SHARE	HALF-HOUR RATING / SHARE	SOURCE: A. C. NIELSEN		

CABLE

WARNER STUDY PROMOTES ACQUIRED PRODUCT

Studio emphasizes value to cable of hour dramas, theatricals and off-network series and movies

Warner Bros. is looking to protect its business. With the release of a study last week showing that the top-rated fare on cable networks is largely acquired programming, the studio is trying to keep alive and well the cable market for one-hour dramas, theatrical releases and short-lived and vintage off-network series and movies.

The study follows eight basic cable networks (A&E, Family, WTBS, TNT, USA, Lifetime, Nickelodeon and Nick at Nite) and shows that the five highest-rated entertainment programs in first quarter 1991, for series as well as movies, are largely acquired programming. With this study, Warner Bros. wants to remind cable networks of the value of that programming because "there is general concern that the pressure [on cable programmers from cable operators] to do original programming is out of proportion with the realities," said Ed Bleier, president, Warner Bros. pay TV, animation and network features.

Bleier said he does not contest the cachet original programming gives to a cable network. He said he simply seeks to remind both programmers and operators that higher ratings of acquired programming means more viewership for the network, a good promotional vehicle for original programming and also higher advertising rates.

Bob Levi, executive vice president, Turner Entertainment Networks, does not support Bleier's contentions that acquired programming automatically brings in higher advertising rates. "Original programming is a hot button for advertisers," Levi said. "It offers the publicity that advertisers love and the impetus for premium CPM's [cost-per-thousands]. Even the best theatricals rarely earn a premium CPM."

At stake for Warner Bros. and other program suppliers is the aftermarket for product that largely has no other home than basic cable: off-network one-hour dramas—which have all but died in the syndication market—and short-lived sit-



Warner Bros.'s 'Hotel,' a cable hit for Lifetime

coms (such as Warner Bros.'s *Just the Ten of Us* and *My Sister Sam*, which both air on USA) that have too few episodes for syndication. The cable market has also become increasingly important in the purchase of theatrical packages and off-network TV movies as well, as evidenced by broadcasters seeking out cable networks (Tribune/Turner and Chris-Craft/Lifetime) to spread the costs. The decreased demand by Fox affiliates for movie product has also helped to shrink the market and make

cable a more attractive, even necessary, alternative.

If the cable market for one-hours were to dry up, that could have an effect on the future production of those programs. The future of those shows "is a real question," admitted Bleier. But if Warner and others are able to turn one-hour dramas into successes for cable networks, the syndication market might have to take another look and go back into the market for one-hours.

Not all cable networks believe Warner

Bros.'s efforts to underline the success of acquired versus original programming is warranted. According to a Lifetime spokeswoman: "At Lifetime, we see more opportunities for the future for original programming. It appears that some people are having difficulty coming to grips with that strategy." Some observers also called into question the timing of Warner's study and its press

CABLE NETS RATINGS DROP IN SECOND QUARTER

With most of the bigger cable networks reporting ratings down from last year, the 14 cable networks reporting figures for second-quarter 1991 were down slightly, off 3% compared to last year's ratings for the same period. Hurt by limp ratings for its World League of American Football, USA dipped from the top of the heap with a 2.3 rating to third, with a 1.8. WTBS Atlanta also dipped, from a 2.1 to a 1.8, in part due to lower ratings for Atlanta Braves games than last year, despite the team's better performance this year. ESPN, with baseball ratings off slightly from last year, dipped just 0.1 of a rating point, as did MTV.

CNN, which following the Gulf war saw viewership levels dip back down to 1990 numbers during April and May, had a bad June with ratings for the quarter dropping from a 1.1 to a 0.8.

Prime Time

	2Q 1991		2Q 1990	
	Rating	HH	Rating	HH
TNT	1.9	1,042,000	1.9	865,000
WTBS	1.8	1,047,000	2.1	1,136,000
USA	1.8	1,035,000	2.3	1,209,000
ESPN	1.7	998,000	1.8	1,010,000
Lifetime	1.3	679,000	0.9	435,000
Nashville	1.2	637,000	1.0	502,000
Nick at Nite	1.0	554,000	0.9	446,000
Discovery	0.9	502,000	0.9	453,000
Family	0.9	473,000	0.9	424,000
CNN	0.8	498,000	1.1	580,000
A&E	0.7	359,000	0.7	300,000
MTV	0.6	332,000	0.7	359,000
NL News	0.3	142,000	0.3	135,000
VH-1	0.3	128,000	0.2	75,000

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

briefing, noting that Warner Bros. is currently negotiating for the sale of *China Beach* and *Midnight Caller* to cable (see story, "Top of the Week").

USA's Dave Kenin, executive vice president, programming, does not dispute the fact that acquired programming is important, but acknowledged that "over time, the balance between acquired and original programming will shift," and more original programming will be produced. He also disputed the notion that higher ratings mean "acquired does bet-

ter than original. That's like saying cake is better than water. You can't. You need both," he said. Off-network series, for example, are strippable and help build structure to a schedule, whereas original series are more of a premium, he said.

Kenin also refuted the implication that theatrical releases do better than original movies. Theatricals are not all alike, he said. "Not all have the staying power films like *Rambo* have." (*Rambo* was USA's highest rated movie first quar-

THE SHOW THAT SCOOPED THE NEWS IN NORFOLK.

#1 IN MAY OUTSCORING LOCAL NEWS
IN KEY WOMEN DEMOS!

MAY 1991 ADI RATINGS

		HH RTG	HH SHR	WMN 18-49	WMN 25-54
WVEC/A	HARD COPY (ADI SHARE)	11	29	6	7
	RANK	#1	#1	(31)	(32)
WTKR/C	LOCAL NEWS	11	29	#1	#1
WAVY/N	LOCAL NEWS	4	10	5	6
				2	3

• INCREASED LAST YEAR'S INSIDE EDITION
SHARES AS MUCH AS 32%

• INCREASED LOCAL NEWS LEAD-OUT DEMOS 7-16%



©1991 by Paramount Pictures. All rights reserved.



ter.)

But Warner's study seeks to prove that even when theatricals perform lower than premiere airings of made-for-cable movies, they perform more consistently

over repeated showings than do original productions. On Lifetime, for example, the top-rated original movie for first quarter, *Stop at Nothing*, got a 2.3 rating its first airing, but after five showings,

averaged a 2.0. In contrast, Lifetime's top-rated acquired movie, "Deadly Deception," started off with a 1.5 rating, but ebbed and flowed, ending up averaging a 3.2 rating. **-SDM**

BROADCAST TV SHARES 76'ER GAMES...FOR NOW

Rights agreement leaves 10 games on WPHL-TV for three years, after which they revert to Prism and SportsChannel

The Philadelphia 76'ers have concluded a new multi-year cable-broadcast rights deal that includes a 10-game package on WPHL-TV Philadelphia for the next three years. Thereafter, however, those seven regular season and three preseason games will revert to regional cable networks Prism and SportsChannel Philadelphia.

Last April, Philadelphia-area broadcasters went public, saying they couldn't afford to compete with cable regional sports networks Prism and SportsChannel Philadelphia, both owned by Rainbow Programming, in the bidding for 76'ers games, leaving the possibility that no games would have been available on broadcast television. Even area cable operators, led by Comcast President Brian Roberts, said publicly that some games should remain on over-the-air TV. And last week Roberts said he was

"disappointed" with the outcome, with so few games on broadcast television.

The response carried over to the public, with the city council getting involved as well as representatives in Washington, who urged 76'ers owner Harold Katz to keep some games on broadcast. That pressure, said sources, caused Katz to put a broadcast deal back on the table.

In last week's deal, Prism will continue carrying all home, regular season and playoff games not pre-empted by network coverage, as it has since 1975. Prism and SportsChannel will also carry 34 away games (probably 21 for Prism, 13 for SportsChannel). A source said the cable deal runs for seven years.

Randall Smith, executive vice president and general manager, WPHL-TV, said the 10-game rights deal is one the station can live with. This past season,

WPHL-TV had rights to 40 games. The station is also in discussions to acquire Flyers and Phillies contests. The 90-game Phillies broadcast contract with WTXF-TV expires at the end of next season, and as that station continues to add Fox programming, narrowing available time slots for Phillies games, WPHL-TV would like to step into the picture.

Don Heller, vice president and general manager of Prism, said the rate cards of cable operators won't be adjusted, even though Prism is picking up more games. "We have not planned any rate increases other than the normal cost of business," he said. Heller said the deal goes beyond five years.

Prism, a pay service with 700,000 subscribers, and SportsChannel, a basic service with two million subscribers, also carry some 50 Flyers games and 65 Phillies contests between. **-MS**

CABLECASTINGS

NCTA SURVEYS CUSTOMER SERVICE

National Cable Television Association President James Mooney said 85% of cable systems responding to a recent survey—covering 70% of subscribers in the sample—are in compliance with the NCTA's new customer service standards. And about half of those systems have applied for the seal of good customer service.

"These are aggressive standards which respond directly to consumer concerns," Mooney said at the New England Cable Television Association convention last week in Newport, R.I. "It is apparent from systems' responses that the standards most difficult to achieve are the 30-second telephone answer time and the 24-hour repair window," said Mooney. "This isn't surprising

because these are at the heart of the standards."

NCTA surveyed 453 systems in a random sample, with 420 returning forms. Of those in compliance, 31% had been so for more than one year, 27% for one year and 39% for less than one year.

Of those systems that have not applied for the seal, the vast majority either had not been in compliance for one year, a requirement of the standards, or enough supporting data had not been collected.

CTAM DATABASE GETS SUPPORT OF ENCORE

Encore announced its support of CTAM's database and will use the information in marketing its new pay service. (CTAM officials have been looking for an influx of funds to keep the database, which collects statistics from hundreds of cable systems, alive.)

Encore said it will work with CTAM and Nielsen Media Research to monitor downgrade and upgrade activity of pay and basic subscribers, stability of each pay level and pay profiles of new basics. Encore is being pitched to cable operators as a low-cost, add-on service that will help cement pay subscriptions.

TOP MOVIE FOR TNT

TNT's premiere of Louis L'Amour's *Conagher*, an original movie starring Sam Elliott and Katharine Ross, scored a 6.4 rating/11.5 share on July 1, the highest-rated original movie ever on TNT. Turner researchers said the movie outscored ABC between 8 and 10:30 p.m., which scored a 6/10.7 in TNT homes. TNT's previous top movie was *Cold Sassy Tree*, which scored a 5.3/7.9 in October 1989.

WASHINGTON

FIGHTING OVER FIN-SYN ALL OVER AGAIN

While CBS and NBC file petition for reconsideration of new rules and ABC goes to court of appeals, Coalition to Preserve Fin-Syn, program producers and INTV tell FCC anti-extraction safeguards should be toughened

CBS and NBC, in appealing the new financial interest and syndication rules at the FCC last Monday, made clear their interest is not only in acquiring passive backend interest in network programming, but also in becoming major players in the first-run and off-network syndication business.

The two networks, in a joint petition, blasted the rules in their entirety, contending they are "illogical," unconstitutional and counterproductive to the FCC's goals of promoting program diversity. "They represent...a maze of arbitrary constraint which burdens the conduct of business to no legitimate end," they said.

But recognizing the FCC is unlikely to gut the rules on reconsideration, they argued for major changes that would make the rules easier to live with should they survive the court challenge the networks and others are mounting.

In addition to repeal or relaxation of the so-called anti-extraction safeguards to facilitate acquisition of backend rights in outside produced network programs, the networks called for lifting the restrictions on their syndicating first-run programming and programs aired on other networks.

The new rules, which went into effect July 5, permit networks to syndicate off-network programs overseas, but severely limit their domestic syndication opportunities. Each is restricted to syndicating domestically only in-house productions, which are limited to no more than 40% of its prime time schedule.

ABC did not join CBS and NBC in their joint FCC petition, but ABC challenged the rules in the U.S. Court of Appeals in Washington. Unless the FCC does the unexpected and significantly relaxes the rules, CBS and NBC plan to join ABC in calling for repeal of the rules in court.

Because petitions for review of the rules were filed in three federal appeals courts, a lottery was held that will eventually consolidate all the appeals in the

seventh circuit in Chicago.

Counterbalancing the networks' assault on the rules at the FCC was Hollywood's Coalition to Preserve the Financial Interest and Syndication Rule, which argued for strengthening the anti-extraction safeguards and a "subcap" on in-house made-for-TV movies and mini-series. The coalition suggested a subcap of 25% of in-house productions,

The networks do not "possess any peculiar ability...to 'handicap the launch' of new first-run programs."

-CBS and NBC

The dangers of permitting the networks in domestic syndication "far outweigh any offsetting benefits."

-Coalition to Preserve the Financial Interest and Syndication Rule

which would amount to 10% of the entire prime time schedule.

Joining the coalition in demanding tighter restrictions on the networks were the Program Producers and Distributors Committee; the Association of Independent Television Stations; Orbis Communications Inc., a New York-based television producer, and a group of independent television station operators including Tribune Broadcasting.

CBS and NBC grudgingly accepted

the requirement that networks certify in writing that they did not condition licensing a program on acquisition of financial interest or other backend rights. But the additional extraction safeguard prohibiting networks from negotiating for interest or rights for 30 days after agreeing to license the program is unjustified, they said. "What the two-step requirement plainly will do...is substantially undermine the commission's aim of permitting independent program producers to obtain production financing from the networks."

If determined to impose an additional safeguard, the networks said, the FCC should opt for a 30-day cooling-off period—a time during which producers could walk away from a licensing-backend rights deal with the networks.

Prohibiting networks from first-run syndication is completely unwarranted, CBS and NBC said. "The networks do not have under any theory 'unique' market power that could be used or abused to extract financial interest in these shows from outside producers," they said. "Nor do the networks possess any peculiar ability—through station ownership, affiliation or otherwise—to control clearances or 'handicap the launch' of new first-run programs or to exercise market or monopolistic power in the distribution of such programming."

CBS and NBC also said they should be allowed to syndicate programming originally aired on other networks. "A network clearly has no ability to gain a dominant position by conditioning access (since it is not dealing with its own schedule) or otherwise exercising the leverage the majority has identified as the basis for its regulation of network rights acquisition," they said.

The coalition shared the network distaste for the two-step anti-extraction safeguard, but for an entirely opposite reason. The safeguard is not too tough, but too lenient, it said.

The coalition recommended a two-step safeguard, putting off negotiation of

interest and backend rights not for 30 days, but until the network has formally committed to licensing the program and put it on its schedule. "It is not until a program is scheduled—when both parties have more comparable knowledge of the program's prospects—that any sort of bargaining (as opposed to mere extraction) is possible," it said.

The coalition said the networks should be completely barred from domestic syndication of off-network programming, including in-house productions. The dangers of permitting the networks in the business "far outweigh any offsetting benefits, particularly given the networks are permitted under the relaxed rule to retain an on-going revenue stream during syndication."

An in-house production subcap on TV movies and mini-series is "vital," the coalition said. "Without such a subcap, a network could produce—or threaten to produce—all of its TV movies, mini-series and other one-shot programs in-house."

The PPDC, which represents first-run producers and syndicators who are wary about the networks getting into their business, asked the FCC to close a "loophole" in the rules, which it said would allow the networks to syndicate first-run programs they produce as long as the programs do not air in prime time. "This directly contradicts the expressed intent of the commission," the group said.

Orbis asked the FCC to resurrect the restriction against the networks syndicating programs overseas. Permitting the networks into the foreign market will "effectively destroy the ability of inde-

pendent producers to compete in the international arena with [off-network] programming..." it said. "The profits from this overseas business have been essential to the continued ability of independent producers to compete domestically in the production of television programming."

Like the coalition, INTV argued for barring the network from domestic syndication. The networks could still share in backend revenues, but "the risk of manipulation of the syndication marketplace would be reduced appreciably."

At a minimum, INTV said, the FCC should further limit the off-network programming the networks may syndicate by either redefining in-house productions to exclude domestic co-productions or reducing the in-house cap from 40% to 25% of the prime time schedule.

In addition, the association said, the rules' safeguards against network-syndicators warehousing off-network programs or favoring their own affiliates in the sales of such programs should be stiffened. Among other things, it said, "affiliate favoritism should be presumed where a network program has been sold to affiliates serving 30% or more of the nation's television households."

The group of independent station operators also wants the networks banned from domestic syndication. Permitting them in the business is "unwarranted...by the commission's own findings...regarding the incentives and ability of the networks to discriminate against independent stations and the extent to which such practices could injure independent stations."

The group also asks for explicit lan-

guage barring the networks from first-run syndication domestically and internationally. Such a clear prohibition, it said, would "implement the commission's intent."

It also said the FCC should clarify whether network-produced first-run programming is considered network programming for purposes of the prime time access rule, which limits the amount of network and off-network programming affiliates may air during prime time.

With an eye on Fox Broadcasting, the group argued a "new network" should have to adhere to fin-syn restrictions with regard to programming it aired prior to becoming a network, but not taken to the syndication market until after becoming a network.

As written, the rules would apply to Fox and other "emerging networks" as soon as they exceed 15 hours of prime time programming each week.

"[T]here is some justification for not disrupting the expectations of contracting parties with respect to programming distributed by an entity prior to the time it became a network," the group said. "There is no justification...for exempting an emerging network forever from compliance with the rules with respect to programs or series that may first have been exhibited by it prior to the time it met the network definition, but that are not distributed by that entity after it achieves network status under the rules."

Upon becoming a network, the group also argued, new networks should have to comply with the syndication safeguards "even with respect to programs that are otherwise grandfathered." —*NAJ*

IS WIRELESS CABLE 'CABLE'?

That is question debated in House; MMDS proponents say Copyright Office finding that MMDS does not fit definition of cable system would cripple it

Confusion over differing interpretations of copyright law for video transmission and proposed new cable laws now being considered by Congress is raising anxieties for many video delivery media. Those media had a sympathetic audience last Wednesday (July 10) at a hearing of the House Judiciary Subcommittee on Intellectual Property and Judicial Administration.

Satellite TV distributors worry about the proposed retransmission consent provision in the Senate's Cable Television Consumer Protection Act (S. 12), which could reduce the amount of programming available to home dish subscribers when

a temporary authorization to contribute to the cable compulsory license runs out on Dec. 31, 1994.

Multichannel multipoint distribution service (MMDS) or "wireless cable" operators fear the aftermath of a U.S. Copyright Office preliminary finding that MMDS cannot be defined as "a cable system." The new definition would make MMDS ineligible for the compulsory license provisions.

Some satellite video carriers, the FCC has concluded, are charging satellite distributors discriminatory prices compared to the rates charged to cable TV operators. Satellite distributors claim they of-

ten pay over four times more than cable systems to receive the equivalent amount of programming. The Satellite Home Viewer Act of 1988 allows copyright owners to sue carriers for price discrimination but does not extend that right to distributors.

Retransmission consent as outlined in S. 12 is not compatible with the current compulsory license system, said Dorothy Schrader, associate register of copyrights for legal affairs. If a broadcast station refuses to allow its signal to be retransmitted, the prime purpose of the compulsory license—signal availability and program diversity on cable—will be

undermined, Schrader said. Cable operators will sometimes be forced to pay both copyright and retransmission fees and the flow of royalties to copyright owners will be decreased, she said.

S. 12 could have an even more serious impact on satellite distributors. The act would exempt them from paying the retransmission fee while its temporary compulsory license authorization, enacted by the Satellite Home Viewer Act of 1988, is in effect. But after the deadline, a satellite broadcaster "will have to conduct two sets of negotiations, pay two different sets of compensation under two different statutes of the law for each and every broadcast signal that he wants to carry," said Andrew Paul, senior vice president, Satellite Broadcast Communications Association. "We don't think that is a public policy that encourages diversity and quality programing."

Schrader stirred some controversy with the announcement of the Copyright Office's preliminary definition of "cable system." MMDS does not fit the definition, Schrader said, but Satellite Master Antenna Television (SMATV) does. The Copyright Office relied on the "cable system" definition in the Copyright Act of 1976: "A facility...that in whole or part receives signals transmitted...and makes secondary transmissions of such signals or programs by wires, cables or other communications channels to subscribing members of the public." The phrase "other communications channels" was interpreted to mean other channels provided by wired media, she said.

The subcommittee disputed the Copyright Office's interpretation. Rick Boucher's (D-Va.) statements reflected the views of most congressmen present: "My personal conclusion is that what Congress meant when it passed that phrase was to encompass essential new technologies to come along, such as MMDS. If we do not extend the cable compulsory license to MMDS, I strongly fear for the continuation of that business. The compulsory license is what keeps them in a practical position to clear the copyrights."

Robert L. Schmidt, president of the Wireless Cable Association, said he was "comforted" by the subcommittee's reaction to the Copyright Office's preliminary decision. He cited passages from the conference report of the 1976 Copyright Act suggesting Congress intended a broad interpretation of the "other communications channels" phrase to include all new communications media. "For purposes of the consumer, [MMDS] is cable. People buy programing. There was some broad thinking on the part of

the legislators when they passed this law back in 1976," he said.

Schrader said the Copyright Office's interpretation was also based on past FCC regulations that have not treated MMDS systems as cable operations. In an FCC action last year easing regulations on wireless cable systems, the commission found MMDS does not fit the "cable system" definition in the 1984 Cable Act, she said (BROADCASTING, Oct. 15, 1990).

The Cable Act definition should not apply to copyright law, Schmidt replied. The Copyright Office itself makes the distinction between the 1976 and 1984 definitions in its compulsory license fee payment form, he said. The form states that a system meeting the Copyright Act definition "is considered a 'cable system' for copyright purposes, even if the FCC excludes it from being considered a 'cable system' because of...the nature of its secondary transmissions." —RMS

THE SHOW THAT SENT THE OTHERS SOUTH IN BIRMINGHAM.

#1 IN MAY, BEATING WHEEL AND A CURRENT AFFAIR

MAY 1991 DMA RATINGS			
		WMM 18-49	WMM 25-54
WVTM/N	HARD COPY (DMA SHARE)	8.9 (27)	10.3 (29)
	RANK	#1	#1
WBRC/A	WHEEL OF FORTUNE	8.2	9.8
WTTO/F	227	8.6	7.2
WBMG/C	A CURRENT AFFAIR	1.9	1.9

- INCREDIBLE GROWTH (30%) MAY '90 TO MAY '91
- AT WHEEL'S EXPENSE, DOWN 38% IN WOMEN 18-49



©1991 by Paramount Pictures. All rights reserved.



BUSINESS

HOLLYWOOD ACCOUNTING: LIABILITY OR ASSET?

*Accountants to review
inconsistent program
bookkeeping*

The accounting profession will be studying, with an eye toward possible change, the way entertainment companies keep their books. Any recommendations, while not binding, could lead to changes in the recording of revenue and costs, and thus earnings.

The task force is being formed under the auspices of the American Institute of Certified Public Accountants (AICPA) and will be chaired by Jay Shapiro, principal of an Encino, Calif.-based accounting firm and formerly national director for entertainment and media services at Laventhol Horwath.

Perhaps the major focus of the task force will be reviewing "income forecasting," a practice that allows programming companies to delay recording production expenses—which include direct costs, certain overhead and interest charges—and instead allocate those expenses for future years to the same degree that revenue is expected to be received.

INDUSTRY TO COMMENT ON BANK REGULATIONS

Federal banking guidelines, which may discourage loans to broadcasters and cable operators, are again under review. The three regulatory agencies that oversee banks have requested public comments on the "highly leveraged transaction" (HLT) guidelines, which essentially give bank examiners a way to categorize, as either HLT or non-HLT, the risk to banks from loans they have made for "buyout, acquisition or recapitalization" (BROADCASTING, June 4, 1990).

The request for comments comes less than six months after the agencies issued "clarifications" to the HLT guidelines. A major topic will be whether the HLT definition, currently based on leverage and other balance sheet-based tests, should be replaced or adjusted with tests using cash flow. Other topics include whether, if a parent company is listed as an HLT, all its subsidiaries should still be considered HLT, as is currently the case, and whether the guidelines for "delisting" loans from HLT status should be changed.

Decker Anstrom, executive vice president, NCTA, said it would file comments, due by August 26, and would encourage members to file individually. The NAB is forming a committee, to be chaired by Malrite Communications Chairman Milton Maltz, to specifically develop comments. Sam Leaman of County NatWest Securities said the comments will be followed by a proposal requiring further comment and that any change would not occur until 1992.

The problem, said Shapiro, is that existing standards allow companies to use differing methods both on how much revenue to project from a film or TV series, and on when projection of different revenue sources can reasonably be included. "Some people don't include a film's revenue from TV syndication until after it has had a theatrical run...some people don't include expected syndication revenue from a series until after four seasons on the network," Shapiro added.

The differing practices among entertainment companies make it difficult to

compare their financial statements. The current standards also allow, some claim, certain managements to be too liberal in their estimates of future revenue, thus pushing out into the future the recognition of costs. Securities analyst David Londonner reportedly has cited Lorimar-Telepictures and Orion Pictures as examples of companies whose past accounting practices may have been too aggressive.

The industry-specific rules by which publicly held companies abide are formulated by a private organization, the Financial Accounting Standards Board (FASB). Although any AICPA recommendations could influence industry practices, they will not have the strength of changes FASB could—but has not wanted to—make.

Another potential influence on industry accounting is the Securities and Exchange Commission. Shapiro said the SEC recently reviewed the situation, but "limited itself" to suggesting that entertainment companies provide greater disclosure in footnotes to financial statements.

The task force chairman said it would probably be composed equally of practicing CPA's and industry executives. The group's first meeting will likely take place late this year, according to Shapiro.

We are pleased to announce the closing of our recent transaction:

\$125,000,000

**WMAR-TV (NBC) Baltimore, Md.
(Gillett Holdings, Inc.)**

**SOLO TO
SCRIPPS-HOWARD BROADCASTING CO.**

HOWARD E. STARK

Media Brokers—Consultants

575-Madison Avenue

New York, N.Y. 10022

(212) 355-0405

CHANGING HANDS

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

KPAY-AM-FM Chico, Calif. □ Sold by Pacific Northwest Broadcasting Group to McCoy Broadcasting Co. for \$4.1 million. Seller is headed by Charles Wilson and owns KBOI(AM)-KQFC(FM) Boise and KSEI-AM-FM Pocatello, both Idaho. Buyer is headed by Craig McCoy and owns KCCY(FM) Pueblo, Colo. KPAY(AM) is full-timer with AC format on 1060 khz with 10 kw. KPAY-FM has easy listening format on 95.1 mhz with 8.7 kw and antenna 1,170 feet above average terrain. Broker: William A. Exline Inc.

WJYQ(FM) Moncks Corner, S.C. □ Sold by Ceder Carolina Ltd. to Sonnydale Broadcasting Inc. for \$830,000 cash. Seller is headed by Marvin F. Ceder, who is president of Ceder Broadcasting Inc., 63% owner of licensee of WNBRI(AM)-WNND(FM) Fuquay Varina, N.C. Buyer is owned equally by Dale T. Litchford Sr. and Rodney G. Gross, and has no other broadcast interests. WJYQ has classical format on 105.5 mhz with 3 kw and antenna 265 feet above average terrain.

WPDx-AM-FM Clarksburg, W.V. □ Sold by WPDx Inc. to Earl Judy Jr. for \$405,000 cash. Seller is headed by Patrick H. Kelly and has no other broadcast interests. Buyer is headed by Earl Judy Jr., who also owns WBRJ(AM)-WEYQ(FM) Marietta, Ohio; WMQC(FM) Westover, W.V.; WCRO(AM) Johnstown, Pa., and WSKO(FM) Buffalo Gap, Va. Judy is president and 51% owner of WSVG(AM)-WSIG(FM) Mount Jackson, Va.; 49% owner of WZKT(AM) Waynesboro, Va.; WKOY(AM)-WKMY(FM) Bluefield-Princeton, W.V., and recently sold WALI(AM)-WROG(AM) Cumberland, Md. WPDx(AM) has country format on 750 khz with 1 kw day. WPDx-FM has country format on 104.9 mhz with 2.5 kw and antenna 321 feet above average terrain.

WNBI-AM-FM Park Falls, Wis. □ Sold by Northland Broadcasting Inc. to Nicolet Broadcasting Inc. for \$400,000 cash. Seller is headed by William Beckwith and George Palo and has no other broadcast

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$975,000 □ 9

FM's □ \$932,915 □ 2

AM-FM's □ \$4,905,000 □ 3

TV's □ \$0 □ 0

Total □ \$6,812,915 □ 14

Year to Date:

AM's □ \$51,033,095 □ 140

FM's □ \$115,686,755 □ 146

AM-FM's □ \$141,926,587 □ 104

TV's □ \$269,399,000 □ 41

Total □ \$578,045,437 □ 431

For 1990 total see Jan. 7, 1991 BROADCASTING.

interests. Buyer is headed by Roger L. Utnehmer and also owns WERL(AM)-WRJO(FM) Eagle River, Wis. WNBI(AM) has adult contemporary format on 980 khz with 1 kw day and 105 w night. WNBI-FM has 98.3 mhz with 3 kw and antenna 275 feet above average terrain.

KMDY(AM) Thousand Oaks, Calif. □ Sold by Comedy Broadcasting Co. to Buena-Ventura Communications Inc. for \$300,000 cash. Seller is headed by Ira Barmak and also owns KNJO(FM) Thousand Oaks, Calif. Buyer is headed by Daniel D. Villanueva, who owns Villanueva Media Inc., which is 20% general partner and 55% limited partner of KSMS-TV Monterey, Calif. Villanueva is also on board of directors of Community TV of Southern California, licensee of noncommercial KCET(TV) Los Angeles. KMDY has all comedy format on 850 khz with 500 w day and 250 w night.

For other proposed and approved sales see "For the Record," page 39.

BULLITT SISTERS TO ACQUIRE KING-AM-FM

King Broadcasting Co.'s controlling shareholders, Priscilla Bullitt Collins and sister Harriet Stimson Bullitt, daughters of King Broadcasting founder Dorothy Stimson Bullitt, are forming a corporation to acquire KING-AM-FM Seattle. The price was not disclosed, but industry sources are confident that the \$10 million King Broadcasting expected to receive when the company's radio group was placed on the market in March will be paid. The remaining stations, KGW(AM)-KINK(FM) Portland, Ore., and KSFO(AM)-KYA(FM) San Francisco, are still for sale.

YTD \$72,380,760!

Through the first six months, MVP has emerged as the 1991 industry leader in radio stations sold or closed. Coast-to-coast, north to south, in bull and bear economies, large, medium and small markets — no other brokerage firm performs more consistently, more professionally, for its clients.

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results

ELLIOT B. EVERS
415-391-4877

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RANDALL E. JEFFERY
407-295-2572

RADIO and TELEVISION BROKERAGE
FINANCING • APPRAISALS



MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

FOCUS ON FINANCE

Media stocks showed little movement for the week's trading ending last Wednesday. Broader market averages changed little with smaller indices slightly better and blue chip averages down slightly. On Wednesday, WPP Group fell 13/16, to 3 1/16, which wire service report attributed to analysts' concerns about a possible cash crunch. But London-based ad agency stock opened Thursday up and by midday had

recovered half of prior day's loss. Media General was up 3% for week, to 22 1/8. Richmond, Va.-based group owner/publisher released second quarter earnings on Thursday. Although both revenue and net earnings were down, company said broadcasting and newspaper divisions had improved performance. CBS was roughly flat for week, in which it released sharply lower earnings (see "Top of the Week").

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 Jul 10	Closing Tue Jul 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
--	--------------------------	-------------------------	---------------	-------------------	--------------	--

BROADCASTING

A	(BHC) BHC Comm.	54	1/2	53	3/4	3/4	01.30	-6	1,498	
N	(CCB) Cap. Cities/ABC	454		433	7/8	20	1/8	04.60	17	7,281
N	(CBS) CBS Inc.	159	3/4	161	5/8	-1	7/8	-01.20	72	2,139
A	(CCU) Clear Channel	14	7/8	15			1/8	-00.90	1500	87
O	(JCOR) Jacor Commun.	2	5/8	2	7/8		1/4	-08.70	-2	25
O	(OSBN) Osborn Commun.	7	1/4	7			1/4	03.57	-9	50
O	(OCOMA) Outlet Comm.	7	1/2	7			1/2	07.10	-10	45
N	(PL) Pinelands	14	1/4	14	5/8		3/8	-02.60	-34	249
A	(PR) Price Commun.		1/4		5/16		1/16	-20.00		2
O	(SCRP) Scripps Howard	41		41	1/4		1/4	-00.70	18	426
O	(SUNNC) SunGroup Inc.		3/4		3/4			00.00	-1	1
O	(TLMD) Telemundo	3	1/2	3	1/4		1/4	07.60	-1	74
O	(UTVI) United Television	29	1/2	31		-1	1/2	-04.90	3	336

BROADCASTING WITH OTHER MAJOR INTERESTS

N	(BLC) A.H. Belo	30	3/8	31			5/8	-02.10	23	580
A	(AK) Ackerly Comm.	2	3/4	2	1/2		1/4	10.00	-2	38
N	(AFL) American Family	21	3/8	21	3/4		3/8	-01.80	14	1,774
O	(ACCMA) Assoc. Comm.	14	1/4	13	3/4		1/2	03.60	125	513
N	(CCN) Chris-Craft	28	1/4	27	5/8		5/8	02.20	10	705
O	(DUCC) Durham Corp.	33		32		1		03.10	16	270
N	(GCI) Gannett Co.	44	1/4	43	1/4	1		02.30	19	6,191
N	(GE) General Electric	74	3/4	75			1/4	-00.40	15	65,295
O	(GACC) Great American	1	3/4	1	3/8		3/8	27.20		69
A	(HTG) Heritage Media	3	5/8	3	5/8			00.00	-4	164
N	(JP) Jefferson-Pilot	44	3/8	43	3/4		5/8	01.40	9	1,510
N	(LEE) Lee Enterprises	25	1/2	24	3/4		3/4	03.00	13	570
N	(LC) Liberty	41		42	3/4	-1	3/4	-04.10	13	335
O	(LINB) LIN	57	1/2	58	1/2	-1		-01.80	-30	3,006
N	(MHP) McGraw-Hill	60	3/8	60	1/4		1/8	00.20	17	2,953
A	(MEGA) Media General	21	3/4	21	3/4			00.00	22	562
N	(MDP) Meredith Corp.	27	3/8	27	3/4		3/8	-01.40	15	467
O	(MMEDC) Multimedia	27	1/4	27	3/4		1/2	-01.90	19	961
A	(NYTA) New York Times	24	1/2	24	5/8		1/8	-00.60	35	1,903
N	(NWS) News Corp. Ltd.	11	5/8	11	3/8		1/4	02.10	6	3,053
O	(PARC) Park Commun.	15	1/2	15	5/8		1/8	-00.80	18	323
O	(PLTZ) Pulitzer Pub.	22	1/8	22			1/8	00.50	21	230
O	(SAGB) Sage Bsg.	1	3/4	1	3/4			00.00	-1	6
O	(STAUF) Stauffer Comm.	116		117		-1		-00.90	39	117
N	(TMC) Times Mirror	30	1/2	30	1/4		1/4	00.80	24	3,887
N	(TRB) Tribune Co.	45	7/8	44	7/8	1		02.20	31	2,879
A	(TBSA) Turner Bsg.'A'	13	5/8	13	3/4		1/8	-01.00	-32	2,085

	Closing Wed Jul 10	Closing Tue Jul 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
--	--------------------------	-------------------------	---------------	-------------------	--------------	--

N	(WP) Washington Post	224	1/2	226	3/4	-1	3/4	-01.00	18	2,693
N	(WX) Westinghouse	26	7/8	28	3/8	-1	1/2	-05.30	52	8,897

PROGRAMING

O	(IATV) ACTV Inc.	1	7/8	2	1/8		1/4	-11.80		1
O	(AACI) All American TV	1	1/8	1			1/8	12.50		2
N	(CRC) Carolco Pictures	8	1/2	9	7/8	-1	3/8	-14.00	31	285
O	(DCPI) dick clark prod.	4		4	1/2		1/2	-11.20	15	37
N	(DIS) Disney	119	5/8	118	1/2	1	1/8	00.90	20	15,415
A	(FE) Fries Entertain.		7/16		7/16			00.00		2
A	(QHII) Heritage Ent.		5/8		11/16		1/16	-09.09		5
N	(HSN) Home Shop. Net.	4	1/2	4	3/8		1/8	02.80	-54	381
O	(IBTV) IBS		1/2		1/2			00.00	6	1
N	(KWP) King World	27	7/8	28	7/8	-1		-03.50	12	1,093
O	(KREN) Kings Road Ent.		5/16		5/16			00.00	-1	1
N	(MC) Matsushita	122	1/2	122			1/2	00.40	14	253,788
A	(NNH) Nelson Holdings		7/8		7/8			00.00		3
O	(NNET) Nostalgia Net.		7/16		7/16			00.00		2
N	(OPC) Orion Pictures	3	3/4	3	3/4			00.00	-1	84
N	(PC) Paramount Comm.	40	3/4	41	3/4	-1		-02.40	32	4,912
N	(PLA) Playboy Ent.	5	3/4	5	7/8		1/8	-02.20	65	108
O	(QNTX) Quintex Ent.		1/8		1/8			00.00		2
O	(QVCN) QVC Network	12	1/8	12	1/4		1/8	-01.10	-20	216
O	(RVCC) Reeves Commun.	6	3/4	6	3/4			00.00	-6	85
O	(RPIA) Republic Pic.'A'	8		8	3/4		3/4	-08.60	43	37
A	(SP) Spelling Ent.	4	5/8	4	5/8			00.00	33	152
O	(JUKE) Video Jukebox	5	5/8	5	3/4		1/8	-02.20	-38	60
O	(WONE) Westwood One	2	3/8	2	3/8			00.00	-1	35

CABLE

A	(ATN) Acton Corp.	4	1/4	4	1/4			00.00		6
O	(ATCMA) ATC	40	1/2	39		1	1/2	03.80	33	4,253
A	(CVC) Cablevision Sys.'A'	25	1/2	26	1/4		3/4	-02.90	-2	589
A	(CTV) Century Comm.	8	1/8	8	7/8		3/4	-08.50	-9	656
O	(CMCSA) Comcast	14	1/8	14	1/2		3/8	-02.60	-9	1,676
A	(FAL) Falcon Cable	8		7	3/4		1/4	03.20	-4	49
O	(JOIN) Jones Intercable	9		8	3/4		1/4	02.80	-2	104
N	(KRI) Knight-Ridder	51	1/2	50	7/8		5/8	01.20	18	2,516
T	(RCL) Rogers'A'	12		12				00.00	-8	381
O	(TCAT) TCA Cable TV	15		15	1/2		1/2	-03.30	57	379
O	(TCOMA) TCI	13	7/8	13	3/4		1/8	00.90	-19	4,846
N	(TWX) Time Warner	93	3/8	88	3/8		5	05.60	-6	5,081
O	(UAECA) United Art.'A'	13	5/8	13	3/4		1/8	-01.00	-11	1,929
A	(VIA) Viacom	27	1/4	27	1/4			00.00	-38	3,194

RENAISSANCE PROPOSES \$40 MILLION STOCK OFFERING

Group owner to use money to pay off bank debt and retire interest-paying stock

Renaissance Communications, one of the industry's largest independent TV groups, earlier this month filed to make an initial public stock offering through Salomon Brothers. The five-station group (one, WPGH-TV Pittsburgh, is in the process of being sold) plans to use the estimated \$40 million in net proceeds from the offering to retire bank debt and interest-paying preferred stock. Industry observers initially calculated that the offering price of \$15-\$17 per share implied a value for the company of roughly eight times its trailing cash flow.

In early 1989, Renaissance acquired four of its five stations, for roughly \$190 million. Two of the stations, WDZL(TV) Miami and WTXX(TV) Hartford-New Haven, Conn., were bought from Odyssey Partners, whose then-managing partner, Michael Finkelstein, is also president of Renaissance. In addition to WPGH-TV, the group added KTXL(TV) Sacramento, Calif., and one year ago, WPMT(TV) York, Pa., which was bought for \$15 million.

To pay for the acquisitions, Renaissance privately placed common and pre-

ferred stock, while borrowing about \$75 million from banks and another \$45 million through debt securities. Ninety percent of the company's stock, bought at \$2 per share, is owned by Warburg Pincus, a New York-based investment firm that has stakes in other media companies, including LBS Communications. Other stock and warrants are held by Finkelstein and other Renaissance management, and bondholders hold warrants to buy 750,000 shares of common stock at \$2 per share. After the offering there will be 5.5 million shares outstanding, with Warburg Pincus's stake diluted to 49%.

An additional reason for the offering may be to facilitate the partial liquidation of existing stock and warrant holdings.

Since the acquisitions, Renaissance has generally improved the stations' operating performance. Hypothetically assuming all stations were bought at the beginning of 1989, total 1990 revenue would have been up 17%, according to the company's filing statement, while operating expenses were up only 4%. Although the company reported a net

loss and loss from operations, those results are depressed by significant non-cash expenses such as the bookkeeping write-down of assets, non-cash interest expense and programing "expense" far in excess of actual cash program payments. As a result, Renaissance said 1990 "broadcast cash flow" was \$27 million on "pro forma" revenue of \$92.3 million.

Among the five stations, the most significant revenue contribution (38% in 1990) comes from KTXL, while the most troubled is WTXX, which had negative cash flow of slightly over \$1 million during the year. The latter station is struggling with problems of cable carriage, a crowded independent market and a severe New England recession.

The agreed-upon \$55 million sales price for WPGH-TV should give Renaissance a \$30 million pre-tax gain once the sale closes. The FCC recently approved the proposed sale, dismissing a petition to deny the transfer, but an appeal of the commission's decision could postpone the closing beyond December 31, at which time either the buyer or Renaissance could terminate the agreement. —CF

	Closing Wed Jul 10	Closing Tue Jul 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
--	--------------------------	-------------------------	---------------	-------------------	--------------	--

EQUIPMENT & MANUFACTURING

N (MMM) 3M	91	1/2	93	1/4	- 1 3/4	-01.90	16	20,479
N (ARV) Arvin Industries	24	1/4	24	1/4		00.00	18	456
O (CCBL) C-Cor Electronics	6	1/2	6	3/8	1/8	01.90	637	28
O (CTEX) C-Tec Corp.	13	3/4	14	3/4	- 1	-06.80	-18	243
N (CHY) Chyron		5/32		1/8	1/32	25.00		1
A (COH) Cohu	10		10	1/8	- 1/8	-01.30	8	20
N (EK) Eastman Kodak	40	3/4	39	5/8	1 1/8	02.80	18	12,858
N (HRS) Harris Corp.	25	1/8	25	1/8		00.00	35	977
N (IV) Mark IV Indus.	12	1/4	12	7/8	- 3/8	-04.90	7	184
O (MATT) Matthews Equip.	3	3/4	3	11/16	1/16	01.60	184	22
O (MCDY) Microdyne	9	1/8	9	1/4	- 1/8	-01.40	-12	38
N (MOT) Motorola	64	7/8	66	7/8	- 2	-03.00	18	8,812
A (PFI) Pico Products	1		7/8		1/8	14.28	-1	3
N (SFA) Sci-Atlanta	14	1/4	14	3/8	- 1/8	-00.90	14	324
N (SNE) Sony Corp.	46	3/8	46	3/4	- 3/8	-00.80	22	15,702
N (TEK) Tektronix	28		26	5/8	1 3/8	05.10	-24	776
N (VAR) Varian Assoc.	42	3/4	42	1/8	5/8	01.40	95	797
O (WGNR) Wegener	1	9/32	1	9/32		00.00	-3	9
N (ZE) Zenith	6	3/4	7	1/8	- 3/8	05.30	-2	207

	Closing Wed Jul 10	Closing Tue Jul 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
--	--------------------------	-------------------------	---------------	-------------------	--------------	--

SERVICE

O (AFTI) Am. Film Tech.	4	3/4	5	1/8	- 3/8	-07.40	-16	55
O (BSIM) Burnup & Sims	7	7/8	8	3/8	- 1/2	-06.00	-25	105
A (CLR) Color Systems	3	1/4	3	1/4		00.00	-4	37
N (CQ) Comsat	29		28	5/8	- 3/8	-02.20	-31	540
N (CDA) Control Data	9	5/8	10		- 3/8	-03.80	83	427
N (DNB) Dun & Bradstreet	46	1/2	46	7/8	- 3/8	-00.80	17	8,374
N (FCB) Foote Cone & B.	24	5/8	25		- 3/8	-01.50	12	273
O (GREY) Grey Adv.	140		140			00.00	12	158
O (IDBX) IDB Commun.	9		8	3/4	1/4	02.80	79	55
N (IPG) Interpublic Group	43	5/8	43	3/4	- 1/8	-00.28	18	1,613
N (OMC) Omnicom	28		28			00.00	14	784
O (RTRSY) Reuters	36	7/8	37	1/8	- 1/4	-00.70	12	16,103
N (SAA) Saatchi & Saatchi	7/8		15/16		- 1/16	-06.66	-1	1,358
O (TLMT) Telemation		1/4		1/4		00.00		1
O (TMCI) TM Century		7/32		7/32		00.00	-10	4
A (UNV) Unitel Video	8	1/8	8	1/8		00.00	10	12
O (WPPGY) WPP Group	3	1/2	4		- 1/2	-12.50	1	173
Standard & Poor's Industrials	448.08		450.17		-2.09	-0.5%		

RADIO

FOREIGN OWNERSHIP: SALVATION OR SELLING OUT?

Group operators have mixed views on whether limits regulating foreign ownership of U.S. broadcast properties should be raised or changed

European and other international markets are becoming increasingly fertile territory for U.S. entrepreneurial ventures, and primary among them are new broadcast facilities. Many American broadcast organizations already have staked minority claims in broadcast stations, from the U.K. to the Soviet Union to Japan, and seek even more financial interest as these countries become part of the global communications village. In turn, foreign corporations want to invest in U.S. media enterprises beyond the limits set forth in the Communications Act of 1934. This proposed quid pro quo reciprocity has raised questions about raising or lifting the limits on foreign ownership, and has caused concern over the economic, social and political consequences such changes might cause.

According to Section 310 of the Communications Act, foreign nationals are prohibited from being the sole proprietor, licensee or partner of U.S. broadcast properties, as are corporations organized under the laws of a foreign government. However, Congress does allow ownership of a broadcast facility by a corporation whose foreign officers or directors own no more than 20% of the corporation or any corporation directly or indirectly controlled by any other corporation of which no more than 25% of its officers are foreign, or of which no more than 25% of its capital stock is owned or voted by foreigners.

Proponents of raising foreign ownership limits point to the vast infusion of capital such investments could generate, boosting not only the price of broadcast properties but also reducing the gargantuan imbalance in foreign trade. Another school of thought, however, is concerned the U.S. is selling its assets down the river to the highest foreign bidder, with the recent sales of MCA Inc., CBS Records, Rockefeller Center and Pebble Beach. While some U.S. broadcasters are concerned that lifting foreign ownership limits could place too much control of American media in the hands of foreigners, others believe it would boost a sagging radio marketplace and possibly even improve radio operations.

Steve Crane, president, Emmis Broadcasting, Ind.:

The limitations set for foreign ownership are somewhat artificial, as any arbitrary cut-off point would be artificial. What's the magic between 21% and 19% ownership of a broadcast property? Why is the line drawn at 20%, when it might be just as meaningful to have it drawn at 40% or 49%?

Do I think foreigners are gaining too much control over American property and interests? No. And as long as there is some legitimate interest on the part of Congress to keep the actual voting control of licensees of the airwaves in domestic hands, I see no reason why foreign ownership should not be increased.

[Still], I would like to see reciprocation from other countries. Right now, in many instances it is difficult for U.S. citizens to achieve any significant ownership of broadcast interests.

Richard Buckley, president, Buckley Communications, Greenwich, Conn.:

I'm an American and I believe we should control our own media. A 20% limit is O.K., but any more than that would be wrong. Who knows how much control the foreign investors would have over news content and programming? American broadcasters should control their own media. The broadcast media are more powerful than many people give them credit, and we should own them lock, stock and barrel.

The big question is: Would foreign investment be in the best possible interest of the public? A lot of this rush to foreign ownership is financially driven, and look what that got us in the late 1980's. Because of [decreased values], operators are being forced back in the business, and maybe that's the way it should be. But owners who are looking to sell properties they paid a lot of money for will sell to anybody, as long as the money is green. But owners who are interested in the industry and public service will say "no way." This is a private company and we can say that, but once you get down to Wall Street, you potentially lose some of the control and some of the focus.



Buckley's
Richard Buckley



Granum's
Herb McCord



Infinity's
Mel Karmazin



NAB's
Dick Novik



Nationwide's
Steve Berger

Herb McCord, president, Granum Communications, N.Y.:

I'm not particularly concerned about foreign investment in radio because radio is so fragmented that there wouldn't be an issue of foreign control of editorial. I'm a great believer in free trade, but I'm not sure that broadcasting is the right place for that to be happening. It seems 20% is a somewhat arbitrary limit, but we should be very sensitive about giving away control of the editorial functions. And actually, when you get above 20%, you begin to get into an area where we may start losing control.

It's a very serious issue, and my layman's reading is that we'll never get most foreign countries to agree to investment in their broadcasting, and I wouldn't want to see limits raised unless we have reciprocity. I operated CKLW(FM) in Detroit, which was Canadian-owned and licensed, and I know how sensitive the Canadians are about the issue of foreign ownership. They're very worried that their kids are growing up without their own Canadian identity. It's a real issue for them, and I can't imagine them ever opening up ownership of their radio and TV. And if they don't, why should we turn around and give control of ours to them?

Mel Karmazin, president, Infinity Broadcasting, N.Y.:

The more opportunities there are to have people from other countries interested in radio, the better and more valued the radio industry will be. There should be no limits at all. I couldn't see foreign control of Infinity, because that wouldn't be in our interest. But I wouldn't see any problem if foreign investors owned more than 50% of CapCities.

Why would that trouble us? There's so much diversity that they couldn't control the news, and I'm not sure how they would control it. There are people who argue that the news currently is being controlled; it's just being controlled by liberal owners.

Very likely this is a bottom-line proposal, more beneficial to the existing owners of broadcast properties than carrying advantages that would accrue to the general public. The only value to the general public would be that it would get broadcast properties into the hands of people who want to own them, people who could pay the steep price that it takes to own a broadcast property. That might be better than having a station go dark or cut expenses because the owners are not able to meet their debt service.

If we were to allow this type of own-

ership, however, I would want the same opportunities to own properties in foreign countries. But I don't see it as a disservice to the general listening public. People still go to Radio City Music Hall even after the Japanese bought it.

Dick Novik, president, WKIP(AM)-WRNQ-FM Poughkeepsie, N.Y., and NAB radio board chairman:

NAB has not formally discussed the item, so I can't comment as radio board chairman. Personally, I think we make a mistake by not looking at all avenues of investment. The limit right now is 20%, and I think that should receive some scrutiny with the thought of perhaps seeing if it should be raised. It probably is too low, given the world around us, and something we should look at, and maybe it is something NAB, the FCC and Congress should discuss.

There definitely is room for investment, and while I'm not talking about control, I think there may be a limit somewhere between 20% and control. In this current economy, we could all use that shot in the arm, but I'm not ready to jump into loss of control.

Steve Berger, president, Nationwide Communications, Columbus, Ohio:

Foreign ownership of broadcasting properties will do for our industry what the

Japanese did for the automotive industry. There are considerable economic dangers involved in this, particularly among the Japanese, because their payout terms are much longer than ours. If I'm running on a pro forma of 10 years for an acquisition, they may have a much longer payout, so suddenly the competitive rules would be changed.

Also, as Lee Iacocca said, we operate at a disadvantage. The Japanese make a better, cheaper car. So can they make better and cheaper programming? I don't know. We have enough trouble as it is keeping this a profitable business, so I question the wisdom of changing it.

The Communications Act of 1934 says a broadcaster must serve the public interest, whatever that is. It has become somewhat nefarious over the years what that is, but I don't worry about the public service because the American democratic system will take care of that. Still, it does appear that some broadcasters are willing to do anything to drive prices up.

Should foreign ownership be a quid pro quo situation? Maybe. Right now, the list of countries where U.S. broadcasters would want to have a license is limited, and I don't know if any foreign government should be any more willing than we are to give up licenses to foreign ownership. -REB

MAY A DOWNER FOR RADIO REVENUE

Radio advertising revenue for May 1991 decreased 2.9% over May 1990, according to results compiled by the Radio Advertising Bureau and released last week. "The good news is that the erosion is getting smaller," said RAB President Warren Potash. "It ain't good—but the bad is getting less bad."

Radio revenue for the year-to-date period (through the end of May) was down 3.7% over the same period last year, but the rate of decrease was an improvement over the year-to-date figures through April—down 4% versus 1990—and the first quarter 1991 figures—down 5.2% from first quarter 1990.

Although it may take some time, the signs for radio's recovery are all there, said Potash. "The era of target marketing continues to look brighter," he said, "and the idea of mass media and commodity marketing looks weaker." All in all, added Potash, "there are little pieces of evidence making it look better all the time." Among those signs, he said, was the news that J. Walter Thompson was adding radio creative people to its creative groups. "I know that our business is not going through the roof, but relatively speaking, our business is better than our competitors' in newspaper and television," said Potash.

According to the figures, local revenue was down 3.1% in May, after a strong April increase of 5.2%. National revenue was down 2.3% in May, after an April decrease of 0.6%. National revenues posted a 1.2% gain in the first quarter of 1991 versus 1990.

Regionally, the Midwest showed growth in national sales in May, with a 1.3% gain. Year-to-date national revenue in the Midwest increased 2.4%. Another region posting national revenue gains was the Southwest, with a May gain of 1.1% and a year-to-date gain of 1.1%.

Local revenue figures are taking a bigger hit than national figures. Year-to-date local revenue is down 4.3% overall, versus 1.7% for national.

BACK TO NORMAL IN N.Y., L.A.

Just-released spring Arbitron numbers show radio listening returned to pre-war patterns in the nation's top two markets. News stations lost some of the huge gains posted in the winter books (*BROADCASTING*, April 22) but managed to retain some of their new listeners.

■ *New York*: The much-heralded battle of the CHR's seems to have had little impact on the latest survey, with Emmis's WQHT(FM) seemingly benefitting the most from the return of Scott Shannon to the market. In the spring survey, WHTZ(FM) (Shannon's former station) remained unchanged from the winter book, and WPLJ(FM) (Shannon's new station) gained a 0.2 share to a total 2.2 rating. Oldies-formatted WCBS-FM regained its number-one position, barely ahead of urban-formatted WRKS(FM).

■ *Los Angeles*: Soft adult contemporary KOST(FM) retained the lead in the second market, with talker KABC(AM) jumping into second with a gain of 0.8, from 4.3 to 5.1 from the winter survey. Urban-formatted KKBT(FM) continues to make steady gains with an increase to 4.0. Another big mover was oldies-formatted KRTH(FM), up 2.8 to 3.6.

All numbers are based on persons 12-plus, Monday-Sunday, 6 a.m.-midnight, and are copyrighted by Arbitron.

	Format	Winter '91	Spring '91
1. New York			
WCBS-FM	Oldies	5.0	5.2
WRKS(FM)	Urban	5.8	5.1
*WPAT-AM-FM	Easy	4.0	4.9
WLTW(FM)	Soft AC	5.0	4.9
WOR(AM)	Talk	4.3	4.6
WINS(AM)	News	5.7	4.3
WNSR(FM)	Soft AC	4.2	4.2
WQHT(FM)	CHR	3.7	4.0
WBLS(FM)	Urban	4.1	3.8
WHTZ(FM)	CHR	3.6	3.6
2. Los Angeles			
KOST(FM)	Soft AC	5.7	6.1
KABC(AM)	Talk	4.3	5.1
KHLS-AM-FM	CHR	4.7	4.7
KLOS(FM)	AOR	4.0	4.5
KBIG(FM)	AC	3.5	4.1
KKBT(FM)	Urban	3.6	4.0
KRTH(FM)	Oldies	2.8	3.6
KWKW(AM)	Spanish	3.1	3.4
KPWR(FM)	CHR	3.5	3.4
KFWB(AM)	News	4.3	3.1
KROQ(FM)	Rock	2.9	3.1

*Not simulcast in previous book

RIDING GAIN

DAB DO

The European Broadcasting Union (EBU) will hold a digital audio broadcasting symposium in cooperation with the National Association of Broadcasters in Montreux, Switzerland, next year. The two-day symposium (June 8-9, 1992) will be held just prior to the NAB Radio Montreux Symposium and Equipment Exhibition (June 10-13), NAB's first show to be held outside the United States.

The digital audio symposium will focus on the state of the technology following the 1992 World Administrative Radio Conference (WARC) in Barcelona, Spain, next February. World governments are expected to decide whether to allocate L-band spectrum (frequencies near 1500 MHz) for international satellite and terrestrial DAB at WARC. NAB has endorsed a U.S. terrestrial implementation of the European-developed Eureka 147 DAB system and advocates DAB establishment in the L band.

The EBU and NAB events will have separate registrations. Michael Rau, NAB senior vice president, science and technology, said he expects the two groups will agree to admit the other's attendees.

MONTREUX SIGN-UPS

Six organizations have endorsed the National Association of Broadcasters' plan to organize the NAB Radio Montreux convention, an international radio programming and technology show to be held in Montreux, Switzerland, June 10-13, 1992. The five new "supporting member" organizations are: the Radio-Television News Directors Association, Broadcast Education Association, International Radio and Television Society, National Public Radio and the North American National Broadcasters Association. The European Broadcasting Union had previously signed on as a supporting member.

JUST SAY YES

Unistar Radio Networks is producing and distributing *The Yes Story*, scheduled to air the weekend of July 19-21 and timed to coincide with the group's current concert tour. The three-hour radio special features Yes's top hits, as well as interviews with band members Jon Anderson, Bill Bruford, Tony Kaye and Steve Howe. *The Yes Story* is hosted by WYSP(FM) Philadelphia's Ed Sciaky.

NPR NAMES MOSCOW BUREAU CHIEF, MAKES STAFF CHANGES

National Public Radio has named Michael Shuster bureau chief of its new Moscow bureau, scheduled to open this fall. Shuster had been London bureau chief. Previously, NPR relied on correspondent Ann Cooper for reports from Moscow, but she will leave the Soviet Union in September.

Deborah Amos, London-based correspondent for NPR, will replace Shuster as bureau chief there. However, Amos has recently been named a Nieman Fellow at Harvard University for the 1991-92 academic year, so she will not return to London until next summer. John Ydstie, NPR's London economic correspondent, will head the bureau until Amos arrives. *All Things Considered* producer Michael Sullivan will move to London to become a contract reporter.

Other changes include: John Hockenberry, former Mideast correspondent, has returned to New York as a national correspondent; Renee Montagne will replace John Matisonn as South Africa correspondent because Matisonn, Peter Breslow, another *All Things Considered* producer, and correspondent Jackie Lyden will begin a Benton Fellowship in September; Melissa Block, associate producer of *All Things Considered*, will replace Sullivan; Brooke Gladstone, senior editor for *All Things Considered*, will be a John S. Knight Fellow at Stanford University, and Elizabeth Arnold has been hired as a general assignment reporter in Washington.

FOR THE RECORD

As compiled by BROADCASTING from July 5 through July 10 and based on filings, authorizations and other FCC actions.

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

- **KITH(AM)** Apple Valley, CA (BAL910626EB; 1550 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from John A. McAulay to Apple Valley Broadcasting for \$140,000. Seller has no other broadcast interests. Buyer is headed by Mel Yarnat (39.58%), Benjamin Nepomuceno (14.58%), William Suval (14.58%), Earl James Butler Jr. (2.08%), Ira Norris (25%) and Advocate Inc. (4.17%). Ira Norris holds 25% of stock in Total Television Inc., cable system serving part of Apple Valley, CA. Filed June 26.
- **KBAD(AM)** Bakersfield, CA (BAL910621EC; 1350 khz; 1 kw-D)—Seeks assignment of license from Patrick Kavanaugh, bankruptcy trustee, to Southpaw Communications Inc. for \$170,000. Seller, representing Ask Broadcasting, has no other broadcast interests. Buyer is headed by Curtis Darling (92%) and James R. Darling (5%), father and son, and Burton Michael Wenland (3%), and has no other broadcast interests. Filed June 21.
- **KNEZ(AM)** Lompoc, CA (BAL910621EB; 960 khz; 500 w-U)—Seeks assignment of license from Caballero Spanish Media Inc. to Green-Gold Broadcasting Inc. for \$140,000. Seller is headed by Eduardo Caballero, and has interests in KXEM(AM)-KSUV(FM) McFarland, CA. Buyer is headed by Randolph Johnston, and has no other broadcast interests. Filed June 21.
- **KMDY(AM)** Thousand Oaks, CA (BAL910627EC; 850 khz; 500 w-D; 250 w-N)—Seeks assignment of license from Comedy Broadcasting Co. to Buenaventura Communications Inc. for \$300,000. Seller is headed by Ira Barmak, and is also licensee of KNJO(FM) Thousand Oaks, CA. Buyer is headed by Daniel D. Villanueva, who owns Villanueva Media Inc., which is 20% general partner and 55% limited partner of KSMS-TV Monterey, CA. Villanueva is also on board of directors of Community TV of Southern California, licensee of noncommercial educational KCET(TV) Los Angeles. Filed June 27.
- **WBTY(FM)** Homerville, GA (BTCH910617GZ; 105.5 mhz; 3 kw; ant. 312 ft.)—Seeks transfer of control from Southern Broadcasting and Investment Co. to James L. and Nancy K. Strickland for \$102.915. Seller is headed by Berrien L. Sutton, and has no other broadcast interests. Buyers, Stricklands,

husband and wife, have no other broadcast interests. Filed June 17.

- **WAWK(AM)** Kendallville, IN (BAL910621EA; 1140 khz; 250 w-D)—Seeks assignment of license from Fort Wayne Media Ltd. to Northeast Indiana Broadcasting Inc. for \$125,000. Seller is headed by Carl P. Lanci, and has no other broadcast interests. Buyer is headed by Don Moore, and has no other broadcast interests. Filed June 21.
- **WONG(AM)** Canton, MS (BAL910627EA; 1370 khz; 1 kw-D; 28 w-N)—Seeks assignment of license from John H. Pembroke to Deloris S. L. Bobo for \$100,000. Seller is licensee of WOTA(AM) Vicksburg, MS, and has 50% interest in Goodwill Broadcasting Co., licensee of KJOP(AM) Lemoore, CA. Buyer has no other broadcast interests. Filed June 27.
- **WKTU(AM)** Cortland, OH (BAL910626EA; 830 khz; 1 kw-D)—Seeks assignment of license from Trumbull County Broadcasting Corp. to Miklos, Maria and Attili Kossanyi for unknown price; purchase agreement was incomplete at time of filing. Seller is headed by Patrick H. Engrao and Albert Zippay. Engrao is 20% general partner in pending application for new FM at Hubbard, OH. Peggy Ann Engrao, wife of Patrick, and Zippay are 56% and 20% shareholders of WKTU(FM) Mercer, PA. Filed June 26.
- **WJYQ(FM)** Moncks Corner, SC (BAL910621HG; 105.5 mhz; 3 kw; ant. 265 ft.)—Seeks assignment of license from Ceder Carolina Ltd. to Sonnydale Broadcasting Inc. for \$830,000. Seller is

headed by Marvin F. Ceder, who is president of Ceder Broadcasting Inc., 63% owner of licensee of WNBR(AM)-WNND(FM) Fuquay Varina, NC. Buyer is headed by Dale T. Litchford Sr. and Rodney G. Gross, each 50%, and has no other broadcast interests. Filed June 21.

- **WAVA-FM** Arlington (Washington), VA (BALH910618HC; 105.1 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from Emmis FM Broadcasting Corporation of Washington, DC, to Salem Communications Corp. for \$20 million ("Changing Hands," June 24). Seller is headed by Jeff Smulyan and Steve Crane, and is subsidiary of Emmis Broadcasting Corp., licensee of KPWR(FM) Los Angeles; WKQX(FM) Chicago; WENS(FM) Shelbyville, IN; WCDJ(FM) Boston; KSHE(FM) Crestwood, MO, and WFAN(AM)-WOHT(FM) New York. Buyer is headed by Stuart W. Epperson and Edward G. Aisinger III. Epperson and Aisinger each have 50% and 37.4% interest, respectively, in WFAX(AM) San Francisco and KXXX-FM Delano, CA. Aisinger also has 50% interest in both KEZL(FM) Fowler and KLLA(FM) Los Angeles, both California. Salem Communications Corp., headed 50% by both Epperson and Aisinger, owns KPQD-AM-FM Portland, OR; KGNW(AM) Seattle-Burien, WA; KLFJ(AM) San Bernardino, KGER(AM) Long Beach, KAVC(FM) Rosamond, KDAR(FM) Oxnard and KPRZ(AM) San Marcos, all California; WEZE(AM) Boston; WRFD(AM) Columbus-Worthington, OH; WMCA(AM) New York, WKPA(AM)-WEZE(FM) New Kensington-Pittsburgh,

Broadcasting

The News Magazine of the Fifth Estate
PO Box 715, Brewster, NY 10509-0715

Please send ... (Check appropriate box)

- Broadcasting** **Magazine**
 3 years \$225 2 years \$160 1 year \$85 6 mos. \$42.50
(6 mos term must be prepaid)
(International subscribers add \$40/year for surface delivery)

- Broadcasting** **Yearbook 1991**

The complete guide to radio, television, and satellite facts and figures—\$115 (\$95 with payment). **Billable orders** for the Yearbook must be accompanied by company purchase order. Please give street address for UPS delivery. Off press April 1991.

ORDER TOLL-FREE USING VISA OR MASTERCARD 1-800-638-7827

Name _____ Payment enclosed
 Company _____ Bill me
 Address _____ Home? Yes No
 City _____ State _____ Zip _____
 Type of Business _____ Title/Position _____
 Signature _____ Are you in cable TV operations Yes
 (required) No

For renewal or address change
place most recent label here

PA; WYLL(FM) Des Plaines, IL, and recently purchased KGEO(AM), Bakersfield, CA, under subsidiary Grapevine Radio Inc. ("Changing Hands," June 17). Filed June 18.

■ **WRVA(AM) Richmond, VA** (BTC910620EE; 1140 khz; 50 kw-U)—Seeks transfer of control from Norman Feuer to Sillerman Communications Partners Ltd.; purpose is to relinquish positive control of Force II Inc., managing partner of general partner of Force II Communications Ltd. by transferring 50% of voting stock to Sillerman Communications Partners. Seller, Feuer, holds approximately 6.9% of voting stock in Noble Broadcasting Group, which controls eight AM's and 10 FM's. Buyer is headed by Robert F.X. Sillerman. Sillerman has interests in licensees of WMJI(FM) Cleveland; WYHY(FM) Lebanon, TN; WNEW(AM) New York; WIX-AM-FM Nashville, and WHMP-AM-FM Northampton, MA. Sillerman also has interests in Sillerman Representative Ltd., which holds 5.3% of class B non-voting stock of Group W Radio Acquisition Corp., licensee of 10 AM's and seven FM's in major U.S. markets. Filed June 20.

■ **WPDJ-AM-FM Clarksburg, WV** (AM: BAL910624HH; 750 khz; 1 kw-D; FM: BAL910624HI; 104.9 mhz; 2.5 kw; ant. 321 ft.)—Seeks assignment of license from WPDJ Inc. to Earl Judy Jr. for \$405,000. Seller is headed by Patrick H. Kelly, and has no other broadcast interests. Buyer is headed by Earl Judy Jr., who is 100% stockholder of Tschudy Communications Corp., licensee of WBRJ(AM)-WEYQ(FM) Marietta, OH; WMQC(FM) Westover, WV; WCRO(AM) Johnstown, PA, and WSKO(FM) Buffalo Gap, VA. Judy is president and 51% stockholder of Shenandoah County Broadcasting Corp., licensee of WSVG(AM)-WSIG(FM) Mount Jackson, VA; 49% stockholder of Slocumedia Inc. licensee of WZKT(AM) Waynesboro, VA; Virginia Mountain Broadcasting Corp., licensee of WKOY(AM)-WKMY(FM) Bluefield-Princeton, WV, and recently sold WALI(AM)-WROG(AM) Cumberland, MD. Filed June 24.

■ **WNBI-AM-FM Park Falls, WI** (AM: BAL910619HE; 980 khz; 1 kw-D, 105 w-N; FM: BAL910619HF; 98.3 mhz; 3 kw; ant. 275 ft.)—Seeks assignment of license from Northland Broadcasting Inc. to Nicolet Broadcasting Inc. for \$400,000. Seller is headed by William Beckwith and George Palo, and has no other broadcast interests. Buyer is headed by Roger L. Utnehrmer, and is licensee of WERL(AM)-WRJO(FM) Eagle River, WI. Filed June 19.

Actions

■ **WRDJ(AM) Daleville, AL** (BAL910513EC; 1560 khz; 5 kw-D)—Granted assignment of license from Ed Carroll Inc. to Ashley Norman Davis Jr. for \$85,000. Seller is headed by Ed Carroll, and has no other broadcast interests. Buyer, Davis, has interests in LPTV W24AM and WZEP(AM), both Defuniak Springs. WBGC(AM) Chipley and WCNU(AM) Crestview, all Florida. Action June 25.

■ **KAZN(AM) Pasadena, CA** (BAL910514EC; 1300 khz; 5 kw-D, 1 kw-N)—Granted assignment of license from P.D. & G Pacific Rim Broadcasting Ltd. to Bang Kim and Edward A. Kim for \$7.5 million. Seller is subsidiary of Media Ventures Ltd., which owns GKC Broadcasting Ltd., licensee of KOQO(AM)-KQPW(FM) Clovis-Fresno, CA. Buyers, Bang and Edward Kim, mother and son, have no other broadcast interests. Action June 24.

■ **WMTO(FM) Port St. Joe, FL** (BAPH910418HK; 93.5 mhz; 2 kw; ant. 393 ft.)—Granted assignment of CP from Florida Radionet Ltd. to WMTO Ltd. in asset purchase agreement; buyer will assume liabilities of seller, terms to be provided to buyer prior to closing. Seller is headed by H. Scott Wetmore, and has no other broadcast interests. Buyer is headed by Redge A. Mahaffey (25%), Louis R. Biosca (25%), Ernest R. Freeman (21%) and KIH Cellular Inc. (25%). WMTO Ltd. holds 49% interest in assignor. Mahaffey has applications pending for new FM's at Springfield and Coral Cove, both Florida, and Valley Station, KY. Action June 20.

■ **WGGA-AM-FM Gainesville-Cleveland, GA** (AM: BAL910429HD; 1240 khz; 1 kw-U; FM: BAL910429HE; 101.9 mhz; 6 kw; ant. 410 ft.)—

Granted assignment of license from Charles Hulsey, receiver, to Gainesville Bank & Trust Co. for no cash consideration in bank foreclosure. Seller, Hulsey, has no other broadcast interests. Buyer is headed by F. Abit Massey, chairman (6.75%) and Richard A. Hunt Jr., president (5%). Bennie Hewett, a stockholder and director of Gainesville Bank and Trust, has 100% interest in WHOD-AM-FM Jackson, AL, and WHFE(AM) Lakeland and WLBA(AM) Gainesville, both Georgia, and 75% interest in WNGA(AM) Nashville, GA. Action June 27.

■ **WMKO(FM) Millen, GA** (BALH910507HR; 94.9 mhz; 16.1 kw; ant. 420 ft.)—Granted assignment of license from Radio Millen Broadcasting Co. Inc. to WMKO Radio Inc. for \$410,000 ("Changing Hands," May 27). Seller is headed by Jerry Kiefer and Bryan Tolby, and has no other broadcast interests. Buyer is headed by Hugh J. Wheeler (75%), Lonnie Griffin (12.5%) and Grace Simon (12.5%), and has no other broadcast interests. Action June 24.

■ **KQNG-AM-FM Lihue, HI** (AM: BAL910515EA; 570 khz; 1 kw-U; FM: BALH910515EB; 93.5 mhz; 100 kw; ant. 236 ft.)—Granted assignment of license from John Hutton Corp. to Sanchez Communications Corp. for \$1.5 million. Seller is headed by John H. Weisser Jr., and has no other broadcast interests. Buyer is headed by Rodney T. Sanchez (90%) and William F. McCready (10%), and has no other broadcast interests. Action June 26.

■ **WXJO(FM) Bethalto** (St. Louis), **IL** (BAPH910501HC; 95.5 mhz; 6 kw; ant. 300 ft.)—Granted assignment of CP from Bethalto Broadcasting Corp. to TS Acquisitions Ltd. for \$650,000. Seller is headed by Robert Howe, and has no other broadcast interests. Buyer is headed by TS Broadcasting Corp. (GP, 50%) and Robert Cox (LP, 50%). TS Broadcasting Corp. is sole general partner of TS Acquisition Ltd., headed by Robert Cox (43.75%) and John B. Parker (40.75%), and has no other broadcast interests. Action June 20.

■ **KCJJ(AM) Iowa City** (BTC910513EA; 1560 khz; 1 kw-U)—Granted transfer of control within licensee Braverman Broadcasting Inc. for \$100,000. Sellers are A. Kent Braverman and Cordell Braverman, and have no other broadcast interests. Buyers are Michael Roelf and Rosemary Roelf, and have no other broadcast interests. Action June 24.

■ **WBNZ(FM) Frankfort, MI** (BALH910507HP; 99.3 mhz; 145 w; ant. 410 ft.)—Granted assignment of license from Forum Communications Inc. to Crystal Clear Communications Inc. for \$84,000. Seller is headed by Robert P. Brink, and is licensee of WQXC-AM-FM Otsego and WMSH-AM-FM Sturgis, both Michigan. Buyer is headed by Marc Rosseels, who is treasurer and 15% stockholder in licensee. Action June 25.

■ **WWGZ-AM-FM Lapeer, MI** (AM: BTC900917GL; 1530 khz; 5 kw-D; FM: BTCH900917GM; 103.1 mhz; 3 kw; ant. 298 ft.)—Granted transfer of control from Paul Allan Parker and Jay B. Alexander to licensee corporation Covenant Communications Corp. for \$1. Transferees have no other broadcast interests. Transferee is headed by Donald Weber (22.5%) and L.G.M. Special Sales Inc. (14%), et al., and has no other broadcast interests. Action June 20.

■ **KMRF(AM) Marshfield, MO** (BAL910513EB; 1510 khz; 250 w-D)—Granted assignment of license from T. H. Media Inc. to Goode Musec Inc. for \$5,000. Seller is headed by William E. Williams, and has no other broadcast interests. Buyer is headed by Eugene P. Muse (50%) and Denney F. Goode (50%), and has no other broadcast interests. Action June 24.

■ **WBKB-AM-FM Winchester-Keene, NH** (AM: BAL910514HW; 1220 khz; 1 kw-D; FM: BAPH910514HV; 98.7 mhz; 6 kw; ant. 328 ft.)—Granted assignment of license and CP from Radio Keene Inc. to Roberts Communications Inc. for \$850,000 ("Changing Hands," May 27). Seller is headed by Harold H. Segal (71.4%) and Talbot R. Hood (28.6%), and has no other broadcast interests. Buyer is headed by Cynthia Roberts (51%) and Scott Roberts (49%), mother and son, and has no other broadcast interests. Action June 25.

■ **WKJA-FM Belhaven, NC** (BAPLH910513GF; 92.1 mhz; 3 kw; ant. 282 ft.)—Granted assignment of

CP from Belhaven Christian Radio Inc. to Spirit Broadcasting Inc. for \$655,000. Seller is headed by L.E. Willis Sr., who owns Willis Broadcasting Corp., licensee of KDFT(AM) Desoto, TX; KSNE(FM) Marshall, KLRG(AM) North Little Rock, KFTH(FM) Marion and KMZX(FM) Lonoke, all Arkansas; WSFU-FM Union Springs, WVCA(FM) Selma, and WAYE(AM) Birmingham, all Alabama; WBOK(AM) New Orleans; WESL(AM) East St. Louis, IL; WSRC(AM) Durham, WBXB(FM) Edenton, WVRS(FM) Warrenton and WGSP(AM) Charlotte, all North Carolina; WIMG(AM) Ewing, NJ; WPCE(AM) Portsmouth and WKSX(FM) Cape Charles, both Virginia; WTJH(AM) East Point, GA; WURD(AM) Philadelphia; WPZZ(FM) Franklin and WVCA(AM) Gary, both Indiana, and WKSO(FM) Orangeburg, WWP(AM) Marion and WKWQ(FM) Batesburg, all South Carolina. Willis Broadcasting is also buying WVYV(FM) Grifton, NC. Levi E. Willis II, son of L.E. Willis, is 50% shareholder of Radio Crusade Inc., licensee of WTNC(AM) Thomasville, NC. Buyer is headed by Celestine L. Willis, daughter of seller, and is licensee of WGTM(AM) Wilson, NC. Action June 27.

■ **KOKH(TV) Oklahoma City** (BTCCT910509KE; ch. 25; 1,410 kw-V; 141 kw-A; ant. 1,540 ft.)—Granted transfer of control from KOKH Acquisition Corp. to Channel 25 Acquisition Corp. for \$7 million. Seller is headed by George N. Gillett Jr., David Ramon and Stephen D. Spears. Gillett owns 100% of stock of GNG Corporation and Gillett Holdings Inc. GNG Corporation owns 100% of stock outstanding class A stock of SCI Television Inc. SCI Television Inc. is 100% owner of WAGA-TV Atlanta; WSBK-TV Boston; KNSD(TV) San Diego and TV translator K62AK La Jolla, both CA; JWJW-TV Cleveland; WJBK-TV Detroit and WITI-TV Milwaukee, WI. Buyer is subsidiary of Heritage Media Corp., headed by James J. Robinette and Jim Hoak, and is selling KAUT(TV) Oklahoma City (see below). Action June 27.

■ **KAUT(TV) Oklahoma City** (BALCT910509KF; ch. 43; 1,950 kw-V; 195 kw-A; ant. 1,560 ft.)—Granted assignment of license from Heritage Media Corp. to Oklahoma Educational TV Authority Foundation Inc. for \$1.5 million. Seller is headed by Jim Hoak, and owns KDAY(AM) Santa Monica, CA; WIL(AM)-WRTH(FM) St. Louis; WBBF(AM)-WBEE-FM Rochester and WPTZ(TV) North Pole (Plattsburg), both New York; KRPM-AM-FM Seattle-Tacoma, KKSJ-AM-FM Vancouver, WA-Portland, OR; WEMP(AM)-WMYX(FM) Milwaukee; WEAR-TV Pensacola, FL, and KIVV-TV Lead, KDLT(TV) Mitchell, KEVN-TV Rapid City, all South Dakota. Buyer is headed by Gene Rochelle and Carri A. Bell, and is licensee of KETA(TV) Oklahoma City, KOED-TV Tulsa, KOET(TV) Eufaula and KWET(TV) Cheyenne, all Oklahoma. Action June 27.

■ **WPTT-TV Pittsburgh** (BALCT910117KF; ch. 22; 5,000 kw-V; 500 kw-A; ant. 921 ft.)—Granted assignment of license from Commercial Radio Institute Inc. to WPTT Inc. for \$7 million. Seller is headed by David D., J. Duncan, Robert E. and Frederick Smith, brothers, who have interests, through various licensees, in WBBF(TV) Baltimore; WTTE(TV) Columbus, OH; WLIB(TV) Bloomington, IN; WTTA(TV) St. Petersburg, FL; and KOFF(TV) Omaha. Buyer is headed by Edwin L. Edwards Sr. (100%) and Willette Edwards, Edwin Edwards is station manager and community affairs director of WPTT. Action June 21.

■ **WPGH-TV Pittsburgh** (BALCT910118KE; ch. 53; 2338 kw-V; 233.8 kw-A; ant. 1,010 ft.)—Granted assignment of license from Channel 53 Licensee Inc. to Sinclair Broadcast Group Inc. for \$55 million (see "Changing Hands," Jan. 28). Seller is headed by Michael Finkelstein, and owns KTXL(TV) Sacramento, CA; WTXN(TV) Hartford, CT; WDLZ(TV) Miami, and WPMT(TV) Harrisburg, PA. Buyer is headed by brothers David D. Smith (25%), J. Duncan Smith (25%), Robert E. Smith (25%) and Frederick G. Smith (25%), and is parent of or has interest in licensees Commercial Radio Institute Inc. licensee of WPTT-TV Pittsburgh (recently sold, see "For the Record," February 11); Chesapeake Television Inc. licensee of WBBF(TV) Baltimore; WTTE Channel 28 Inc., permittee of KOFF(TV) Omaha, NE; Channel 63 Inc., licensee of WLIB(TV) Bloomington, IN; and Bay Television Inc., permittee of WTTA(TV) St. Peters-

burg, FL. Action June 21.

■ **WQIZ(AM)-WKQB(FM)** St. George, SC (AM: BAL901207HJ; 810 khz; 5 kw-D; FM: BALH901207HK; 107.5 mhz; 100 kw; ant. 984 ft.)—Dismissed assignment of license from Trident Communications Corp. to Barton Broadcasting Corp. for \$1.5 million. Seller is headed by Thomas J. Greiner and Robert O'Leary, and are permittees of KMCE(FM) Rancho Cordova, CA. Buyer is headed by Charles A. Barton, who is 50% stockholder in Mid-Carolina Communications Inc. licensee of WSSC(AM) Sumter, SC, and has 40% interest in Sumter Radio Partnership, which has application for CP pending at Sumter, SC. Action June 24.

■ **WYOR(AM)** Brentwood, TN (BAL910118EA; 560 khz; 500 w-D)—Granted assignment of license from Adoni Communications Inc. to Media Resource Group Inc. for \$57,000. Seller is headed by Ade Oni, and has no other broadcast interests. Buyer is headed by A. K. Upadhyaya (70%) and Elisa O. Upadhyaya (30%), and is licensee of WJN(AM) Ashland City, TN. Action June 24.

■ **WHLF-AM-FM** Centerville, TN (AM: BAL910514GL; 1570 khz; 5 kw-D; FM: BALH910514GM; 96.7 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from William A. Potts, receiver, to Hickman County Broadcasting Inc. for \$140,000. Seller has no other broadcast interests. Buyer is headed by Charles Galbreath (51%) and John H. Wiggins (49%). Wiggins is president and 100% stockholder of Queen City Broadcasting System Inc., licensee of WULF(AM)-WKXH-FM Alma, GA; general partner (75% equity) of Wiggins Broadcasting, licensee of WJOT(AM)-WVFN(FM) Lake City, SC, and president and 100% stockholder of Atlantic Broadcasting Inc., proposed assignee of WJCS(FM) Bayboro, NC. Action June 27.

■ **WEKR(AM)** Fayetteville, TN (BAL910516EA; 1240 khz; 1 kw-U)—Granted assignment of license from Elk River Broadcasters Inc. to Hopkins Broadcasting System Inc. for \$213,000. Seller is headed by Michael R. Freeland, and has no other broadcast interests. Buyer is headed by Claude G. Hopkins (100%), and has no other broadcast interests. Action June 27.

■ **KDSI(AM)-KOPY(FM)** Alice and KNGV(FM) Kingsville, both Texas (KDSI: BTC910322GL; 1070 khz; 1 kw-U; KOPY: BTCH910322GM; 92.1 mhz; 3 kw; ant. 300 ft.; KNGV: BTCH910322GN; 92.1 mhz; 3 kw; ant. 210 ft.)—Granted transfer of control within JcCo. Enterprises for \$425,000. Seller is Elizabeth Fletcher, representative of estate of Jimmie Earle Fletcher, and has no other broadcast interests. Buyer is Robert R. Bruton, Melanie Bruton, his wife, is applicant for CP for new FM at Haltom City, TX. Licensee is headed by George W. Marti, who owns 20% stock of Fletcher Broadcasting Inc., licensee of KCLE(AM) Cleburne, TX, and proposed assignee of KCLW-FM Hamilton, TX. Action June 20.

■ **KRYL(FM)** Gatesville, TX (BALH910515GG; 98.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Gatesville Broadcasting Co. to LDR Broadcasting Ltd. for \$125,000. Seller is headed by Gaylon W. Christie, who is 50% general partner of Cove Broadcasting Co., licensee of KOOV(FM) Copperas Cove, TX. Buyer is headed by L. Max Rudolph (75%) and Roger G. Fant (25%), and has no other broadcast interests. Action June 28.

■ **KJWL(FM)** Georgetown, TX (BAPH910501GZ; 107.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Williamson County Communications Inc. to KJWL Associates for \$400,000. Seller is headed by C. Noel Luper, and has no other broadcast interests. Buyer is headed by Richard D. Rees (50%) and Eric E. Slaymaker (50%). Rees is sole owner of Rees Broadcasting Inc., which has application pending against renewal application for licensee of KJQN-FM Ogden, UT. Action June 27.

■ **KFIT(AM)** Lockhart, TX (BAL901003EA; 1060 khz; 2 kw-D)—Granted assignment of license from KFIT Inc. to Onyx Broadcasting Co. Inc. for \$400,000. Seller is headed by William W. Jamar, who has interests in KBWD(AM)-KOXE(FM) Brownwood, KSNY-AM-FM Snyder, KOKE(FM) Giddings and KCRM(FM) Cameron, all Texas. Buyer is headed by Darrell E. Martin, who has 81% ownership of KWWJ(AM) Baytown, TX. Action June 25.

NEW STATIONS

Applications

■ **Adams, WI** (BPH910625MA)—Roche-A-Cri Broadcasting seeks 106.1 mhz; 6 kw; ant. 100 m. Address: 408 Hillwood Lane, Friendship, WI 53934. Principal is headed by Karl J. Roekle (25%), Diane Roekle (25%), Dorothy Cooper (5%) and Mark Leibelt (45%), and has no other broadcast interests. Filed June 25.

Actions

■ **Chatom, AL** (BPH900314MM)—Dismissed app. of Hap-Hazard Broadcast Co. for 106.1 mhz; 25 kw; ant. 93 m. Address: P.O. Box 1479, Cross City, FL 32628. Principal is headed by Charles A. Esposito and has no other broadcast interests. Action June 26.

■ **Chatom, AL** (BPH900315MH)—Dismissed app. of Larry A. Payne for 106.1 mhz; 18.165 kw; ant. 116 m. Address: 230 Shallowford Drive, Gainesville, GA 30501. Principal has no other broadcast interests. Action June 26.

■ **Opelika, AL** (BPH890921MD)—Granted app. of ET Communications Inc. for 96.7 mhz; 3 kw; ant. 100 m. Address: 602 Gatsby Dr., Montgomery, AL 36106.

Principal is headed by Ronald W. Eubanks and has no other broadcast interests. Action June 24.

■ **Bella Vista, AR** (BPH880701MT)—Granted app. of Gayla Joy Hendren for 106.5 mhz; 50 kw H&V; ant. 150 m. Address: Rte. 5, Hwy 72 E., Gravette, AR 72736. Principal has no other broadcast interests. Action June 24.

■ **Dover, DE** (BPED900116MF)—Granted app. of Temple University of the Commonwealth for 91.7 mhz; 708 kw-V; ant. 85 m. Address: Broad and Montgomery Sts., Philadelphia, PA 19122. Principal is headed by W. Theodore Eldredge, GM, and eight trustees, and is licensee of WRTI(FM) Philadelphia and permittee of WUCP(FM) Summerdale, PA. Action June 21.

■ **Fairfield, IA** (BPED891228ME)—Granted app. of Fairfield Educational Radio Station for 90.5 mhz; .1 kw H&V; ant. 30 m. Address: Parsons Hall, Rte. 1 North, Fairfield, IA 52556. Principal is headed by William Goldstein and has no other broadcast interests. Action June 21.

■ **Malone, NY** (BPH881116MA)—Granted app. of North Country Broadcasting Co. Inc. for 96.5 mhz; 2.4 kw H&V; 110 m. Address: Porter Rd., Malone, NY 12953. Principal is headed by Mitchell C. Tackley and is licensee of WICY(AM) Malone, NY. Action June 21.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,988	239	5,227
Commercial FM	4,470	984	5,454
Educational FM	1,466	294	1,760
Total Radio	10,924	1,517	12,441
Commercial VHF TV	555	18	573
Commercial UHF TV	569	171	740
Educational VHF TV	124	3	127
Educational UHF TV	231	12	243
Total TV	1,479	204	1,683
VHF LPTV	206	163	369
UHF LPTV	689	863	1,552
Total LPTV	895	1,026	1,921
FM translators	1,861	350	2,211
VHF translators	2,706	83	2,789
UHF translators	2,318	326	2,644

CABLE†

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

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

■ **Greenfield, OH (BPH880601NA)**—Granted app. of Danny M. Watson for 97.5 mhz; 2.75 kw H&V; ant. 93 m. Address: 2300 E. Kemper Rd., Cincinnati, OH 45241. Principal has no other broadcast interests. Action June 20.

■ **Burnham, PA (BPH900503MG)**—Granted app. of Pauline S. Hain for 96.7 mhz; .45 kw; ant. 259 m. Address: P.O. Box 1244 Lewiston, PA 17044. Principal has no other broadcast interests. Action June 24.

■ **Scranton, PA (BPED880114MB)**—Granted app. of University of Scranton for 99.5 mhz; .302 kw H&V; ant. 309 m. Address: Linden and Monroe Sts., Scranton, PA 18510. Principal is headed by J.A. Panuska and eight other members, and has no other broadcast interests. Action June 21.

■ **Dresden, TN (BPH900612MA)**—Granted app. of Dresden Broadcasting Inc. for 95.1 mhz; 6 kw; ant. 100 m. Address: 117 Vicksburg. Camden, TN 38320. Principal is headed by Ron Lane, Ray Smith and John Latham. Smith and Latham are shareholders of WFWL(AM)-WRJB(FM) Camden, TN. Action June 25.

■ **Salt Lake City (BPED900321MF)**—Granted app. of Community Wireless of Park City Inc. for 88.3 mhz; .75 kw; ant. -178 m. Address: P.O. Box 1372, Park City, UT 84060. Principal is headed by Gordon Stra-

chan and is licensee of educational KPCW(FM) Park City, UT. Action June 24.

■ **Charlotte Amalie, VI (BPH870707MI)**—Granted app. of Calypso Communications for 97.1 mhz; 50 kw H&V; ant. 391 m. Address: 4433 Wells Parkway, University Park, MD 20782. Principal is headed by Robert E. Miller, Jonathan K. Cohen and Arthur V. Belendiuk. Cohen owns Radio 95 Inc., licensee of WJKC(FM) Christiansted, VI. Action June 25.

ACTIONS

■ **Orange Beach, AL** Granted application of Pleasure Island Broadcasting Inc. for authority to construct new FM on channel 298A; denied application of Pete Wolff, III. (MM docket 89-292 by Decision [FCC 91R-54] adopted June 20 by Review Board.)

■ **Paradise Valley, AZ** Dismissed with prejudice application of Patricia Hampton for new FM on channel 290A. (MM docket 88-410 by Order [FCC 91R-56] adopted June 25 by Review Board.)

■ **Sylvester, GA** Granted application of Thomas W. Lawhorne for construction permit for new FM on channel 271A, and denied competing application of CAM-Broadcasting, Inc. (MM docket 90-192 by Initial Deci-

sion [FCC 91D-33] adopted June 20 by ALJ Kuhlmann.)

■ **Mt. Vernon, IL** Commission had upheld grant of Daniel S. Stratemeyer's application for construction permit for new FM on channel 271B1; and dismissed petition of Saga Communications of Illinois, Inc. for reconsideration of Commission's previous denial of its application. (MM docket 88-523 by Order [FCC 91-193] adopted June 24 by Commission.)

■ **Perry, KS** Issued cease operations order to Perry Cablevision on June 14, as result of inspection of cable system by FCC's Kansas City office. During inspection, cable system was found to have signal leakage in excess of Commission's standards.

■ **Huron, OH** Overturned Review Board order remanding to ALJ proceeding involving five mutually exclusive applications for new FM station on channel 241A. It also vacated an order by ALJ dismissing application of Luipold Broadcasting, Inc. (MM docket 88-86. Report DC-1901. July 2 by MO&O [FCC 91-198].)

■ **Philadelphia** Commission has denied reconsideration of its action granting renewal of licenses for six Philadelphia TV stations, despite objections to renewals from various community groups. (By MO&O [FCC 91-176] adopted June 7.)

SERVICES

BROADCAST DATABASE
dataworld[®]
MAPS
Coverage/Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including
Data Base Allocation Studies
Terrain Profiles
A Div. of Muffet, Larson & Johnson, Inc.
703 824-5666
FAX: 703-824-5672

Talatech, Inc.
BROADCAST CONSULTANTS AND ENGINEERS
● FCC Applications and Field Engineering
● Frequency Searches and Coordination
● Tower Erection and Maintenance
● Facility Design and Construction
Contact
KENNETH W. HOEHN 23400 Mich. Ave.
(313) 562-6873 Dearborn, MI 48124

dataworld[®]
LPTV/TV Translator
Detailed Interference Studies
Regional Directories
Maps - Terrain - Popcount
301-652-8822 800-368-5754

SOFTWARE
FM & TV CHANNEL SEARCH
FCC databases for MS-DOS
Broadcast Technical Consulting
V Doug Vernier
Broadcast Consultant
1600 Pictet Drive
Cedar Falls, Iowa 50613
319 266-8402

DSI
COMMUNICATIONS INC.
• Radio and Television System Design
• Transmitter and Studio Installation
• Microwave and Satellite
Engineering and Installation
627 Boulevard
201-245-4833 Kenilworth, NJ 07033

Stainless, inc.
New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.
Structural Consultants
Towers and Antenna Structures
Robert A. Shoolbred, P.E.
1049 Morrison Drive
Charleston, S.C. 29401 • (803) 577-4681

SG Communications
TV/FM RF Systems Specialists
RF System Measurements
Tower Erection & Maintenance
800-824-7865 Tucson, AZ
800-874-5449 Tampa, FL
215-699-6284 N. Wales, PA

KLINE TOWERS
Towers, Antenna Structures
Engineering & Installation
P.O. Box 1013
Columbia, S.C. 29202
Tel: 803 251-8000 - FAX 251-8080

LDL
COMMUNICATIONS, Inc.
RF DESIGN & INSTALLATION SPECIALISTS
LARGAN SOLID STATE TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC & ROYLE TOWER SYSTEMS
14440 CHERRY LANE CT. LAUREL MD 20707
TEL: 301-498-2200 FAX: 301-498-7952

PIROD INC.
ENGINEERS & MANUFACTURERS OF
SOLID STEEL TOWER STRUCTURES
PHONE 219-936-4221
FAX 219-936-6796
P.O. Box 128, 1200 N Oak Rd
Plymouth, IN 46563

New towers, transmitter buildings, earth
stations, turnkey site development.
Tower Structures, Inc.
1089 Mirvana Avenue
Chula Vista, CA 92011
619/421-1161
Fax: 619/421-0533 Lic. No. 254613

STARLINER ★ ★ ★
MOBILE VIDEO PRODUCTION UNIT
MULTI CAMERA CAPABILITY
32 AUDIO INPUTS-STEREO SOUND
PROGRAMMING • SPORTS • CONCERTS
VIDEO CONFERENCES • MEETINGS
CONTACT: ERIC ADDRESS
(215) 626-6500

Utility Tower
COMPANY
SERVING BROADCASTERS
FOR OVER FORTY YEARS
(405) 946-5551

Broadcast Video Tape
Great Service • Excellent Prices
CoarcVideo[™]
New Quality Stock • Custom Reloading
BETACAM • U-MATIC • VHS
1-800-888-4451

S & M Associates, Inc.
• Transmitter installations &
supervision
• Installations of any manufacturer
• 10 years experience
205-849-7873
FAX 205-841-0069

FOR WORLDWIDE
SATELLITE TRANSMISSION
SERVICES CONTACT:
IDB COMMUNICATIONS GROUP
10525 WEST WASHINGTON BLVD.
CULVER CITY, CA 90232-1922
213-870-9000 FAX: 213-838-6374

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

**PROFESSIONAL/SERVICE
DIRECTORY RATES**
52 weeks - \$40 per insertion
26 weeks - \$50 per insertion
There is a one time typesetting charge
of \$20. Call (202) 659-2340.

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.
A Subsidiary of A.D. Ring, P.C.

1019 19th Street, N.W., Suite 300
Washington, D.C. 20036
Telephone: 202-223-6700
Member AFCCF

CARL T. JONES
CORPORATION

CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704
MEMBER AFCCF

LOHNES & CULVER
Consulting Radio-TV Engineers
1156 15th. St., N.W., Suite 606
Washington, D.C. 20005
(202) 298-2722



Member AFCCF

**COHEN, DIPPELL AND
EVERIST, P.C.**
CONSULTING ENGINEERS

1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20005
(202) 898-0111
Member AFCCF

SILLIMAN AND SILLIMAN
8121 Georgia Ave. #700
Silver Spring, MD 20910

ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCF

Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers

Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703 824-5660
FAX: 703-824-5672
Member AFCCF

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128



(415) 342-5200
(202) 396-5200

Member AFCCF

Jules Cohen & Associates, P.C.
Consulting Electronics Engineers
Suite 600

1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Telecopy: (202) 659-0360

Member AFCCF

CARL E. SMITH
CONSULTING ENGINEERS

AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services

"Serving the Broadcast Industry
for over 50 Years"

Box 807 Bath, Ohio 44210
(216) 659-4440

**E. Harold Munn, Jr.,
& Associates, Inc.**

Broadcast Engineering Consultants

Box 220

Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.

Consulting Telecommunications Engineers

9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115

Member AFCCF

HATFIELD & DAWSON

CONSULTING ENGINEERS

4226 SIXTH AVE. N.W.

SEATTLE, WASHINGTON 98107

(206) 783-9151; Facsimile: (206) 789-9834

MEMBER AFCCF

F.W. HANNEL & ASSOCIATES
Registered Professional Engineers

911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775

**STRUCTURAL SYSTEMS
TECHNOLOGY, INC.**

J. Cabot Goudy, P.E.

PRESIDENT

TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers

Studies, Analysis, Design Modifications,
Inspections, Erection, Etc.

6867 Elm St., McLean, VA 22101 (703) 556-9765

C.P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS

P.O. BOX 180312
DALLAS, TEXAS 75218

TELECOMMUNICATIONS (FCC, FAA)
CHARLES PAUL CROSSNO, P.E.

(214) 321-9140 MEMBER AFCCF

**JOHN F.X. BROWNE
& ASSOCIATES, P.C.**

525 Woodward Ave.
Bloomfield Hills, MI 48013

(313) 642-6226

Washington Office

(202) 293-2020

Member AFCCF

D.C. WILLIAMS, P.E.

Consulting Radio Engineer
Member AFCCF
Post Office Box 1888
Carson City, Nevada 89702
(702) 885-2400



COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS

Clarence M. Beverage
Laura M. Mizrahi

P.O. Box 1130, Marlton, NJ 08053
(609) 985-0077 • FAX: (609) 985-8124



LAWRENCE L. MORTON
ASSOCIATES
1231 MESA OAKS LANE
MESA OAKS CALIFORNIA 93043

LAWRENCE L. MORTON, P.E.
AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
MEMBER AFCCF

(805) 733-4275 / FAX (805) 733-4793

SELLMEYER ENGINEERING
Consulting Engineers

P.O. Box 356
McKinney, Texas 75069
(214) 542-2058
Member AFCCF

PAUL DEAN FORD, P.E.

BROADCAST ENGINEERING CONSULTANT
3775 West Dugger Ave.,
West Terre Haute, Indiana 47885
812-535-3831
Member AFCCF

- FCC Data Bases
- FCC Applications and Field Engineering
- Frequency Searches and Coordination
- AM-FM-CATV-ITFS-LPTV



OWL ENGINEERING, INC.

Consulting Communications Engineers

1306 W. County Road F, St. Paul, MN 55112
(612) 831-1338 "Member AFCCF"

Datel Corporation

BROADCAST CONSULTANTS
Applications • Inspections

Call Toll-Free
(800) 969-3900

1515 N Court House Rd, Arlington, VA 22201

**George Jacobs
& Associates, Inc.**

Consulting Broadcast Engineers
Domestic & International
Member AFCCF

Suite 410 8701 Georgia Ave.
(301) 587-8800 Silver Spring, MD 20910

W. Lee Simmons & Assoc., Inc.
Broadcast Telecommunications
Consultants

1036 William Hilton Pkwy., Suite 200F
Hilton Head Is., S.C. 29928
800-277-5417 803-785-4445
FAX 803-842-3371



RADIO ENGINEERING CO.

P.O. BOX 9457 SANTA MARIA, CA 93456

CONSULTANTS

ALLOCATIONS INSTALLATIONS FIELD
ANTENNA & TYPE ACCEPTANCE MEASUREMENTS

Serving Broadcasters Over 35 Years

NORWOOD J. PATTERSON (805) 934-5741

DON'T BE A STRANGER

To Broadcasting's 117,323 Readers Display
your Professional or Service Card here. It will be
seen by station and cable TV system owners
and decision makers.

• 1989 Readership Survey showing 37 readers
per copy

AFCCF
Association of
Federal Communications
Consulting Engineers

P.O. Box 19333
20th Street Station
Washington, DC 20036
(703) 534-7880

PROFESSIONAL/SERVICE DIRECTORY RATES

52 weeks - \$40 per insertion
26 weeks - \$50 per insertion

There is a one time typesetting charge of \$20. Call (202) 659-2340

CLASSIFIED

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

RADIO

HELP WANTED MANAGEMENT

Looking for a great opportunity! Station manager needed for a well established AM & FM in southern New Hampshire. Strong sales background a must. Good organizational skills/communication skills with knowledge of PC a plus. Send resume and references to: Scott Roberts, Roberts Communications, PO Box 707, Keene, NH 03431 EOE.

GM. Join a growing owner/operator group. Need your help as a selling GM in a southern small/medium market regional powerhouse FM Group has owned station over ten years and has no debt load. Starting base salary is \$50,000. plus car, plus family health ins., plus lucrative bonus structure. Reply to Box M-15. EOE.

Sales manager for an outstanding opportunity at this historic number one rated AOR. WYMG is owned and operated by Saga Communications in Springfield, the state capital of Illinois, which offers an excellent quality of life. Our physical plant is probably the finest in Illinois outside of Chicago. The station sounds great and has been superbly marketed. The sales manager's main responsibility is the training and coaching of the sales staff. We are seeking a candidate who is a leader, motivator and listener. If you are organized, disciplined and possess high verbal and written skills, we need to hear from you. Send your presentation letter and resume ASAP to, Rex Hansen, VP/GM, WYMG, 1030 Durkin Drive, Springfield, IL 62704. EOE.

Local selling sales manager needed for continued growth with #1 rated station in highly competitive market. Proven sales track record and team building experience a must. Excellent compensation and benefits. Send resume and references in confidence to Harry Dyer, KYCK FM, Box 5210, Grand Forks, ND 58206-5210. EOE.

Northeast resort area: Successful AM/FM Combo (the only game in town!) seeks GSM to take station to next level. Candidate must carry list and have demonstrated ability to train and motivate staff. Outstanding performance is recognized by liberal incentives. Full benefits provided. Send resume and salary history promptly to Box M-27. EOE.

General sales manager needed for #2 ranked, debt-free station in growing lifestyle market. Successful candidate will be a creative teacher and motivator who leads by example. Minimum three years management experience. Strong financial package for the right person. Only the absolute best need apply. Fax or send your resume, references and sales philosophies along with "Why I should interview you?" to Jack E. Hogan, General Manager. No phone calls. Confidentiality assured. EOE, M/F/H. WEZK 97.5 FM South Central Communications Corp., PO Box 27100, Knoxville, TN 37927. Fax: 615-637-7801.

HELP WANTED SALES

Bedford and Bloomington, Indiana's only A.C. and Country stations needs an aggressive A.E. with opportunity to become L.S.M. Send resume today to Dave Crooks, G.S.M. WQRK-FM, WBW-AM, PO Box 1307, Bedford, IN 47421. EOE.

Regional radio network has unique opportunity for experienced media salesperson. Superior growth potential. Send or fax your resume and salary requirements, please no calls. Susan Butler, VP/NSM, North East Satellite Entertainment, 800 Penfield Road, Rochester, NY 14625. Fax 716-586-5861. EOE.

Sales manager/manager for Class C FM station in large market in Southeast. Profit sharing percentage included. Success and track record necessary. Send application to Box M-28.

HELP WANTED ANNOUNCERS

Afternoon announcer/music director: For Adult-Contemporary Christian FM in E. Central Illinois. Applicant needs 2 years on-air experience: production skills & working knowledge of contemporary Christian music. Desire to work with professional ministry-oriented team vital. Send T&R to: Manager, WBGL, 2108 W Springfield, Champaign, IL 61821. EOE.

Alaska: Top-rated small market AM/FM Combo seeking experienced morning-person/ops manager for AC format on "Early Bird Show" 6-9am. Top talent-experienced only. Must be production whiz. \$24M - \$30M DOE. Resume and tape to: KSRM/WHQ, HC-2 Box 852, Soidotna, AK 99669. EOE.

HELP WANTED NEWS

South Florida FM station seeks announcer with ten years on-air experience, knowledge of AOR format. Reply to Box M-29.

Broadcast journalism: News writer position at CBS all news radio station. Minimum three years professional broadcast experience. Communications-related degree preferred. Send resume to: Mr. Chris Berry, News Director, WBBM Newsradio 78, 630 North McClurg Court, Chicago, IL 60611. No calls. Equal opportunity employer.

News reporter/host (coordinator, broadcasting #65958). Report local and regional news, local host of "Morning Edition." Qualifications: Minimum: M.A.; or appropriate B.A. and two years directly related professional experience. Preferred: Radio news reporting, announcing, and production experience. \$18,000 - \$32,400 DOE. Letter with resume and cassette with sample newscast and two produced features demonstrating production ability to: Ed Subkis, Station Manager, WSFP Radio, University of South Florida, 8111 College Parkway, Ft. Myers, FL 33919. Deadline is July 26, 1991. AA/EOE.

Anchor/reporter wanted for AM/FM Combo. Sports knowledge a plus. T&R to WFRA Radio, PO Box 908, Franklin, PA 16323. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Unappreciated? Going nowhere? Tired of playing corporate politics? Well here's the job you waited for. Program director for FM in beautiful southern New Hampshire. Promotion and on air experience a must. Strong organizational skills required. Salary negotiable. Send resume, tape and references to: Scott Roberts, Roberts Communications, PO Box 707, Keene, NH 03431. EOE.

Aggressive program director for new hot AC station in Florida! Must have minimum 3 years experience in AC programming. We're looking for a winner to build a team for our newest station! Send your credentials to: Tom Dibacco, Styles Broadcasting Company, 3835 Davis Blvd., Naples, FL 33942. EOE.

SITUATIONS WANTED MANAGEMENT

One of radio's best GM-GSM now available. Sober, reliable, honest. 25 years experience. Will relocate anywhere in East. William E. Powley, 1301 2nd Avenue, Brunswick, GA 31520. 912-262-9703.

Record setting GSM wants management position. Innovator, motivator, team leader. Top biller and award winning air talent with strong, credible community image. Reply Box M-2.

General manager/general sales manager. Experienced leader who believes in the true meaning of the phrase "Team Concept!" Proven track record. I also have a complete team to bring in if needed, sales, programming and on-air talent. Reply to Box M-30.

General manager: Successful quality GM with 20+ years experience, excellent references, strong sales and people skills, and attention to bottom line, seeks stable broadcast opportunity. Reply to Box M-31.

A selling manager looking for new opportunity in medium or small market. Successful record in startups and turnarounds as GM. Will consider GSM in right situation. I believe in getting out and making things happen rather than the "ivory tower" style of managing. Let's talk...call 205-831-2763 after 7pm.

SITUATIONS WANTED ANNOUNCERS

FM Easy Listening coastal stations only. Deep, sincere pipes. Years of experience. Mint references. 717-675-6982, after 3 p.m. Eastern.

Enthusiastic, experienced, intelligent graduate of Emerson College in Boston. Great persona, profitable voice, and 4 years experience in 6th largest market, looking for talk host, DJ or VO position(s). A media junkie in Los Angeles, born and raised in Washington, DC. Would like to bring the East Coast to the West Coast. Contact: Jon Kranz 7200 Franklin Ave. #301, Los Angeles, CA 90046, 213-876-7584.

SITUATIONS WANTED TECHNICAL

Former Harris engineer and big group chief is available for field service assignments anywhere! Expert on automation, transmitters, audio & construction. Super references. 413-442-1283.

SITUATIONS WANTED NEWS

Experienced sports talk host seeking move to larger station. Ivy league grad. Also have PBP & DJ experience. Neil 301-309-3857.

**SITUATIONS WANTED PROGRAMING
PRODUCTION & OTHERS**

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 programing 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.

Attention small competitive markets. Program director - broad experience in radio and research - will put creative ideas to work for CHR/hot AC. Dedicated to your station's success. Dennis 912-265-2819.

Innovative, aggressive young producer/writer with wide professional news, documentary, and comedic public affairs experience. Recent graduate of Emerson College in Boston, seeking position in news and/or public affairs programing. Willing and able to successfully attack a large market. Contact: Jon Kranz, 7200 Franklin Ave., #301, Los Angeles, CA 90046. 213-876-7584.

#1 rated Los Angeles Country personality. Disneyland M.C., Oldies, Big Band. Consider all markets. News, sports, TV anchor 801-586-3603.

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. Millidge Ave., Athens, GA 30605.

SCA positions available in major cities Call Joyce Stern, 305-463-9299 x210

TELEVISION

HELP WANTED MANAGEMENT

General manager with extensive sales experience (national, local, and rep) for Fox affiliate in Baltimore with 10:00 pm news. Send resumes to Executive Committee, PO Box 4800, Baltimore, MD 21211. No phone calls. EEO.

Accepting applications for manager of Syntax Production - D-2 equipped full service production company of KTUU-TV NBC Anchorage. Must have four years television production experience. Management experience required. No phone calls please. Send tape and resume to: Al Bramstedt, Jr. Syntax Productions, PO Box 102880, Anchorage, AK 99510. EOE.

Washington, DC WDCA television is looking for a NSM. If you have 3-5 years sales management experience; if you're known in NYC by buyers and clients; if one of your passions is sports and sports marketing and if your skills include aggressive negotiating, computer knowledge and organization, then let's talk. Send work history to WDCA-TV, 5202 River Road, Washington, DC 20816. Attn: Helen Feinbloom, Director of Sales. EOE.

LSM, Immediate opening at WBMG-TV/CBS in Birmingham. Terrific opportunity in a great city for assertive and creative manager. Send resume, references, and compensation goals to Gary Andrich, PO Box 59496, Birmingham, AL 35259. No phone calls. EOE.

General sales manager: Top local NBC affiliate has great opportunity for proven sales professional. Must have record of revenue and administration results, leadership ability and be success motivated. Interviews granted to those that qualify to join a Cosmos broadcasting station. Send resume to: Conrad Cagle, VP & GM, WFIE-TV, POB 1414, Evansville, IN 47701. EOE.

WRCB-TV has an immediate opening for a local sales manager. The candidate must be a team player with strong leadership qualities. Training skills, vendor/co-op knowledge is helpful. Send resumes to Doug Short, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. EOE.

Local sales manager: We are Midwest, small market and FOX. Seeking experienced professional to develop local sales. Mail resume in confidence to Box M-32. EOE.

Beautiful West Coast small market affiliate has an opening for a very aggressive general sales manager. Ideal candidate should have both national and local sales experience, including local management experience. Candidate should be a 90's manager, ready to be involved in vendor, research and sales training with heavy emphasis on marketing and sales promotions. Send cover letter and resume to Box M-33. Employment is contingent upon successful completion of substance abuse screening. EOE.

HELP WANTED SALES

Account executive: Seeking aggressive, experienced account executive to service existing accounts and develop new business. Two years experience in radio and/or television sales is preferred. Must be an excellent negotiator and possess strong "people skills." An outstanding opportunity for financial reward and career growth. Forward resume to Local Sales Manager, 8443 Day Drive, Cleveland, OH 44129. EOE.

Sports company seeks highly motivated individual with 3-5 years sales experience to sell international broadcast rights. Background in advertising, broadcast or communications is a plus. State salary requirements. Send your resume to Lenox Hill Station, PO Box 752, New York, NY 10021. EOE.

HELP WANTED TECHNICAL

Leading company in industry of long form advertising seeks video engineer experienced in installation, maintenance and repair of complete studio and post production facility with 3/4", Beta-SP and 1" equipment. Immediate opening. Salary dependent on experience. Call or write John Prechtel, Hawthorne Communications, Inc., PO Box 1366, Fairfield, IA 52556, 515-472-3800. EOE.

EIC for Texas based mobile unit. Strong maintenance background required. Send resume and salary requirements to: Tel-Fax Texas, 3305 Pleasant Valley Lane, Arlington, TX 76015. EOE.

Chief engineer: Midwest UHF commercial independent. Seeking hands-on professional to manage staff of six. Requires indepth knowledge and desire to maintain 3/4" format tape equipment. Mail resume in confidence to Box M-34. EOE.

HELP WANTED NEWS

Weekend sportscaster, 2 years commercial television experience, medium Northeast market. Low 20's. Reply to Box M-36.

Field producer position with one of the country's top Christian television programs. Minimum of 3 years experience with news or magazine style stories is required. Good journalism background a must. Looking for creative, mature individual. Excellent salary and benefits package. Send reel and resume to: Personnel Director, PO Box 819099, Dallas, TX 75381-9099. EOE.

Weeknight 6 & 10 pm co-anchor. We're looking for the right person to complement our existing female. We're a Southwest NBC affiliate in a medium market. There's a very good compensation and benefits package. Our choice will be ready to report, when needed, and become involved in the community. This could be just the position you've been seeking but it hasn't been available for a long time. Send resume and photo to Box M-8. EOE.

Reporter/anchor. Earn valuable overseas experience with multiple ACE/George Polk/RTNDA/Silver Gavel award news group with lock on the Marianas. Outstanding benefits including co.-paid ret. and profit-sharing in our vital Saipan bureau. The Western Pacific is the place to be if you're serious about your career. Non-ret. tapes, resumes and references first time to: Ken Booth, Guam Cable TV, 530 W. O'Brien Dr., Agaña, Guam 96910. Fax: 671-477-7847. EOE.

Co-anchor/reporter: #1 CBS affiliate in top 40 market accepting applications for co-anchor/reporter to complement male anchor on 5 p.m. newscast. Must be skilled, self-starting beat reporter, energetic anchor, excellent writer, team player. Minimum 2 years experience. Letter and resume to Box M-35. EOE/MF.

Producer: We're looking for an experienced news professional who knows how to deliver the news demanded by today's viewers. We have computers, ENG, SNG, two microwave linked bureaus and East Tennessee's largest news staff. Send letter and resume to Jim Church, News Director, WTVC-TV, PO Box 1150, Chattanooga, TN 37401. Equal opportunity employer.

CBS affiliate in Augusta, Georgia, is looking for a sports anchor. Requirements for this position include the ability to research, report, write and anchor. College degree preferred. Send resume and tape to: Sherry Lorenz, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

Wanted: Sports director. Need good writer, reporter, producer with shooting ability and minimum two years experience anchoring. Good management skills helpful for three person department in strong sports market. No calls. Non-returnable tapes and resumes to: News Director, KEZI Television, PO Box 7009, Eugene, OR 97401. KEZI-TV is an equal opportunity employer.

Bureau reporter: Independent self-starter to report news for #1 affiliate in Western U.S. Following the newspapers isn't enough. Don't waste our time if you can't work alone. Bureau experience helpful. Work with photographer producing stories, live-shots from second city in market. Strong on-air and writing skills. Fluency in Spanish preferred. Letter, resume, references to Box M-38. EOE.

Needed: News leaders: Competitive sunbelt affiliate seeks two "top gun" newsmen: Late news supervising producer - seasoned news manager will oversee production of late newscast. Duties to include some line producing. Applicants should have 5 plus years producing, late newscast in major market experience and be able to demonstrate a successful management track record. Newscast producer - dedicated, flexible and enterprising describe the person we seek to produce one or more early newscasts. Requires 5 plus years experience in medium to large markets. Producers with demonstrated overnight newscast track record encouraged to apply. Please send resume, list of references and a one page statement of news production philosophy. EOE/MF. Reply to Box M-37.

Assistant news director: #1 station on California's central coast needs leader to help new N.D. raise quality to new level. Manage daily operation of 29-person staff producing 2 1/2 hours of news daily. Strong producing, writing and organizational skills. Must do more with less. Tape, resume, news philosophy to: Mark Shafer, News Director, KSBY-TV, 467 Hill Street, San Luis Obispo, CA 93405. EOE. Employment contingent upon successful completion of substance abuse screening.

News producer, KSDK, NBC St. Louis affiliate. #1 all news time periods, seeking candidates for news producer. Qualified candidate will possess good writing skills, solid news judgement and ability to lead and motivate others. Experience a must. Please send resume and tape to News Director, KSDK-TV5, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

Assignment editor. Top 20 Midwest market. Successful candidate will have ability and experience to handle aggressive assignment desk operation. Will develop and assign stories, coordinate crews, live shots, help define story scope and conceptualize stories with reporters. Competitive. Send resume to Box M-39. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Senior segment producer w/strong television writing, producing, and advertising skills needed in creation and production of all assigned segments for a national Christian broadcast. Five year minimum experience a must. One year minimum experience in supervision of two or more personnel and television promotional or spot production. If you are interested in working for this growing, exciting organization, please submit your resume and reel to Personnel Dept., Kenneth Copeland Ministries, Fort Worth, TX, 76192-0350. EOE.

Broadcast copywriter needed as part of a creative team writing broadcast ad copy for a national Christian program. Bachelor's degree w/concentration in writing, journalism, and advertising or its equivalent. Two to three years broadcast and/or print writing. Highly proficient writing and grammar skills a must. Please submit resume to Personnel Dept., Kenneth Copeland Ministries, Fort Worth, TX 76192-0350. EOE.

Production manager with a minimum of three years experience in 16mm film, for a national cable television documentary series. An equal opportunity employer. Resumes only, to Box M-21

Segment producer with a minimum of five years experience in 16mm film, for a national cable television documentary series. An equal opportunity employer. Resumes only to Box M-24. EOE

KTVN-TV is seeking an advertising & promotion manager. Will be responsible for the creation and placement of audience research based advertising to supporting our news and entertainment programming. Must have thorough knowledge of writing and production techniques for television. Must be organized and have strong interpersonal skills. Must be comfortable representing station to the public. High school degree required. Some college preferred. Two years related experience. Send resume with video tape to Lawson Fox, General Manager, KTVN-TV, PO Box 7220, Reno, NV 89510. Tapes will not be returned. KTVN-TV is an equal opportunity employer.

Talk-show producer: WXYZ-TV, the number-one affiliate in Detroit, seeks producer for its successful, long-running A.M. talk-show, Kelly & Company. Require two years previous talk-show experience in commercial station-medium to large market, but will consider applicable news or field production experience. College degree preferred. Television production experience required. Send resume only to Personnel Director, WXYZ-TV, 20777 W 10 Mile Rd., Southfield, MI 48037 EOE.

SITUATIONS WANTED MANAGEMENT

Television general manager. Experienced, knowledgeable, versatile. Bottom line operator. Best references. Excellent performance record. If your operation needs improvements, hire a professional. Confidential to: Box M-7.

18 years TV production experience, 11 of them as operations manager at Buffalo VHF. Seeking similar position in Northeast with solid company. Team player, results-oriented, 3 national awards for excellence. Call Gary 716-837-6679.

Problem solver; former group director of operations and engineering completing current project in late July, seeking new challenge. Experienced all phases start-up and turn-around situations, ready to improve your bottom line quickly. Call 201-890-3254 any time.

SITUATIONS WANTED TECHNICAL

Experienced engineer wants to be your CE or ACE. Prefer small or medium market in southeast or northeast; Supervisory experience, hands on expertise as well. Construction, maintenance, capital planning, budgeting. Good with computers. Call Jim 718-361-9122

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box M-40.

SITUATIONS WANTED NEWS

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

Meteorologist with on-air experience, exclusive professional broadcasting training, extensive knowledge of ColorGraphics products, seeks on-air weather position. Call Brian 314-432-2566.

Award winning sportscaster looking to re-enter field. Looking for anchor/reporter position and/or PBP. Strong presence. Solid, emotional delivery. Very determined worker. Available immediately. Call Adam Hertz, 215-628-0202.

Meteorologist/science environment reporter. Knowledgeable, personable, warm, friendly, community involved! Major Mkt. experience. Seeking challenge. AMS/NWS Mark Strehl, 319-227-RAIN.

Female meteorologist with 1 year experience in medium market desires new challenges. Highly energetic and creative. Call Lisa 618-985-3371.

Spanish-speaking, print reporter seeks full/part-time on-air or producing work. Specialties include health, consumer products, environment, regulation. 11 years in journalism. Looking for change K. Reed, 703-521-3170.

Help! I need work. News cameraman/editor. 16-years experience. Will pay moving expenses. Available immediately Ray 818-891-1168.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Emmy nominated/Ace award-winning television reporter available for freelance assignments. She has seven years of New York market experience to put to work for you. Roz Miller-Sparks 201-675-6132.

MISCELLANEOUS

Capital available to purchase radio or television station. Hudson & Hudson Private Investment Bankers 1-800-543-8410.

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

Primo people needs specialists! Investigative, consumer, medical and feature reporters. Send resume and 3/4" tape to Steve Porricelli or Fred Landau at Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

All news community TV station in Rochester, NY seeking equity partner with general or sales management experience for expanding markets (Buffalo/Tampa) call R. Kniffin 716-546-3800 or Fax 716-544-1110.

Entry-level opportunities nationwide! News, sports, production, sales, promotion, public relations. Media Marketing/THE HOT SHEET, PO Box 1476--ELB, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED TECHNICAL

Broadcast maintenance/operations engineer: The University of Idaho/College of Engineering. Duties include responsibility for three multi-camera studio classrooms with microwave, satellite, and videotaping delivery capability involving the technical planning, design, procurement, construction, installation, maintenance and repair of the audio and video equipment facilities of the engineering outreach department. Must possess a valid FCC General class Radio/Telephone license or restricted radio telephone operator's permit. Salary is \$24,460.80 full-time, fiscal-year appointment. Closing date for receipt of applications is 7/31/91. For a complete job description and application contact: The Human Resource Office, UI, 415 W. 6th St., Moscow, ID 83843 telephone: 208-885-6496. The UI is an equal opportunity/affirmative action employer and educational institution.

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!) Varney, 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 PROGRAMING PRODUCTION & OTHERS

Manager, Electronic Media (producer/director): West Virginia University Health Sciences Center, office of Communications, seeks creative individual experienced in video and radio production for a senior producer/director position. Responsible for ongoing video and radio projects, development of new programs, and special projects. Candidate must have a demonstrated ability to oversee productions through all stages from concept development through completion. Excellent scriptwriting skills essential. Bachelor's degree and at least five years' experience. Salary in the upper 20s. Send resume and script samples to West Virginia University Health Sciences Center, Office of Communications, 1244 Health Sciences South, Morgantown, WV 26506 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.

Government jobs \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 Ext. R-7833 for current federal list.

Looking for a position in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$250.00 for 1 year of service. Free information. Write: Bill Elliott, Consultant Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Inturbide Street, Laredo, TX 78040. 1-800-637-8490.

Used 1" or VHS videotape. Looking for large quantities. Will pay shipping. Call Carpel Video, 301-694-3500.

Top dollar for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

FOR SALE EQUIPMENT

AM and FM transmitter, used, excellent condition. Guaranteed. Financing available. Transcom 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), Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

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

FM transmitters: CCA FM20,000E, 20KW (1979), RCA BTF 20E1, 20KW (1973), BE FM10B, 10KW (1990), RCA BTF 10ES1, 10KW (1975), CCA 2500R, 2.5KW (1978), Harris FM1H3, 1KW (1976), Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

BE 30KW FM: 1981 BE FM30. Factory rebuilt & returned to customer's specs w/FX-30. 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 tape, half price! Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video Inc., toll free, 800-238-4300.

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.

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.

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.

Madison: Meters, transformers, big caps, tubes. Receiving tubes \$1-5. Icom, Yaesu - amateur. Madison Electronics, 1-800-231-3057, 1-713-729-7300.

Used television production equipment: List your equipment for sale or purchase from one of the most extensive used equipment inventories in the industry. Media Concepts, Inc. Celebrating 10 years of excellence. 918-252-3600.

NEC system 10 DVE, full three axis rotation, curve linear software (curved picture peel and page turn), latest control panel. \$24K. Call 213-410-2352.

RCA UHF transmitter, 11CKW mid band, complete with 3 klystrons, diplexer, available immediately. \$135,000. Call Petracom 813-848-7629.

Affordable digital audio workstation for under \$2800. Stereo recording, playback, and editing replaces analog reel-to-reels. Call 800-438-6040 for info.

CMX editor: Three machine capability. Can be expanded to four. System or editor only. DYMA Engineering -- 800-222-3962.

Chyron 4100 EXB graphics; Grass Valley twenty ten video router, 4 RCA TK-47 cameras with Fujinon 18xl, 30xl, 44xl lenses. Yamaha PM-1000, PM-700 audio consoles. Please call Tel-Fax Texas, 817-468-0070.

RADIO

Help Wanted Announcers

Major Market 50kw Opportunity

Are you ready to build a top rated radio station? Good enough to be heard on a BOOMING 50kw signal! We are looking for entertainers, not just "talking" heads.

• Morning Drive Team •

Are you unpredictable and funny. Can you write and deliver good locally oriented routines? We are looking for talented people who know how to "wake-up" a radio station and create a "SHOW", not just fill air time. If you are creative, CRAZY, off-the-wall and know how to entertain, we need to talk. All the better if you are a sports FANATIC.

• SportsTALK •

Are you up-to-date on ALL Sports, not just the pros? If you are you creative, controversial, highly stylized and above all a great entertainer you might be ready to talk with our highly opinionated, knowledgeable PRO sports audience. This is a "Major League" opportunity!

All replies are CONFIDENTIAL. RUSH resume & tape to Jim Glass.

WKNR RADIO

Ohio's 50,000 watt SuperFAN
9446 Broadview Road
Cleveland, OH 44147-2397

An Equal Opportunity Employer, M/F

Help Wanted Programing Promotion & Others

LOOKING FOR THE PERFECT PERSON?

BROADCAST CENTER has filled over 3,000 broadcasting jobs, from entry to 15+ years experience.

ON-AIR TALENT SALES MANAGEMENT RADIO & TELEVISION

Call Joe Barrale
BROADCAST CENTER
1-800-779-7911

Programming Services

**EDWARD ST. PE'
AND**

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

**CALL AFFILIATE MANAGER
RODGER OWNBY: 601-352-6673**

TELEVISION

Help Wanted Programing Promotion & Others

GRAPHIC ARTISTS, TV TECHNICAL DIRECTORS & EDITORS

We're QVC network, a national cable TV shopping channel reaching more than 40 million homes. Right now, we are aggressively expanding our Operations Center in West Chester, PA, located 30 minutes west of Philadelphia. The following opportunities are available immediately:

GRAPHIC ARTIST--You will help build animation and graphics for on-line and post production usage. Under the direction of the Graphics Supervisor, you will work with digital and computer graphics to update and improve presentations, and operate a computer to ensure proper pricing/merchandising graphics are used. In addition, you will create and develop three dimensional graphics and produce limited animation on Dubner.

The qualified applicant will possess a college degree in Art or Broadcasting and/or equivalent work experience. Attention to detail and artistic ability with color usage and drawing are necessary.

TECHNICAL DIRECTORS--To work with state-of-the-art camera robotics. Requires LIVE television broadcasting experience and in-depth knowledge of Grass Valley Production Switchers.

EDITOR--Works under direction of Production Manager to edit television video tape. Evaluates and selects product function for maximum audience appeal, reviews assembled tapes, confers with supervisory staff concerning taping of roll-ins, and performs other related duties as assigned. Requires creativity and sound judgement, as well as the experience to do all jobs of the Technical Director.

We offer a competitive salary and benefits. If interested, send or fax your resume and salary requirements, to: **Maryanne Delaney, QVC Network, Goshen Corporate Park, West Chester, PA 19380. Fax# (215) 430-2368. We are an equal opportunity employer, m/f.**

QVC
NETWORK
Quality Value Convenience

CABLE

Help Wanted Management

VICE PRESIDENT MEDIA MARKETING

Mind Extension University, the industry's fastest growing basic cable network, is looking for a Vice President, Media Marketing. Reporting to the President of ME/U, this person will be responsible for the development of advertising and sponsorship opportunities available on the network and within its related products and services.

The successful candidate will have extensive experience developing multimedia communication campaigns for non-traditional advertising and sponsorship vehicles as well as proven experience in network advertising sales. There is a strong preference for a candidate who has experience creating a network advertising sales program from the ground up.

We offer a competitive salary, excellent benefits package, and an opportunity to work in the dynamic communications industry. If interested, please call (303) 792-3111, or write in confidence to: **Greg Liptak, ME/U, Dept. B, 9697 East Mineral Avenue, Englewood, CO 80112.**

Mind Extension University has a strong commitment to the principle of diversity. In that spirit, we are particularly interested in receiving applications from a broad spectrum of people, including women, members of ethnic minorities and disabled individuals.



**JONES
INTERNATIONAL™ LTD.**

TELEVISION

Help Wanted Programing Promotion & Others Continued

WRITER/PRODUCER

If you are highly motivated, creative Writer/Producer, you'll find this opportunity at Bravo and American Movie Classics (AMC), two of the largest cable TV programming companies in the country, both challenging and rewarding.

You will be responsible for writing and producing on-air promotions, tune-in spots, generic promos, and various sales and marketing materials. To qualify, you should have a minimum of 3 years' experience in entertainment, broadcast or cable promotion, outstanding writing skills, production and extensive post-production experience, including knowledge of videographics. Familiarity with MAC is a plus.

We offer a competitive salary, a generous benefits package and the opportunity to join a creative team. For confidential consideration, please send your demo tape and resume, indicating salary history and requirements, to:

**Human Resources Department B,
Rainbow Programming,
150 Crossways Park West,
Woodbury, New York 11797.**

We are an equal opportunity employer

Help Wanted Sales

SOUTH FLORIDA'S NEWS STATION

WSVN 7

IS SEEKING A LOCAL SALES MANAGER. PRIOR MANAGEMENT EXPERIENCE PREFERRED. MUST POSSESS STRONG PEOPLE AND MOTIVATIONAL SKILLS. KNOWLEDGE OF WHAT IT TAKES TO LEAD AN AGGRESSIVE SALES TEAM AND A REAL DESIRE TO WIN IS ESSENTIAL. RESUME/REFERENCES IN CONFIDENCE TO:

**GENERAL SALES MANAGER
WSVN-TV, PO BOX 1118,
MIAMI, FL 33138.
ABSOLUTELY NO PHONE CALLS.
EOE**

Help Wanted Technical

SENIOR VIDEO EDITOR

For television program producers with in-house production suite.

- * Beta suite
- * Grass Valley 141 Editor
- * Grass Valley 200 Switcher
- * ADO 1000
- * Dubner Graphics

Located in Little Rock, Arkansas. Immediate opening. Call 501-372-6544 or fax resume to 501-372-0431.

Help Wanted Technical Continued

TV TECHNICAL DIRECTORS/EDITORS

We're QVC Network, a national cable TV shopping channel reaching more than 40 million homes. Right now, we are aggressively expanding our broadcasting staff and have an immediate need for Technical Directors and Editors at our headquarters in West Chester, about 30 minutes west of Philadelphia.

TECHNICAL DIRECTORS--To work with state-of-the-art camera robotics. Requires LIVE television broadcasting experience and in-depth knowledge of Grass Valley Production Switchers.

EDITORS--Works under direction of Production Manager to edit television video tape. Evaluates and selects product function for maximum audience appeal, reviews assembled tapes, confers with supervisory staff concerning taping of roll-ins, and performs other related duties as assigned. Requires creativity and sound judgment, as well as the experience to do all jobs of the Technical Director.

If you feel you have the technical skills plus the commitment to excellence we are seeking, please send or fax your resume with salary requirements and indication of position desired, to:

Mike Cavanaugh,
QVC Network,
Goshen Corporate Park,
West Chester, PA 19380.
Fax (215) 430-2368



We are an equal opportunity employer, m/f.

Help Wanted Management

GENERAL SALES MANAGER

Orlando market Immediate opening. Motivated, take-charge individual, independent TV exp. a MUST. References necessary. Call: Nelle Ayres, Station Manager, at (407) 645-1818 or send resume to: WKCF-TV, 602 Courtland St., #200, Orlando, FL 32804. EOE.

KYTV, a mid-west NBC affiliate seeks a General Manager. Broadcast management experience a must. Send resume with all details including salary history, salary requirements, and references in first letter to: Manager Search, Schurz Communications, Inc., 225 W. Colfax, South Bend, IN 46626. Replies due by July 29, 1991. An Equal Opportunity Employer.

Help Wanted Management Continued

NATIONAL SALES MANAGER

Leading Fox Affiliate in St. Louis, is seeking an energetic National Sales Manager. The ideal candidate should possess 2 years experience or previous background as National Rep. If you'd like to grow with a WINNING Broadcast Company, send a confidential resume and salary history to:

Ms. Donna Fuhrman,
General Sales Manager,
KDNL Fox 30
1215 Cole St.,
St. Louis, MO 63106

We are an Equal Opportunity Employer

Situations Wanted Management

TELEVISION TROUBLE-SHOOTER CONSULTANT
Review-Evaluate-Improve
BOTTOM LINE RESULTS!

Reply Box M-12

ALLIED FIELDS
Consultants

SUCCESSFUL VENDOR SUPPORT!

AFFORDABLE and EFFECTIVE
SMALL MARKET—LARGE MARKET
COMPLETE TRAINING—DEVELOPMENT
RADIO—TV REFERENCES

Don Hurt & Associates
407/679-8718

Help Wanted Programing Promotion & Others

PROMOTION MANAGER

Broadcasting Magazine is seeking a New York City based promotion manager. This newly created position will report directly to the Publisher, and will work closely with ad sales to develop presentations; sales materials; merchandising; and, research projects. A minimum of three years experience is required - either with magazines; TV/Radio stations, or, syndicators. Broadcasting, recently purchased by Cahners Publishing Company offers a comprehensive benefits package in addition to a competitive salary for this position. Please send your resume to:

Joan Miller
Broadcasting
630 Third Avenue
New York, NY 10017
No telephone calls please. EOE

Employment Services

SPORTS TALENT

A talent development and marketing company exclusively for sportscasters. Designed to service your entire career.

Sports Talent
400 Tamal Plaza Suite 422
Corte Madera, CA 94925
415-927-9525

JOBPHONE

- Press: 1 Radio jobs, updated daily
2 Television jobs, updated daily
3 Hear "talking resumés"
4 To record "talking resumés" and employers to record job openings
5 Weekly memo to improve your job search technique

1-900-726-JOBS
\$1.99 per min. (5 6 2 7)

JOB HUNTING?

During an average week over the last year MediaLine subscribers heard 69 NEW, CONFIRMED TELEVISION OPENINGS in the following job categories: Reporter/Anchor (21), Sports (3), Weather (4), Producer/Desk (15), Photo/Edit (12) and Production/Promotion (14).

No rumors — no outdated listings — fast forward, rewind and pause functions — an office staff to answer questions.

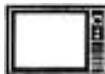
FACE IT — NOBODY DOES IT BETTER,
CHEAPER OR MORE EFFICIENTLY

To subscribe call 800-237-8073/California 408-648-5200



Find A Job Today!

TV Anchor, Producer, Reporter, Sports, Sales Weather & Entry Level Jobs.



Radio Disc Jockey, News, Program Director, Sales & Entry Level Jobs.

Daily report of TV & Radio Jobs. No subscription fees, credit cards or checks to get jobs. Call when you want.

Only \$2.29 per minute.

1-900-786-7800



Blind Box Responses

BOX ???
c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

Wanted to Buy Stations

Seeking small to medium mkt. FM in Texas. Telephone in confidence. (214) 350-6471

WANTED: ONCE-MIGHTY 10KW and 50KW AM SUPERTANKERS

We are buying big-reach big-signal big-problem AMs. We want to buy your low-rated under-performing 10KW-50KW AM. Prefer Northeast, Mid-Atlantic or Florida mkts w/real estate and bldg. Any physically-sound big-coverage AM w/current license and gd equipt will fit our criteria and specialized formats. Ready to offer, visit, and close.

Reply to Box E-31.

For Sale Stations

FOR SALE

Small market Nebraska FM station 30 thousand watts, serving the sandhills area. Last years gross 260 thousand with forty thousand cash flow Sale includes land, building & all equipment. Asking less than last years gross, with 30% down

Call 402-387-1400 Ask for Larry

FOR SALE

Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 22 years experience and ex-NAB General Counsel explain station search, negotiation, financing, FCC rules, take-over, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.

The Deer River Group Washington, D.C. — (202) 659-3331

For Sale Stations Continued

LARNED, KANSAS

FM CONSTRUCTION PERMIT

Central Kansas 6000 watt FM C.P. approved for 100,000 watts. Call (508) 252-6461 for information on this unique opportunity.

BROADCAST MEDIA ASSOCIATES

CA	MEDIUM	800,000
CA	MEDIUM	1,000,000
CA	METRO	1,100,000
HI	MAJOR	3,500,000

CLIFF HUNTER 800-237-3777

TOP 100 MARKET AM-FM

Mid-Atlantic Area Class A FM, C-3 CP Pending Highly rated urban AM 24 hours License/Equipment/Leases \$995K, terms available

(804) 977-4181, 9-5 EDT.

DOMINANT FM AND AM/FM COMBO

Colorado Ski Resort Markets Motivated sellers with excellent paper Priced to sell!

(415) 391-4877

Beautiful coast of North Carolina, Class A with 25Kw soon. Well populated area, asking \$600K, with small down-payment, Owner will finance.

Call Bob Connelly (603) 522-6462

MIDWEST

Small Market FM-AM Combo, Established 1948. 6 KW Approved. OWNER RETIRING. Priced for fast sale.

Reply Box M-41.

ALBUQUERQUE CLASS "C" FM SANDIA CREST 1.3M

1-408-354-6066

SCA SUBCARRIER FOR LEASE

ORLANDO, FL - 100 KW WEST PALM BEACH, FL - 100 KW JACKSONVILLE, FL - 100 KW CAPE COD, MA - 50 KW

REPLY TO BOX M-43.

FOR SALE

The University of Wyoming would like to sell right, title and interest in KATI broadcasting license and equipment, 1KW power, located in Casper, Wyoming. Contact:

Larry Wilkey (307) 766-5235

Virginia: Class A FM. 1 kw AM. Single market. Adjacent to major state market. Absentee owned. \$475,000. Terms.

Tennessee: Small Class A with CP for 50 kw. \$150,000. Terms.

Caroline: Combo. Class A FM. 1 kw AM. Near major resort. Asking \$750,000. Terms.

Colorado: Class A FM. CP for C3. Will serve prime market. \$375,000. Terms.

Georgia: Class C. Full AM. Major city. Positive cash flow. \$2.4 million. Terms. Pre-qualification required.

We Have Others

SNOWDEN Associates

MEDIA BROKERS

Tom Snowden • Dick Paul



919-355-0327

We'll give you all the credit.

Broadcasting, the number one industry publication for classified advertising, is now accepting classified ads paid by credit card.

IT'S EASY TO DO. Just include your personal or company MasterCard or VISA credit card number and the expiration date in your FAX or letter (please, no phone orders at this time).



FAX (202) 293-FAST

OR MAIL TO: Classified Dept., 1705 DeSales Street, NW, Washington, DC 20036. Deadline is Monday at noon Eastern Time for the following Monday's issue.

For Sale Stations Continued

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

BURT **SHERWOOD** INC

4171 Dundee Rd., Suite 269, Northbrook, IL 60062

708—272-4970



San Diego TELEVISION STUDIO For Sale

Excellent facility, great location, available immediately. 10,000 sq. ft. of combined studio and office space. C-Band uplink—Vertex 7.2 meter dish—with license. Unlimited power. For more information, please call:

Dan Moroso
(214) 888-3475

OHIO: Small market combo. Excellent opportunity for first time buyer. Asking less than 2X revenues with terms.

NE PENNSYLVANIA: Class A combo. Priced for quick sale for best offer. Positive cash flow.

CONTACT: Jack Satterfield 215-660-7790



MMDS Wireless Cable

18 channel system covering large market. Well programed. Excellent management and engineering team. Needs additional financial or capital investment to reach full potential of 25000 plus subs.

System can be extended to 27 channels.

Reply to Box M-42.

WHITLEY MEDIA

AM/FM Combo
Texas Metro Market
Major University
\$1,500,000

5495 Beltline Rd. Suite 340
Dallas, TX 75240 214-788-2525

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. (202) 659-2340.

Payable in advance. Check, money order or credit card (Visa or Mastercard). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

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.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

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



Aiken

Ed Aiken, VP and general manager, WTOG(TV) St. Petersburg-Tampa, Fla., named president.

Raul Lahee, local sales manager, WPLJ(FM) New York, joins WTEL(AM) Philadelphia as general manager, succeeding

Raul Delgado, named manager, special projects.

Jim Price, general manager, KYXY(FM) San Diego, retired. He is succeeded by **Dan Carelli**, former general manager, KCBQ-AM-FM there.

Randy Swanson, business manager, WGBO-TV Joliet, Ill. (Chicago), adds duties as station manager.

Douglas E. Gealy, president and general manager, WHOI(TV) Peoria, Ill., joins WCMH-TV Columbus, Ohio, as VP and general manager.

Dennis Updegraff, co-owner and VP, programming, KPDX(TV) Vancouver, Wash., named station manager. **Brian Benschoter**, operations specialist, KPDX, adds duties as operations manager.

Bill DeWert, national sales manager, WKCH-TV Knoxville, Tenn., named station manager.

Clyde L. Helton, general manager, KJAC-TV Port Arthur, Tex. (Beaumont), joins KSPR(TV) Springfield, Mo., in same capacity.

Tom Williams, general manager, WSYE(FM) Houston, Miss., joins WHMA-AM-FM Anniston, Ala., in same capacity.

SALES AND MARKETING

Michael Tunick, local account executive, KCOP(TV) Los Angeles, named sports and event marketing manager.

Shawn Oswald, account executive, KDNL-TV St. Louis, joins KETV(TV) Oma-

ha in same capacity.

Marcie Mills, account executive, Torbet Radio, Los Angeles, joins KUFX(FM) San Jose, Calif., as general sales manager.

Mira L. Simon, general sales manager, KJR(AM)-KLTX(FM) Seattle, joins KQLZ-FM Los Angeles as national sales manager.

Appointments at Cable Networks Inc., New York: **Ed Renicker**, account executive, named assistant sales manager; **Dennis Angeloni**, from Vitt Media, named senior marketing research analyst, and **Mazel Olea**, account executive, WINS(AM) New York and **Christopher Ledwith**, account executive, Telerep, to same capacities.

Cindi Coffey, account executive, WDCA-TV Washington, named sales marketing manager.

Michael McCord, account executive, WKRN-TV Nashville, named regional sales manager.

Doug Myrland, former director of broadcast and affiliate services, American Public Radio, joins KPBS(TV) San Diego, Calif., as marketing and communications manager.

Sarah Van Oosterhout, media director, National Media Inc., Alexandria, Va., joins ESPN, Bristol, Conn., as account executive.

John McNally, sales development manager, WBNG-TV Binghamton, N.Y., joins WLYH-TV Lancaster, Pa., as local and regional sales manager.

Joe Rusch, general sales manager, WSNL(FM) East St. Louis, Ill., joins WKKX(FM) Jerseyville, Ill. (St. Louis), as account manager.

Edwin C. Stone, former producer and account executive, Genesis Creative Group, joins HSN Telemation, Seattle, as director of marketing and sales.

Christina Terrone, research manager, red sales team, Katz American Television, New York, named sales executive, blue sales team.

David Jenkins, from Wieden & Kennedy, Portland, Ore., and **Bob Scarpelli**, senior VP, group creative director, DDB Needham, Chicago, named executive creative directors, DDB Needham, Chicago. **Tom Daly**, account executive, Della Femina McNamee, New York, joins DDB Needham, McLean, Va., as senior account executive.

Jenna Sergent, account executive, Group W Radio Sales, named VP, director of sales, Chicago. **Lynne Mecca**, sales associate, marketing division, The Interep Radio Store, New York, named account manager.

James R. Martin Jr., VP, marketing, Thomas J. Paul Inc. promotion agency, joins Digital Cable Radio, Hatboro, Pa., as marketing manager.

Lisa White, promotion director, KZFX(FM) Lake Jackson, Tex. (Houston), named director of marketing and advertising.

Sheila Campbell, president, Campbell Treadaway marketing management consultancy, joins The Kamber Group, Washington, as senior VP and director of marketing and advertising.

Matt Browning, account executive, WAVE(TV) Louisville, Ky., joins WIS-TV Columbia, S.C., as national sales manager.

Paul J. Fuller, local sales manager, WNNH(FM) Henniker, N.H. (Concord), named general sales manager.

Dennis R. Martin, senior account executive, WQSN(AM)-WQLR(FM) Kalamazoo, Mich., named local sales manager.

Jon Cody, customer sales representative, Lanier Voice Products, joins KGEE(FM) Monahans, Tex. (Odessa), as account executive.

PROGRAMING



Berman

William E. Berman, director of cable services, GE American Communications Inc., joins NBC, New York, as VP, network services, Olympics-pay-per-view.

Steven A. LoCasio, controller, King World Productions, New York, named VP, controller.

Edward C. Wasserman, director, Western region sales, first-run and off-network syndicated divisions, Warner Bros. Domestic Television, joins Gene-

sis Entertainment, Agoura Hills, Calif., as VP, domestic distribution, Western region.

Dan Filie, VP, dramatic development, Universal Television, Universal City, Calif., named senior VP, dramatic development. **Diane Hailey**, director of creative affairs, MCA Television Entertainment, joins Universal Television in same capacity.

Lowell C. Soffer, director of program finance and strategic planning, ESPN, joins National Geographic Society, Washington, as director of development and special projects, television division.

Chuck Long, host and producer, *Chuck's Country* syndicated program, Nashville, joins TNN: The Nashville Network, there as reporter, *Crook and Chase*.

Daniel C. Zifkin, former account executive, WGN-TV Chicago, joins Western International Syndication there as VP, Central division manager.

Robin Berlin, director of programming, E! Entertainment Television, joins MTV: Music Television, Los Angeles, as director, celebrity talent department.

Dawn M. Hill, director of national accounts, SportsChannel America, joins Courtroom Television Network, New York, as VP, regional sales, affiliate relations department.

Charlie Logan, assistant program director and music director, WYNF(FM) Tampa, Fla., named program director.

Dan Garcia, partner, Munger, Tolles & Olsen law firm, Los Angeles, joins Warner Bros., Burbank, Calif., as senior VP, real estate planning and public affairs.

Michael Weisman, former executive producer, NBC Sports, joins Davis Sports Entertainment, Los Angeles, as president and executive producer.

David R. Becker, from KCKK-FM Cedar Rapids, Iowa, joins WDUQ(FM) Pittsburgh as program director.

Michael Trosman, production supervisor, WILL-TV Urbana, Ill., joins Prairie Public Television, Fargo, N.D., as production manager.

Jon Heidtke, director of affiliate sales and marketing, Home Sports Entertainment, Irving, Tex., named assistant general manager.

Lesli Linka Glatter, director, *Twin Peaks*, Los Angeles, joins Wright-Banks Films there in same capacity.

Erin O'Neill, from Weston (Mass.) Golf Club, joins ESPN, Bristol, Conn., as network operations and traffic controller. **James Cohen**, deputy sports editor, *Philadelphia Inquirer*, joins ESPN, Bristol, as chief of correspondents.

Appointments at Lifetime Television, Los Angeles: **Melinda Fishman**, director, original programming, named VP, original programming, West Coast; **Bari Carrelli**, manager, original movies, named director, original movies; **Michelle Conklin**, VP, development, Citadel Entertainment, named director, original series, West Coast, and **Melanie Chilek**, executive producer, *Entertainment Report*, named director, original programming, West Coast.

John R. Russel, West Coast regional sales manager, Broadcasting Publications Inc., Los Angeles, joins Radio Direct there as VP, sales and marketing.

Robert Wherry, former East Coast sales representative, G.M.S. production company, joins BFCS, New York, as sales representative.

Anna Flanagan, reporter and producer, WILL-AM-FM-TV Urbana, Ill., named host of WILL(AM)'s *Afternoon Magazine*.

Marianne Weiss, director of affiliate relations, Madison Square Garden Network, joins Nostalgia Television, New York, as director of affiliate relations and administration.

Shari Evans, evening air personality, KZFX(FM) Lake Jackson, Fla. (Houston), named music director.

NEWS AND PUBLIC AFFAIRS

Dick Reingold, news director, WMAQ-TV Chicago, joins WKYC-TV Cleveland as head of news department.

Jonathan Knopf, executive producer, KTVT(TV) Dallas-Fort Worth, joins KXAS-TV there in same capacity.

Jim Sanders, news director, WGME-TV Portland, Me., joins WXIN(TV) Indianapolis in same capacity.

Helen Chickering, medical reporter, WLBT(TV) Jackson, Miss., joins Medstar Communications, Allentown, Pa., as reporter, producer and host, *Health Matters*.

Appointments at Allnewsco Inc., Springfield, Va.: **Wayne A. Lynch**, news director, WRIC-TV Petersburg, Va., to same capacity; **Maria B. Zavarello**, manager of accounting, WJLA-TV Washington, named director of finance and administration and **Rick Young**, promotion director, News 12 Long Island, named director of audience development.

Marion Brooks, from WABG-TV Greenville, Miss., joins WJKS(TV) Jacksonville, Fla., as anchor, morning updates during *Good Morning America*, and general assignment reporter. **Linda**

Grasso, morning anchor and general assignment reporter, WJKS, named weekend anchor.

Charlie Adams, sports director, WSBY-TV South Bend, Ind., joins WDSU-TV New Orleans as sports director and 6 p.m. and 11 p.m. anchor.

Paul Bouchereau Jr., part-time meteorologist, WOWT(TV) Omaha, joins KETV(TV) there as noon and weekend meteorologist.

TECHNOLOGY

Bob Bassett, air personality, WRMR(AM) Cleveland, named assistant chief engineer, WRMR(AM)-WDOK(FM) there, succeeding **Stan Lang**, chief engineer, Radio Sound Network.

Howard Kirsch, sales engineer, Midwest Communications, San Francisco, joins JVC Professional Products Co., Oakland, Calif., as district sales representative.

Craig Tomchesson, from Texas Instruments, and **Matt Price**, outside sales engineer, Thorson Company-Southwest, join Penstock Inc., Sunnyvale, Calif., as sales engineer.

Jeff Willner, account executive, Howard Anderson, joins Varitel Video, Los Angeles, in same capacity.

Peter Lowten, president, Pixel Consulting and Liaison, joins Microwave Networks Inc., Houston, as VP, video products.

PROMOTION AND PR

Maria LaMagra, VP, public relations, home video, theatrical and international divisions, Vidmark Entertainment, joins MCA/Universal Home Video, Universal City, Calif., as director of publicity.

Dave Muscari, promotion manager, WSB-TV Atlanta, joins WFAA-TV Dallas in same capacity.

Angela Byrd, promotion manager, WJBF(TV) Augusta, Ga., named director of programming and promotion.

Andrea Montoni, public relations manager, Jones International Ltd., Englewood, Colo., named public relations director. **Adrienne Thiele**, network marketing manager, Jones International, Englewood, Colo., named media development director.

Dale Pierce, promotion coordinator, KZFX(FM) Lake Jackson, Tex. (Houston), named promotion director.

AMOS TO FOX

Paul Amos, who left CNN last spring after 11 years at the cable news network, has signed with Fox Broadcasting Co. to oversee its five-month-old Fox News Service. Amos has been named executive vice president of the satellite-delivered news service, which currently provides rough-cut domestic footage and international packages to Fox stations seven nights per week. Only a small minority of Fox stations—about two dozen—currently offer news, but Fox is counting on more affiliates entering the business as the economy improves. Amos said he hopes to “push Fox News Service to the next level” but declined to offer specifics. Amos left CNN as executive vice president, news programming and production, where he managed a staff of 1,000 and oversaw new program and business development, domestic and international operations, promotion and production.

ALLIED FIELDS

President Bush has nominated **Tom C. Korologos** to be new chairman of United States Advisory Commission on Public Diplomacy, succeeding **Edwin J. Feulner**. Korologos is president of Timmons & Co., Washington consulting firm specializing in corporate and government relations, and has been member of commission since 1981. He served Presidents Nixon and Ford as deputy assistant on Senate relations. Feulner, who is president of Heritage Foundation, will remain member of commission.

Phillip E. Bernstein, VP, associate media and research director, Backer Spielvogel Bates, joins Western International Media, Los Angeles, as VP, director of media research.

Eileen Murphy, manager of public relations, Turner Broadcasting System Inc., joins National Cable Television Association, Washington, as director of program publicity, succeeding **Carol Vernon**, named director of national media.

D. H. Long, president and general manager, WKRG Inc., Mobile, Ala., named president, Alabama Broadcasters Association.

Bill Soule, client service representative, Southeastern radio station services, The Arbitron Co., Atlanta, named account executive.

Eli Lesser, chief, product quality division, Office of the Deputy Chief of Staff for Concurrent Engineering, U.S. Army Material Command, joins Electronic Industries Association, Washington, as director of technical programs, succeeding **Ed Nucci**, retired.

Teresa Mahnami, from Acker Capozzi and Peterson, joins The Ehrhart-Babic Group market research firm, Englewood Cliffs, N.J., as account executive.

Anne Moebes, attorney adviser, video

services division, FCC, Washington, joins Office of Chief Council, National Telecommunications and Information Administration, Department of Commerce, there in same capacity.

Marcia A. Cranberg, special counsel, Arnold & Porter law firm, Washington, named resident in firm's Denver office.

James R. Johnson, senior VP, administration and finance, KIRO Inc., Seattle, and **Roger Ottenbach**, general manager, KCPQ(TV) Tacoma, Wash. (Seattle), elected new directors at Washington State Association of Broadcasters.

New officers at Southern Educational Communications Association (SECA), Columbia, S.C.: **Barbara Herrick**, WVPN(FM) Morgantown, W. Va., chairwoman, radio division; **Anthony Dean**, WUAL-FM Tuscaloosa, Ala., vice chairman, radio division; **Tim Singleton**, WEKU-FM Richmond, Va., secretary, and **Ed Subkis**, WFSB-FM Fort Myers, Fla., treasurer.

Price Hicks, director of educational programs and services, Academy of Television Arts & Sciences, Hollywood, appointed to advisory council, college of communication, journalism and performing arts, Marquette University, Milwaukee.

Lynne M. Grasz, media consultant, Grasz Communications, New York, appointed to chair, National Advisory Committee of National Broadcasting Society, Alpha Epsilon Rho.

Maury Povich, host of upcoming *The Maury Povich Show*, Hollywood, named national spokesperson for Mothers Against Drunk Driving.

DEATHS

Peter Kalischer, 76, former overseas correspondent, CBS News, died of heart attack in New Orleans July 5. Kalischer started with CBS as Far East correspondent in 1957, based in Japan and Korea. He was Paris correspondent from 1966 to 1978, when he left to join Loyola

University, New Orleans, as associate professor for communications. He was professor emeritus at Loyola from 1982 to 1988. He is survived by his wife, Gloria; two sons, Peter and David, and one grandchild.

Michael Capes, 38, former director of press relations, Lifetime Television, died of AIDS June 27 in Kansas City, Mo. Capes joined Hearst/ABC Video Services' Daytime and Arts in 1982 and after merger with Cable Health Network to form Lifetime, in 1984, served as publicist. In 1987 he was appointed director of public relations and one year later was elevated to director, press relations. He is survived by his parents, Mary Lou and Gordon; four brothers and one sister.

Maggie Thomas, 62, retired reporter, WGEM-TV Quincy, Ill., committed suicide by carbon monoxide poisoning there. Thomas was diagnosed with lung cancer in January. She worked as anchor, reporter and weathercaster at WGEM-TV until her retirement in January.

James Franciscus, 57, veteran TV actor, died July 8 of emphysema in Los Angeles. He started TV acting career in 1958 portraying police detective in ABC's *Naked City*. He also starred in CBS's *The Investigators* and *Hunter*, NBC's *Mr. Novak* and ABC's *Longstreet* and *Doc Elliott*. Other TV appearances include *Father Knows Best*, *The Twilight Zone* and TV movie *Jacqueline Bouvier Kennedy*. Survivors include his wife, Carla, and four daughters.

Sydney W. Head, 77, author of standard broadcasting college textbook *Broadcasting in America*, died of cancer in Oceano, Calif., July 7. He was professor emeritus of communications at University of Miami and Temple University (Philadelphia) and was founding president, Broadcast Education Association (formerly Association for Professional Broadcasting Education).

John A. Marta, 88, Hollywood photography director, died in Sheridan, Mont., June 26 of congestive heart failure. Marta had over 450 television credits, including *Hawaii Five-O*, *Batman*, *The Green Hornet* and *Walking Tall*.

George Wilkens Harvey Jr., 49, co-owner and manager, WQBN(AM) Temple Terrace, Fla. (Tampa), died June 10 of brain tumor there. He began career in TV sales at WFGA(TV) Jacksonville, Fla., and in 1969 joined his father at WFLA-TV Tampa, Fla., where George Sr. was general manager. In 1982 he moved over to WFTS(TV) Tampa, Fla., as local sales manager and later was appointed regional sales manager and VP, radio operations. Including his father, Harvey is survived by mother, Elizabeth, and brother, John.

FIFTH ESTATE

SCOTT SASSA: SEIZING THE OPPORTUNITY

At 32, Scott Sassa is one of the youngest programing executives in the TV business. In little over a decade, he has had a hand in starting two programing networks at Turner Broadcasting, most prominently the wildly successful TNT in 1988, and has worked on launch plans for the Fox Broadcasting network.

He now sits atop Turner Entertainment Networks as its president, responsible for both TNT and WTBS(TV), two of cable's leading networks in terms of income, subscribers and ratings. Ten years ago he was a gofer at a PR firm.

"A lot of it comes down to opportunity," says Sassa, whose nonstop energy is reflected in his conversation. "I think I was lucky in a lot of ways. But I also think that, as in 'Dead Poets Society' and in the line 'seize the day,' you get those opportunities and you have to make sure they play out."

Gerry Hogan, long time Turner executive now with Whittle Communications, was Sassa's first boss at Turner. "He's obviously extraordinarily bright," says Hogan. "He has an engaging personality that lends itself to building teams." And his finance background provides a bottom-line reality check not often found among programing producers, Hogan adds.

Sassa was off and running before he got out of college. In fact, he never officially got his business degree from USC. Sassa worked at WJLA-TV Washington during the 1980 elections, believing the internship would be credited. But USC decided otherwise, and rather than fight it, Sassa moved on.

At a fraternity dinner in Los Angeles, he met a colleague who was leaving Turner and asked Sassa if he wanted his job. At first Sassa was reluctant, but he ventured to a cable show and heard Turner speak. "It was a very exciting time. Cable was the big idea."

He ended up taking the job, as assistant to Hogan. "I was able to work on a lot of projects, like the initial attempts to buy CBS. And I worked on a business plan and presented it for a network that would have been called TNT from a combination of Metromedia and TBS," says Sassa. One of those he presented it to was Jamie Kellner, who would later hire Sassa at Fox.



Sassa got his feet wet in production producing a music video show at Turner called *Night Tracks*. Out of that grew the idea to launch Turner's Cable Music Channel in late 1984, seen at the time as a rival to MTV. The channel didn't pan out, and CMC folded in 36 days. The experience taught Sassa lessons on start-ups that would serve him well at TNT.

An offer to help run Playboy's home video business proved irresistible, and Sassa returned to Los Angeles. While at Playboy, Sassa had lunch with Kellner, who broached the subject of launching a fourth network. Sassa joined Fox to work on the startup, but left over philosophical differences, joining Ohlmeyer Communications. In 1988, Hogan called Sassa about coming to TNT. He accepted the top job, and soon TNT zoomed from 17 million homes at sign on to over 50 million. Yet Sassa said it wasn't as easy as it looked.

"Had we launched it three months earlier or three months later, I think it would have never happened the way it happened," he says. TNT just barely made the number it needed to get the NBA in the fall of 1989. The NBA boost

brought in another 10 million subscribers, which allowed TNT to be a serious, and successful, bidder for the NFL.

"It's always Ted's vision to start out with, but in terms of the execution, I feel comfortable in taking credit for the original programing we put together," Sassa says of TNT.

Although TNT's original plan called for 48 original projects a year in the early '90s, TNT will go forth with about 20 per year. "You can't effectively produce more than about two projects a month. It really allows you the right amount of time to promote a project and provide the right pace." Budgets will also rise on some projects from the \$3 million to the \$6 million range, he says.

"We're in a very competitive market right now," says Sassa. "The key is to just be able to hold on to your audience." That doesn't mean revenue growth has to stop. There's still growth in cable's share of advertising and in CPM's, Sassa says.

Sassa and company are preparing for the onslaught of channels that compression may bring. He says, however, that there is not a lot of compelling programing available for those channels. "The market will bear a certain efficiency and allow only so many channels to survive because people can't watch all those channels," he says.

Sassa has held his present job as long as any he has had and has grown to like Atlanta, even marrying an Atlantan last year. The allure of Hollywood, where he grew up, does and doesn't captivate him. One of the reasons he returned to Turner and Atlanta, however, was what he saw as TBS's philosophy—

that television should enlighten. "It's kind of nice to come to work and know that you can do things that are the right things to do, and you don't always have to do things because they will make money," he says.

Scott Michael Sassa

President, Turner Entertainment Networks, Atlanta; b. Feb. 2, 1959, Los Angeles; attended University of Southern California; assistant, Rogers & Cowan, Los Angeles, 1981-82; director, sales promotion, Turner Broadcasting, and vice president, general manager, Cable Music Channel, 1982-84; vice president, programing, Playboy Channel, 1985-86; vice president, network management, Fox Broadcasting Co., 1986-87; vice president, new business development, Ohlmeyer Communications, 1987-88; executive vice president, TNT, 1988-90; present position since October 1990; m. Ellen Griffin, Sept. 22, 1990.

IN BRIEF

NBC News last week revealed plans to close its New York and Miami bureaus, latest in series of cuts that has affected the network's bureaus in Atlanta, Boston, Chicago, Frankfurt, Johannesburg and London. NBC News executives said network would rely more on local-owned and affiliate newsgathering and would try to reassign affected staffers wherever possible. New York and Miami bureaus each staffed about dozen employees. Latest NBC News cutbacks occurred simultaneously with sweeping round of layoffs at ABC News (see page 12). Last spring, CBS News revealed plans to cut about 100 staffers and number of its bureaus domestically and abroad. But worst might be over—one ABC News executive, speaking anonymously, indicated that while there could be cuts in future, nothing is likely to match magnitude of last week's cross-board reductions.

Facing a battle with shareholders and the Securities and Exchange Commission (SEC), **Time Warner is considering changing structure of its proposed complex rights offering designed to raise \$2.1 billion to \$3.5 billion.** Company is now, according to reports, considering either straight equity offering or guaranteed rights offering to raise between \$2 billion and \$3 billion. Under original offering, Time Warner was to put 34.5 million shares of common stock in pool to be distributed in full to shareholders who exercise their rights. Offering was contingent on at least 60% of the 34.5 million shares being exercised, and purchase price per share and effect on Time Warner ownership would have been determined by what percentage of shares were exercised. Shareholders protested because they felt offering would dilute their holdings. Time Warner stock has dropped dramatically since June 6 announcement, from 117¼ before news of announcement, to its closing Friday, July 12, of 89½, down 4½.

Network daytime upfront has closed out with ABC, CBS and NBC writing about **\$900 million** of business. According to industry estimates, ABC was leader at \$360 million; CBS followed with \$315 million, and NBC had \$225 million.

According to July 1991 figures released by A.C. Nielsen Co., **CNN has 58,892,000 households (63.3% of U.S. TV households and 99.3% of all cable households) surpassing ESPN** (58,845,000 households, 63.2%, 99.2%) as most widely distributed U.S. basic cable service. Bob Sieger, vice president of research for parent company Turner Broadcasting System, said CNN gained 2.2 million households in first seven months of 1991, which he attributed to strong exposure CNN received as result of Persian Gulf conflict last February.

FCC launched proceeding last week to consider imposing new must-carry rules requiring cable systems to carry local broadcast signals. Two earlier sets of such rules have been struck down by federal appeals court on First Amendment grounds. With that legal history in mind, FCC notice of rulemaking seeks "additional information on whether must-carry rules are needed and how they should be tailored to survive constitutional challenge." Notice also asks for "persuasive evidence of real harm to the ability of the broadcast system to serve the public interest" in absence of must carry. Notice was part of order implementing new "effective competition" rules, which expose cable systems in communities served by fewer than six stations to municipal rate regulation.

Tuesday's **All-Star Game on CBS scored a 17.4/32 national rating, up 7%** from last year but second lowest rating since event moved to prime time in 1968. Last week's game showed some improvement in such key demos as 18-34 males, reporting 12.1% increase over last two All-Star Games.

Lynn Loring is leaving MGM/UA Television as president of network television. Rumor is that Loring's resignation is because of conflict with MGM/UA Television Chairman-CEO David Gerber. However, in statement, Loring described her seven-year association with Gerber as "not only challenging but extraordinarily rewarding and successful. I have now decided it is time for me to move on." Three of MGM/UA's network series, *thirtysomething* (ABC), *Against the Law*

(Fox) and *Dark Shadows* (NBC), were not picked up for next season, but returning series are *In the Heat of the Night* (NBC) and *Young Riders* (ABC).

Cable industry won major ASCAP music licensing court case last week. Special rate court ruled that music license cable networks have received extend through to viewer, meaning cable operators are not liable to pay license. ASCAP contended cable operators were liable for payments. Ruling grows out of interim rates set in 1989 between cable networks and ASCAP. Case had been brought by Turner Broadcasting, but nearly all cable networks (except for ESPN, which is involved in separate case) and NCTA intervened on side of Turner. ASCAP had no comment pending review of decision. Barring appeal, parties could renegotiate standard five-year rate structure under 1950 consent decree or find themselves back in rate court letting judge decide rates.

Niagara Falls, N.Y., restaurant owner mistakenly linked to organized crime in reports on Buffalo stations WKRW-AM-TV won \$18.5 million in libel damages in suit against former owner Capital Cities/ABC. Company spokeswoman said CapCities/ABC would appeal verdict and damages awarded. Decision stemmed from 1982 reports that misidentified plaintiff John Prozeralik as victim of abduction and beating tied to organized crime.

ABC Sports and Raycom have signed multi-year deal for syndicator to provide network with 26-30 college basketball games each season in 11 Sunday broadcast windows on predominantly regional basis, beginning with 1991-92 season. Raycom will produce and sell commercial time for games, and ABC Sports will provide commentators for some telecasts.

MGM/UA Television has signed exclusive first-look deal with United Image Entertainment, headed by actor-producer Tim Reid (*WKRP in Cincinnati*, *Frank's Place*) and Bob Johnson, president of Black Entertainment Television cable network. Two-year exclusive series deal

was put together by MGM/UA Television Chairman and CEO David Gerber.

Mass Media Bureau Chief Roy Stewart, at press briefing following FCC meeting last Thursday, said FCC is preparing rulemaking to determine **whether satellite TV stations should continue to be exempt from 12-station multiple ownership cap** in light of new rules permitting satellites to originate programming to unlimited extent. Satellites are full-power stations, primarily intended to retransmit signal of another co-owned station in same market. Prior to adoption of new rules last June, satellites were restricted. FCC notice of rulemaking seeks "additional information on whether must-carry rules are needed and how they should be tailored to survive constitutional challenge." Notice also asks for "persuasive evidence of real harm to the ability of the broadcast system to serve the public interest" in absence of must-carry. Notice was part of order implementing new "effective competition" rules, which expose cable systems in communities served by fewer than six stations to municipal rate regulation.

Preston Padden, senior vice president, affiliates, Fox Broadcasting, proposed elimination of cable compulsory license during House Judiciary Copyright Subcommittee hearing last week (see page 30). "Today's television marketplace is evolving too quickly for the government to keep pace with.... Circumstances may present the subcommittee with a historic consensus among the principal industry players—a consensus that the time has come to chart a transition from government licensing to a free market," he said. Padden described several compulsory license "anomalies" that force uneven distribution of Fox affiliates in comparison to network affiliates on cable, home satellite and MMDS. He proposed creation of industry panel to negotiate terms for elimination of government copyright licensing.

FCC upheld \$10,000 fine levied against Southern California Broadcasting Co., KIEV(AM) Glendale, Calif., for sponsorship identification violations. KIEV said penalty was too severe based on "inadvertent" action. FCC said "inadvertence is ignorance of the law, which the commission does not consider a mitigating circumstance."

NAB last Friday (July 12) requested two-week extension for filing of FCC comments on codification of political programming regulations.

CBS OPERATING REVENUE, INCOME FALL

Revue from CBS's broadcasting operations fell 14% in the second quarter, to \$709.4 million. Television results at both the network and owned stations worsened, while radio revenue and profits were roughly unchanged compared to the year-ago period. Because costs for the broadcasting operations fell only slightly, second-quarter operating income for the group was cut by more than half, to \$68 million. CBS attributed the weaker results to a number of factors in addition to the recession-caused advertising decline that has resulted in poor quarterly comparisons for most broadcasters. The first-quarter Gulf War, the company said, caused preempted programming to be run in the second quarter, which "thereby increased the mix of first-run regular series programming, as opposed to less expensive repeats..." CBS also noted that neither the television network nor the owned stations had the benefit of 23 NBA playoff and 5 NBA final games that profitably ran in 1990.

Although much of the network's second-quarter advertising revenue was determined in the healthier upfront that took place a year ago, CBS experienced cancellations that increased the proportion of ad inventory subject to the weaker scatter market, said a CBS executive.

For the company, net interest expense dropped from \$44.3 million to \$10.6 million due to the January repurchase of shares that eliminated \$2 billion in interest-earning financial assets. The stock market showed little reaction to last week's earnings release.

Showtime Networks will create multi-million dollar ad and promotion campaign in conjunction with conversion of de facto standard VideoCipher II encryption system to VC-II-Plus. In keynote address to Satellite Broadcasting & Communications Association's Nashville trade show last week, Showtime Chairman Winston (Tony) Cox said home satellite industry must "commit itself...to relaunch the business on a legal basis." Calling conversion "critical opportunity to encourage participation by investors," Cox said once piracy plagued VC-II is replaced, "it's well within our industry's grasp to sign up 10 to 15 million American households."

Recent system launches have put **Viewer's Choice in nine million addressable and 16.5 million basic homes**, including expansion in Atlanta, Boston, Chicago, Denver, New York, Phoenix, San Francisco, Washington and Hartford, Conn.

Several members of Telecommunications Subcommittee during hearing last Thursday (July 11) on proposed bills to lift telephone equipment manufacturing restrictions on Regional Bell Operating Companies, suggested bills could be first step toward eliminating Modification of Final Judgment (MFJ), consent decree governing antitrust settlement provisions following break-up of AT&T in early 1980's. Appeals court currently "has far too much authority in the shaping of telecommunications policy...[subcommittee] should exert our prerogatives in the area of writing and shaping telecom-

munications policy for this country," said Jim Slattery (D-Kan.), author of equipment manufacturing bill (H.R. 1527). Subcommittee members said next step will be to change "information services" restrictions on RBOCs, including video delivery.

ABC announced **Anything But Love will flip flop from its 9:30 p.m. slot by moving to 10 p.m.**, while *Sibs* (formerly *Grown-Ups*) will move down half-hour from later slot at start of 1991-92 season. *Anything But Love* (from Twentieth Television) stars Jamie Lee Curtis and Richard Lewis, and *Sibs* (Columbia Pictures Television), stars Marsha Mason and Alex Rocco.

Jones Spacelink shareholders have approved proposal to double number of class A common stock from 110 million to 220 million. Presently, 75.8 million shares of class A stock are outstanding. Company said shares provide flexibility for possible stock dividends, employee benefit programs and acquisitions.

Fox Television Stations Inc. has appointed KTTV-TV News Director Dick Tuininga to head startup of local newscasts at sister Fox O&O KSTU-TV Salt Lake City. Tuininga will assume news director responsibilities at KSTU-TV in August.

Bill Clark, president and chief executive officer, Shamrock Broadcasting Inc., Burbank, Calif., will receive 1991 National Radio Award at National Association of Broadcasters' Radio 1991 Convention in San Francisco.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

POWER OF TWO

If the shadows remain unaltered by the future, three years hence will find the broadcast audience in Philadelphia without local access to Philadelphia 76'ers basketball games (see story, page 28), with those games available only on a local basic and pay sports channel (not including the occasional network coverage of the team). It is a prospect that does not delight either industry.

The migration—perception and reality—of sports from broadcast to cable television has been a touchy subject in the industry and among the public at large. For broadcasters, it represents the continued erosion of their audience to cable. For cable, it is something of a double-edged sword, providing additional original and popular programming on the one hand, but also supplying ammunition to its opposition by fueling fears among viewers, and thus local politicians, that sports events by the droves are destined for cable-only carriage. (When was the last time a heavyweight title fight was fought on broadcast TV?)

Currently, almost all local sports deals involve a combination of broadcast and cable rightsholders. That, it seems to us, best serves both media for the near future. Splitting the cost of such rights benefits both parties in tough economic times, and sharing the coverage best serves an audience that still divides its loyalties between the wired and unwired worlds.

GLUTTONS FOR PUNISHMENT

The FCC is nothing if not persistent, but in the case of its continued flogging of the deceased 24-hour ban on indecency it is a persistence that will gain the agency nothing but the displeasure of an industry that needs its energies elsewhere. There is a prayer that asks for the wisdom to know the difference between the things one can and cannot change. The FCC needs a dose of such wisdom.

A three-judge panel of the U.S. Court of Appeals ruled unanimously against the ban last May. In oral arguments in January the panel had all but laughed at the commission's case, hardly masking its disdain for the FCC's attempts to justify the ban as narrowly tailored or rectify it with the constitutional protection afforded speech, indecent or otherwise (BROADCASTING, Feb. 4). At the time there was talk the FCC would appeal. And although this page expressed its hope that wiser heads would prevail, they have not.

Refusing to take no for an answer, the FCC has petitioned for a rehearing before the full court, believing that the high court's ruling upholding an Indiana state law requiring dancers to wear G strings and pasties breathes new life into its case. Hardly. As Justice Scalia, who was in the majority on that decision, observed: "Where government prohibits conduct precisely because of its communicative attributes, we hold the

regulation unconstitutional." That is clearly what Congress and the FCC tried to do. The appeals court's finding simply completed the equation.

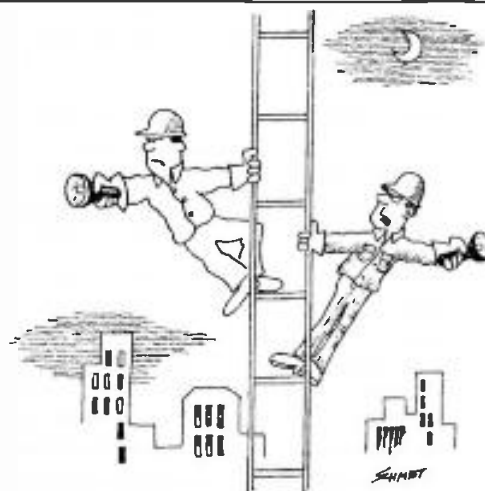
Observers believe the court is unlikely to grant the FCC's petition for rehearing, and see the move as setting up the case for Supreme Court review. If so, perhaps by that time the high court will include nominee Clarence Thomas, who just happens to be one of the three judges who threw out the ban in the first place.

LIGHTING THE WAY

It's not every day this magazine gets a fax from the White House. There is something about that stationery that gets one's attention. The subject of the correspondence that hummed and buzzed its way into the newsroom last Friday was the news that President Bush had named employees of KIRO Inc. Seattle—comprising KIRO-TV, KIRO(AM)-KSEA-FM and a production division—collectively as his latest Point of Light, an honor bestowed on "those who successfully address our most pressing social problems through direct and consequential acts of community service." The employees of KIRO were cited specifically for their over 18,000 hours of community service. KIRO, said the White House release, "is devoted to improving the quality of life for community members. The employees of KIRO have gone beyond their duty in providing informative programming for viewers and listeners."

KIRO joins past broadcasting honorees WWOR-TV Secaucus, N.J., in 1989 and WRBH-FM New Orleans in 1990. WTVJ-TV Miami was also cited earlier this year in an award given to the Barmyard Community Center, which the station helped renovate.

The President is right on in saluting Point of Light No. 507. We could soon give him 10,000 more.



Drawn for BROADCASTING by Jack Schmidt

"When did they say they would have the beacons fixed?"

Announcing

*Who's Who
in
Black Broadcasting and Cable*

We'll profile major players in black radio, television and cable, and get their opinion on the growth of that important segment of the industry.

Featuring an up-close look at those who shape the areas of:

- *Programming*
- *Marketing*
- *Ownership*
- *Finance*
- *Policy*
- *Leadership*

The pleasure of your company's advertisement is requested in our

Aug. 19, 1991 issue

Please RSVP to:

Broadcasting SPECIAL  REPORT

WASHINGTON, DC

202-659-2340

Fax: 202-293-3278

NEW YORK

212-599-2830

Fax: 212-599-2837

HOLLYWOOD

213-463-3148

Fax: 213-463-3159

THE BUZZARD

VERY LIVE PROGRAMMING 'ROUND THE CLOCK!

THE BUZZARD -- A Classic Rock format that provides an optimum mix of yesterday's classics and today's new rock n' roll hits.

THE BUZZARD -- The combination today's ADULT audience is looking for!

THE BUZZARD -- Not just another format, it's an attitude!

THE BUZZARD GIVES YOU:

- * Programming Research
- * Consultants/Format Creators
- * Greatly Reduced Access Fees
- * Expert Engineering Services
- * Major Market DJ's
- * Sales Consultants
- * Special Programs
- * Production Services

*1900+ Tested Classic Rock Tunes -- not EOR!

*Sales/Promotion/Marketing Materials

LET THE BUZZARD FEAST ON YOUR COMPETITION

CONTACT: RANDY SCOTT

TODAY: (312) 527-9685

**Special Signing Incentives
For A Limited Time**