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**GOING UP:  
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 Vol. 122 No. 11

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# Unstoppable Growth! Feb.'92 vs Feb.'91

METERED MARKET / STATION	% INCREASE	METERED MARKET / STATION	% INCREASE
New York* WNYW	<b>NC</b>	Miami WTVJ	<b>+23%</b>
Los Angeles KTTV	<b>+22%</b>	Pittsburgh* WPXI	<b>+64%</b>
Chicago* WFLD	<b>+11%</b>	St. Louis KTVI	<b>+36%</b>
Philadelphia KYW	<b>+15%</b>	Sacramento KQVR	<b>+27%</b>
San Francisco KPIX	<b>+33%</b>	Phoenix KPNX	<b>+8%</b>
Washington WTTG	<b>+13%</b>	Denver* KDVR	<b>+50%</b>
Dallas KDAF	<b>+25%</b>	Hartford WWIT	<b>+18%</b>
Detroit* WJBK	<b>+15%</b>	Indianapolis WRTV	<b>+20%</b>
Houston KRIV	<b>+63%</b>	Portland, OR KGW	<b>NC</b>
Atlanta WAGA	<b>+10%</b>	Milwaukee WITI	<b>+43%</b>
Cleveland* WKYC	<b>+30%</b>	Charlotte WBTV	<b>+8%</b>
Seattle KCPQ	<b>NC</b>	San Antonio KSAT	<b>+6%</b>
Minneapolis KSTP	<b>+6%</b>		

Source: NSI, 2/6 - 3/2/92 vs 2/91 (HH Shr)  
\*ARB, 2/5 - 3/2/92 vs 2/91 (HH Shr)

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# Top of the Week

## RAISING THE ROOF ON RADIO

*This week the FCC will vote to increase the number of AM and FM stations a licensee may own and also allow more than one of each service in a market*

By Harry A. Jessell

**F**CC Chairman Alfred Sikes, in a speech before the International Radio and Television Society in New York in September 1990, promised an "attic-to-basement" review of the broadcast ownership rules, strongly implying the FCC would undo them to one extent or another.

This Thursday (March 12), the FCC is expected to start making good on Sikes's promise with a vote to raise the ownership limits on radio. Action on the TV caps awaits another day later this year.

Under the current regulations, a single broadcaster or group may own no more than 12 AM stations and 12 FM stations and may own no more than one each in any single market. However, the rules allow for common ownership of an AM and FM in a market.

What the new radio caps will be was far from settled at press time last Friday as the five commissioners struggled to find common ground.

Gone as viable options in the consensus building of last week were the draconian proposals distributed three weeks ago by the Mass Media Bureau and backed by Sikes and Marshall.

The bureau proposed eliminating the national 12-12 cap and imposing a local cap based not on numbers, but on listenership. A single broadcaster could own any number of stations in a market as long as the stations' total listenership did not exceed 25% of the market's audience. The group would not have to divest a station if it started below the listenership cap and later ex-

ceeded it by providing better service.

Commissioners Ervin Duggan, James Quello and Andrew Barrett floated different sets of numbers, all of which would significantly moderate the Bureau proposals (see box).

The commissioners and their aides were optimistic a compromise could be reached and the vote to relax the rules would be unanimous.

"I think there is a genuine consen-

Committee Chairman John Dingell (D-Mich.) met with FCC Commissioner James Quello and Sikes just as the commission was about to join the internal debate over the rules. Sikes would not talk about his session; Quello said he was warned against going too far, but was given license to make some "reasonable" changes.

The other reality is that Sikes does not have a third vote to gut the rules as the bureau proposed.

For the National Association of Broadcasters, reform of the ownership rules is not its number-one priority. Indeed, several members of the NAB radio board met with commissioners and their staffs last week to talk, not about the upcoming vote on the rules, but on their petition for a freeze or at least a slowdown on new FM licenses.

Nonetheless, many broadcasters are interested in seeing a relaxation of the rules, particularly the local rules. Permitting broadcasters to own several stations in a market may curtail interest in local marketing agreements, under

which one station buys blocks of time on other stations in that market.

The FCC currently has no restrictions on LMA's and the bureau has proposed keeping it that way, although it did suggest requiring stations to report LMA's so the FCC could keep track of them.

For Duggan, Barrett or Quello to sign aboard as a third vote, however, FCC sources say Sikes and Marshall are going to have to agree to some restrictions, if only to insure that the person or company that holds the license for a station is always in control of it. ■

### RADIO NUMBERS GAMES

**F**CC efforts to craft new radio ownership limits have produced various schemes. Sikes and Marshall are shooting for the big numbers, while the others are arguing for small or medium-sized ones. The latest:

■ **National rules:** Sikes and Marshall want to repeal the 12-12 multiple ownership limits altogether. But Quello reportedly favors capping station ownership at 1% of the total number of stations in the service. Today, that would limit groups to 46 FM's and 50 AM's. Duggan is talking about caps of 30-35. And Barrett would impose even lower caps.

■ **Local rules:** The local ownership plans in play set varying limits for stations, depending on market size. Sikes's plan is the more generous. It would, for instance, cap ownership in large markets (35 or more stations) at six, but with no more than three FM's and no more than 25% of total listenership.

process in the works," said FCC Commissioner Ervin Duggan, who has criticized Sikes in the past for his recalcitrance in dealing with the other commissioners. "The chairman is leading that process in the spirit of openness and flexibility," he said. "It's working the way it should work."

Sikes's accommodating attitude may be due to a resolve to adopt the more collegial approach to policymaking Duggan and others have been urging upon him. Or, it may be a recognition of some political realities.

House Energy and Commerce

# FOX O&O'S OUT OF INTV

By Joe Flint

**F**ox Broadcasting Co. took one more step to becoming a network last week when it pulled its seven owned stations out of the Association of Independent Television Stations. Fox's departure from INTV raised questions about the association's long-term viability, although so far there is no evidence that Fox's departure has caused other members to question their commitment to INTV.

The decision to leave INTV, according to Preston Padden, Fox senior vice president, affiliate relations, was "a decision of the Fox-owned stations only, and is not intended as a signal to any of our affiliates to do the same. We understand and respect that any of our affiliated stations will reach differing conclusions [in terms of maintaining their INTV membership]."

Fox's departure does not come cheap. According to industry estimates, the Fox stations paid somewhere between \$150,000 and \$200,000 in annual dues. Hedlund said there will be an impact financially from Fox's leaving, but the association, he added, operated at a profit last year. "This will not put us into the red or jeopardize our future," Hedlund said. He also suggested that cost-cutting at Fox also may have played a part in the decision.

Indeed, one Fox general manager said his station is "in the midst of a budgetary process, which, in all likelihood, is prohibiting us from continuing to pay those kind of dues."

It is unlikely that—at least for now—Fox will try to start its own association for Fox affiliates. One INTV board member and Fox affiliate said he did not think "a Fox start-up would have the clout to rival INTV." Padden said the decision to leave INTV will have no impact on Fox's lobbying efforts, which he will continue to monitor.

Fox's decision came as no surprise to board members and industry operators. Fox had been discussing the possibility since last fall and one INTV board member said he had not seen INTV board member Thom Herwitz, general manager of Fox-owned

## BLASTING CAPS / 4

The FCC will vote this week to raise both the overall and local-market ownership limits on radio stations. The existing rule caps ownership at 12 AM's and 12 FM's, with no more than one each in a single market.

## PILOT LITE / 21

The cost-conscious commercial networks are looking at ways to trim the \$200-million price tag of pilot development. In addition to looking at fewer projects overall, the networks are ordering abridged presentations (as short as 12 minutes) and opting for live workshop demos.

## GLADIATORS FOR EXPORT / 22

Growing ratings and clearances for Samuel Goldwyn Television's *American Gladiators* have allowed the syndicator to grab some upgraded time periods, and they've spawned a spinoff, *World Gladiators*, for export to Europe and Asia.

## LIMITED TIME ONLY / 30

Local cable operators are angling for a bigger piece of ad time than the two minutes an hour

the networks are ready to give. Operators aren't optimistic, though, about the networks sacrificing any time, and see additional networks as the best way to net more spots.

## RADIO MAGNET / 32

The NAB is packing more punch into the radio program at its annual spring convention, hoping that issue-oriented sessions and an audio-only exhibit hall will boost heretofore flagging attendance by the radio crowd.

## IT DID NOT STAND / 35

The U.S. Supreme Court last week let stand an appeals court ruling striking down an around-the-clock ban on broadcast indecency. The action means the FCC must carve out a safe harbor for such broadcasts. The 24-hour ban was enacted by Congress four years ago but never enforced by the FCC, which cited legal uncertainties surrounding it.

## CPB FUNDING DEBATE / 36

A group of Senate Republicans, riled over what they consider indecent broadcasts and a liberal bias by public



*PBS children's show host Fred Rogers (right) talks with Senator Harris Wofford (D-Pa.) at a Capitol Hill reception as the Senate debates public TV funding (p. 36).*

TV, last week attacked the \$1.1 billion authorization for the Corporation for Public Broadcasting. CPB supporters accused the faction of attempting to hold *Sesame Street* and *Mr. Rogers' Neighborhood* hostage to their own political ends.

## DIVESTING OF DIVERSITY / 41

With the soft ad market forcing its wivb-TV into default on its loan covenants, syndicator King World seems likely to give up majority ownership in the CBS affiliate to the station's lenders.

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*Samuel Goldwyn hopes to complement the strength of 'American Gladiators' with 'World Gladiators' (p. 22)*



WTTG(TV) Washington, at any INTV meetings in a year.

INTV President Jim Hedlund, while declining to discuss specifics of Fox's departure, said "in part there was a feeling that INTV's agenda was not Fox's." Hedlund pointed to Fox's efforts to repeal the compulsory license (which INTV is against) as one point of difference between the two parties. "Fox's agenda may be more in line with Hollywood companies," Hedlund said.

INTV Chairman Randy Smith said in some ways "the organization is better off without having a network representative at the board table. Unfortunately, the Fox-owned stations were

going to take the position of the network, not the position of any station operation. They have the network's agenda."

Currently, according to Hedlund, INTV membership is down about 20 stations to 115 compared to a year ago. Most of the departures, he said, have been from small market stations for economic reasons.

One exception to that was Renaissance Communications, which late last year pulled three of its four independent stations from the association, apparently in a dispute over INTV's stance on financial interest and syndication. Renaissance owns two Fox affiliates.

INTV received letters of reassurance last week from several members, including Paramount Broadcasting, Cox Broadcasting and Pappas Telecasting. All praised INTV and said they were upset about Fox's decision. Kevin O'Brien, executive vice president of Cox's independent group and chairman of the Fox affiliates' board of governors, wrote Hedlund that he is "confident INTV will continue to benefit from the Fox-affiliated stations" and INTV has O'Brien's "full commitment for continued support." Paramount Broadcasting head Jim Boaz wrote: "Rest assured that, as key Fox affiliates, we intend to continue supporting INTV." ■

## BLAIR 'RE-EVALUATES' FIRST-RUN BUSINESS

*Company says it needs outside investors for production but denies report exit is imminent*

By Steve McClellan

**B**lair Entertainment is re-evaluating its commitment to the first-run syndication business and may get out of first-run production and distribution altogether if it cannot find one or more investors for the company.

Blair officials, however, strongly denied a report, which originated with Allan Chapman, president of Glenn Warren Entertainment, that Blair Entertainment would shut its doors within the next month. Chapman said last

week that Blair Entertainment President Alan Berkowitz had said earlier in the week that that would be the case.

Glenn Warren is producing the weekly magazine *Famous Hollywood Mysteries* next season with partners NBC News Productions and Scripps Howard Productions. Blair Entertainment has been handling domestic station sales. The show is cleared in over 50% of the country for next fall.

Chapman said Berkowitz had contacted Glenn Warren General Manager Wilf Copeland early last week and

told him that Blair Entertainment was "closing the operation in 30 days." Chapman also said the company was seeking another distributor for *Mysteries*.

But Berkowitz denied making the statement. "I never said that," he said. "It's not true. We are not disappearing. We are not closing down. What I have said is Blair is likely to leave the first-run production and distribution point," a likelihood that will turn to certainty if no investors are found. "We will not be in the business of financing first-run production," said Berkowitz.

But he insisted that the company, although it will "gear certain things down," will continue to distribute a library that includes movie packages, specials and the long-running *Divorce Court*, now being sold as a back-end strip.

Berkowitz also said the company was still committed to *Stuntmasters*, the one first-run series the company helps finance, along with other U.S. and French partners. But it's unclear how long that commitment will last if the company does not find an investor.

The company also distributes *Studio 22*, a weekly magazine produced by KCBS-TV Los Angeles. Whether that show will continue next season has not yet been determined.

Responding to the report last week, Blair issued a statement authorized

### NBC OFFERS PER-DAY PRICING ON OLYMPICS

**N**BC last week unveiled a new per-day viewing option on its ambitious summer Olympics Triplecast, in part as a response to widespread cable operator interest in the lower-priced offering.

NBC Cable President Tom Rogers says the \$29.95 daily package would be offered alongside higher-priced packages for several reasons, including stronger-than-anticipated enthusiasm for the winter Olympics, the weak economy and strong operator interest. NBC also just locked up distribution deals with two of the nation's largest multisystem operators—TeleCommunications Inc. and Time Warner Cable—which Rogers says has enabled Triplecast staff to focus on promoting the new package.

"We had a lot of logistical work to do with the industry to gear up the packages and build awareness and interest before responding to what has always been of strong interest [the per-day option], well," said Marty Lafferty, vice president, Olympics pay per view.

Rogers said the just-signed deals with TCI and Time Warner were not contingent upon NBC offering the new package. The Triplecast is nearing its target of 40 million addressable homes, he said. "Our present thinking is that, as a whole, hopefully we'll break even," said Rogers. ■





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by James Rosenfield, chairman of John Blair Communications. "In an effort to reduce its risk in program production, Blair Entertainment is holding exploratory discussions with possible investors."

The statement quoted Rosenfield as saying, "In today's environment, it is no longer prudent for us to assume the large risks inherent in the production and distribution of first-run barter-financed programs."

Program syndication has always been something of a sideline to Blair's main business of serving as a national rep firm, and Rosenfield stressed last week that Blair's main focus will continue to be the rep side of the business. "As a matter of corporate strategy, it is important for Blair to reduce its risks in program production at a time when we are investing resources in what we see as substantial growth opportunities in the sales and marketing capabilities of our rep firm." ■

## NBC'S NEW TEENS & TWEENS SATURDAY

NBC announced its Saturday-morning schedule last Thursday, adding three new series aimed at the teen and tween audience to the previously announced *Saturday Today* and double shot of *Saved by the Bell*. *California Dreams*, one of the new half-hours, is from Peter Engel, the creator and executive producer of *Saved by the Bell*. The announcement was made by Warren Littlefield, president, NBC Entertainment, and John Miller, executive vice president, advertising and promotion and daytime and children's programs, NBC-TV. Littlefield said the schedule would debut in its entirety Saturday, Sept. 12.

The two-hour *Saturday Today* debuts on Aug. 1 to lead off the lineup at 8. The first half-hour of *Saved by the Bell* airs at 10, followed by *California Dreams* at 10:30 and the second half-hour of *Bell* at 11. *Name Your Adventure* airs at 11:30, followed by *Double Date* at noon. *NBA Inside Stuff* will replace *Double Date* when the basketball season begins.

The comedy-musical *California Dreams* is the story of a California family with five teenagers who aspire to form a rock 'n' roll band. *Name Your Adventure* provides teenagers the chance to fulfill their fantasies, from going on an archeological dig to attending space camp. *Double Date*, hosted by J.D. Roth, features a real-life brother and sister and three potential hidden dates for each of them.

-3C

# NETWORKS SWEEP TO FEBRUARY SHARE GAIN

*CBS predicts trend-breaking ratings-month boost for broadcasters relative to cable*

By Steve McClellan

The February sweeps were very good for network television—so good, in fact, that CBS is forecasting a three-network share increase for the 1991-92 season, the first time that has happened since 1976-77.

CBS won big with its two weeks of Olympics coverage from Albertville, but the other two networks also posted slight gains over a year ago and Fox had its best sweeps ever.

The three-network share of audience spurted to an average 66.2% in prime time, outpacing the season-to-date average by about 4 share points. CBS is projecting the season average three-network share will be 63%, up one share point.

According to David Poltrack, senior vice president, research and planning, CBS, the just-ended sweeps were the first since November 1985 where all three networks boosted their average prime-time performance on a year-to-year comparison.

"This is clearly a victory for network television," said Poltrack. Robert Niles, senior vice president, affiliate relations and program research,

agreed. "There were many winners here in this February sweep," he said.

But according to Poltrack, cable networks collectively were not among them. He said the Nielsen Television Index (NTI) data (Feb. 6-March 3) showed that the combined prime-time ratings for ad-supported cable networks (excluding superstations) were

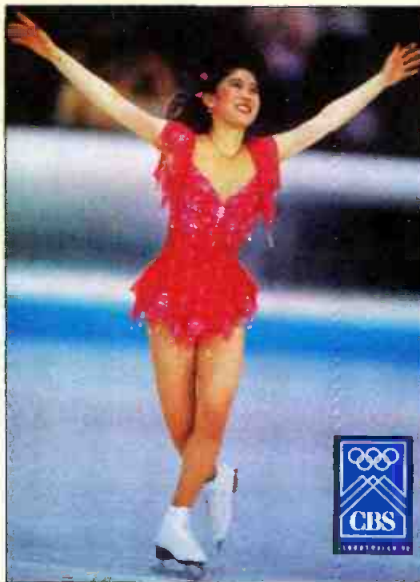
down 15% during the sweeps compared to a year ago. The comparable pay-cable rating was down 13%, said Poltrack.

Poltrack said it was the first time since measurements started for cable television networks as a viewing category in sweeps (1979-80) that the basics showed an overall decline.

The final broadcast network ratings for the Nielsen sweep, ended March 4, were CBS 16.6/26, NBC 13.1/21, ABC 12.2/19 and Fox 8.8/14. A year ago, the numbers were CBS 13.4/22, NBC 12.9/21, ABC 12.1/20 and Fox 6.6/11.

CBS's strength during the sweeps was also reflected in the key demographics and rubbed off on other dayparts. The morning news (7 a.m.-9 a.m.), evening news and late night dayparts all showed higher ratings, which were retained at least in part during the first full week after the conclusion of Olympic coverage, Poltrack said.

As for Fox, the mini-network showed a 33% gain in prime time, with growth on all nights, said Fox research executive B. J. Arnold. In demographics, Arnold said Fox was first among persons 12-34 and was



Skaters figured in CBS sweeps win



also first among teenagers.

Fox's growing strength may be reflected in its performance during the last week of the sweeps (March 1), said Arnold. "For the first time we outperformed at least one of the other networks every night of the week," he said.

### Olympics boost local O&O's in top-three markets; viewing up over Feb. 1991

CBS's telecast of the winter Olympics helped its owned-and-operated stations to silver-medal performances in the nation's top three markets, but the CapCities/ABC O&O's were generally able to keep their gold-medal grasp in sign-on to sign-off. Among independents, Tribune Broadcasting-owned stations and, to a lesser extent, Fox O&O's posted strong gains in key morning and early fringe.

In New York, Olympic coverage led to a surprising 1% surge—to a 42.0 rating—in overall HUT levels over the Feb. 1991 sweeps, when viewers were following the final stages of the Persian Gulf War. WCBS-TV posted the largest year-to-year gain in the sign-on/sign-off clocking (Monday-Sunday, 7 a.m.-1 a.m.) with a 7.2 rating/17 share average (a 21% share increase), while WABC-TV, with a 7.8/19, stayed atop the market despite a 5% drop. WNBC-TV at 5.8/14 held even.

Among independents, Tribune's WPIX(TV) turned in a 20% gain with a 4.9/12; Fox O&O WNYW(TV) held even with a 4.7/11, and Pinelands Inc.'s WWOR-TV posted an 11% loss, taking it to 3.4/8.

WCBS's prime time lineup shot up 44% to a top-ranked 17.5/26 thanks to the Olympics, which provided a lead-in boost for its 11 p.m. newscast: it beat out the two other O&O's with an 11.7/22, representing a 38% share growth. WABC's late newscast suffered an 11% share loss to 9.6/18, while WNBC remained flat at 10/19.

Much of WPIX's growth was due to a 47% share increase at 5-8 p.m., capped by a second-place finish in the 7-8 p.m. block with double-runs of Viacom's *A Different World*, which posted respective 36% and 87% time-period increases (averaging 9.1/15 for the hour). It was previously anticipated that WWOR's *Married...with Children* (7.6/13, up 15%) and *The Cosby Show* (6.7/11, down 15%) would hold off WPIX's access charge. WNBC continued to post losses in access, with *Now It Can Be Told* (4.8/8) and *Love*

## SWEEPS FROM SHIFT CITY

CBS's Olympics coverage boosted KPIX-TV to top rank in prime time-shifted San Francisco during the February sweeps. Following the Feb. 8 move to 7-10 p.m., the Westinghouse-owned station pulled in an 18.7 rating/29 share, improving 93% over its 7-10 p.m. slots over last year.

Chronicle Broadcasting-owned NBC affiliate KRON-TV, the other affiliate to make the shift, lost 11% of its share with a 10.8/17. ABC O&O KGO-TV, which stuck to its 8-11 p.m. prime time, finished at 11.8/18, a 10% drop.

The Olympics may have meant only a temporary up-tick for KPIX, whose post-game ratings were a more modest 33% over last year at 12.4/20. In the same period, KRON's loss was only 5%, at 11.4/18.

In the 10 p.m. news race, an oft-promoted earlier-to-bed benefit of the shift, KPIX's finished second at 11.3/21, a 5% increase over the slot's previous programming. KRON's new 10 p.m. newscast dropped 37% off its year-ago share, garnering a 6.2/12. Fox affiliate KTVU(TV)'s established 10 p.m. newscast took third place with an 8.8/16, off 6%. With no competition at 11 p.m. KGO's newscast jumped 35% with a top-ranked 8.8/23. —MF

*Connection* (6.2/10) at bottom with respective 33% and 25% time-period declines.

WNYW's 7-9 a.m. *Good Day New York* newscast realized a solid 50% increase with a 3.4/15, finishing second only to WABC's *Good Morning America* (4.4/19). The Fox station also benefited from a similar 50% increase at 11:30 p.m. with *Studs* (5.1/12); much of that gain was at the expense of WWOR's *The Arsenio Hall Show* (4.9/13, down 13%). Tribune's rookie talk entry *The Dennis Miller Show* (2.3/8) brought WPIX a 43% midnight-1 a.m. time-period loss.

In Los Angeles, KCBS-TV's sign-on-to-sign-off ratings increased 25% and allowed the O&O to pull off a first-place tie with KABC-TV; both averaged 6.2/15, but the latter's ratings exhibited no year-to-year growth. KNBC-TV finished third with a 6.2/15, a 7% share loss. Independents held even, except for Chris-Craft/United TV's KCOP(TV), which dropped 13% to 2.9/7. Tribune's KTLA(TV) topped the indies with a 4.2/10, followed by Fox's KTTV(TV) (3.9/9) and Disney's KCAL(TV) (2.9/7).

The Olympics boosted KCBS's prime time lineup 22% to a 13.6/22. It led the station's usually third-ranked 11 p.m. newscast to a 6.7/17 second-place tie with KABC, an increase of 42%. KNBC held on with the top-ranked 11 p.m. newscast (5.1/19), although its share eroded 5%.

The major story in Los Angeles was KTLA's 7-9 a.m. newscast winning the time period with a 3.5/14, a 55% increase, notable for the fact that it debuted only last July. KNBC's airing of

*Today* finished second at 3.4/13, but its 6-7 a.m. *Today in L.A.* newscast jumped 43% to a 4.4/30.

Among other surprises was KTTV's strong showing in access, with *Studs* improving 6:30 p.m. by 71% to 6.7/12 and helping to boost the 7 p.m. follow-up *Married...* to a 114% time-period increase (9.3/15) and *Current Affair* by 22% (7.2/11). In a strange schedule-flow arrangement, KTLA's *Now It Can Be Told* (a sixth-ranked 4.6/7) had a 36% share loss at 7 p.m., while the off-network *Full House* (a third-ranked 8.6/13) improved 7:30 p.m. by 44%. Disney's KCAL recorded a 42% decline at 7-8 p.m. with *Love Connection* (4.2/7) and *Golden Girls* (4.4/7).

In Chicago, CBS O&O WBBM-TV benefited from a 38% Olympic boost in its sign-on/sign-off ratings, taking it to 7.4/18, second to ABC O&O WLS-TV's 9.1/22, although the latter suffered 9% erosion. NBC O&O WMAQ-TV dropped to third-place at 6.8/16, but it still increased its share levels by 6%. Tribune flagship WGN-TV maintained a steady 8% increase at 5.2/12, while Fox O&O WFLD(TV) (3.5/8) and WPWR(TV) (2.3/6) held even and WGO(TV) (1.0/2) posted a 33% loss.

In prime time, WBBM realized a 50% increase with the Olympics, nosing out WLS by two-tenths of a rating point with 16.5/24. The games provided a 26% lead-in boost for WBBM's 10 p.m. newscast (15.8/24), which finished second to WMAQ's top-ranked 16.2/25 and just barely beat WLS's 15.1/23.

Another major market highlight was the 6:30 p.m. performance of *Married...*, which improved the time period 21% with a second-ranked 8.8/14. —MF

# TAKING TIME DUDS T



Market/Station

Time Period

New York/ <b>WNYW</b>	11:30 pm
Los Angeles/ <b>KTTV</b>	6:30 pm
Chicago/ <b>WFLD</b>	10:30 pm
Philadelphia/ <b>WPHL</b>	7:30 pm
San Francisco/ <b>KPIX*</b>	12:30 am
Boston/ <b>WFXT</b>	11:00 pm
Wash., D.C./ <b>WTTG</b>	11:00 pm
Dallas/ <b>KDAF</b>	5:30 pm
Detroit/ <b>WXON*</b>	12:00 am
Houston/ <b>KRIV</b>	11:00 pm
Atlanta/ <b>WGNX*</b>	11:00 pm
Cleveland/ <b>WOIO*</b>	11:00 pm
Seattle/ <b>KCPQ</b>	11:00 pm
Tampa/ <b>WFTS</b>	11:00 pm
Minneapolis/ <b>KITN</b>	10:00 pm
St. Louis/ <b>KDNL*</b>	11:30 pm
Sacramento/ <b>KXTV</b>	1:00 am
Denver/ <b>KDVR*</b>	9:30 pm
Portland/ <b>KPDX</b>	6:30 pm
Milwaukee/ <b>WCGV</b>	6:00 pm
Cincinnati/ <b>WSTR</b>	7:00 pm
Charlotte/ <b>WCCB</b>	7:30 pm
San Antonio/ <b>KABB</b>	11:30 pm



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11	7	+ 57%
11	8	+ 38%
8	4	+ 100%
13	12	+ 8%
8	4	+ 100%
14	11	+ 27%
7	5	+ 40%
14	13	+ 8%
13	10	+ 30%
5	4	+ 25%
9	5	+ 80%
9	5	+ 80%
8	4	+ 100%
6	4	+ 50%
13	10	+ 30%
17	10	+ 70%
7	4	+ 75%
8	5	+ 60%
8	6	+ 33%
7	6	+ 17%
10	7	+ 43%
11	8	+ 38%



**STUDS**

# 'P.O.V.'S 1992 LINEUP

By Rich Brown

**P**.O.V., the PBS documentary series that has become a central focus in the ongoing debate on public TV funding (see page 36), will kick off its fifth season this summer with a new project by one of its most controversial filmmakers.

Marlon Riggs, whose depiction of black homosexuals in *Tongues Untied* placed *P.O.V.* in the hot seat last summer, will open the new season on June 15 with *Color Adjustment*, a critique of prime time TV's myths and messages on race relations.

"I'm sure it will raise some debate within the country," said *P.O.V.* executive producer Marc N. Weiss, who has spent months personally visiting with public TV stations nationally. "But in terms of the thing which we were most attacked for last season, which was language, it's certainly much milder."

The following is a list of the upcoming season of *P.O.V.*, obtained exclusively by BROADCASTING:

- *Intimate Stranger*, about a Palestinian Jew raised in Egypt who worked in Japan while his family struggled in Brooklyn.
- *Finding Christa*, focusing on a woman's search for the daughter she had given up for adoption 30 years ago.
- *Last Images of War*, profiles four photojournalists covering the war in Afghanistan.
- *The Longest Shadow*, a personal look at Bulgaria's move to democracy.
- *Metamorphosis: Man Into Woman*, which profiles one man's plans to have a sex change operation.
- *A Season in Hell*, a look at anorexia and bulimia.
- *Promise Not to Tell*, a town rallies behind a man convicted of child sexual abuse.
- *Dream Deceivers*, a look at teen suicide tied to heavy metal music.
- *Fast Food Women*, about financially struggling women who work at fast food restaurants in Kentucky.
- *Takeover*, which lets homeless people speak for themselves.
- *American Tongues*, a look at how people talk around the country.
- *Faith Even to the Fire*, about three American nuns who accuse the Catholic Church of racism and sexism.
- *Louisiana Boys: Raised on Politics*, about the state's colorful political figures.



Colorizing classics is one of the practices directors would like to see labeled

## DGA PANS ALTERED STATES OF MOVIES

**A** heavy turnout of House Copyright Subcommittee members—"more than I've seen in the year since we organized," according to Subcommittee Chairman William Hughes—came to hear film director Martin Scorsese during a hearing last Thursday (March 5). A majority of them said they were fans of Scorsese's films, but not of the legislation he was promoting, the Film Disclosure Act (H.R. 3051).

"We're not asking for much. All we want is a little truth in labeling," said Scorsese, representing the Directors Guild of America. H.R. 3051 would require broadcasters, cable operators and videocassette distributors to display a warning label whenever showing a "materially altered" video version of a film. Labels would list the objections to the alterations by the principal authors (directors, writers) of particular films, especially in cases where films have been colorized, panned-and-scanned, time-compressed or shortened for television.

Scorsese showed video clips of altered versions of classic movies, including *The Graduate*, *Ben Hur*, *It's a Wonderful Life* and *Casablanca* (above) to demonstrate how video postproduction often destroys the original intent of the moviemakers. Watching a colorized film "is sort of like looking at the original through a layer of fog," he said.

"I think it is in the spirit of the free market for the consumer to be well informed," said Senator Alan Simpson (R-Wyo.), co-author of the Senate version of the bill (S. 2256), who appeared at the hearing with H.R. 3051 author Robert Mrazek (D-N.Y.). There is no evidence that the labels will discourage viewership of the movies, Simpson said.

But most subcommittee members agreed with Howard Sherman, senior vice president, National Association of Broadcasters (who also testified on behalf of the Association of Independent Television Stations), who claimed that the public is not calling for Congress to act on the issue. If directors want to ensure that certain changes are not made to their work, they should settle those issues with the producers before signing their contracts, they said.

Others objected to the bill on First Amendment grounds. "Can anyone guarantee me that this label would be the end of labels? What about those groups that desire other types of labels such as [indecent warning labels] often suggested by Senator [Jesse] Helms [R-N.C.]?" asked Mike Synar (D-Okla.).

The Commerce Department released a statement opposing H.R. 3501 for being "inconsistent with the policy of the President to reduce and simplify the burden of government regulation on U.S. industry." —RMS



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## THE MAURY POVICH SHOW

Source: NTI, week of 2/10 - 2/16/92, 18-34A.  
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# HUBBARD WARNS OF CABLE'S DBS AMBITIONS

*Primestar retorts: program costs will undermine hasty high-power ambitions*

By Peter Lambert

**H**ubbard Broadcasting chairman and direct broadcast satellite proponent Stanley S. Hubbard suggests Congress act now to cap cable operator control of any DBS venture, and warned that FCC approval of a DBS permit sought by Tele-Communications Inc. would constitute letting "the fox into the henhouse."

TCI participation in DBS, Hubbard says, would also alter his neutral position on whether Congress should mandate DBS access to existing cable programming. Claiming "there are cable operators who would like to deal with us who have said they are afraid of being punished" by cable operators if they do so, Hubbard says he does not seek compulsory license for "a token copyright; we're willing to pay full price."

In Washington last week, Hubbard and Hughes Communications executives also further detailed their separate programming plans for a DBS satellite they plan to jointly launch in December 1993—with the possibility that DBS subscribers could receive



Primestar's Cusick points to numbers he says make Hubbard's (r) DBS plans unworkable

nightly blocks of local broadcast news from more than a dozen top markets.

And Hughes's DirecTV lineup will include movies, professional and college sports broadcasts exported out of local rights-exclusive regions, blocks of special interest programming, as well as 24-hour narrowcast and "cable-like" channels, says Hughes Senior Vice President Eddy Hartenstein.

Challenging the DBS dream during

Phillips Publishing's Satellite XI conference, cable satellite TV interests charged that the Hughes-Hubbard plan to launch 120-watt transponders to 18-inch dishes will lose money because of prohibitive programming and facilities costs, while 45-watt services to three-foot dishes via conventional satellites are already profitable.

"The case for midpower is economic," rather than technological, says John Cusick, president of Primestar, the 45-watt service owned by nine major cable operators, including TCI. "To steal market share from someone else, you have to be a lot cheaper or a lot better," he says of DirecTV's targeting all U.S. homes. According to his analysis, even if Hughes and Hubbard offer a 60- to 100-channel service at \$25 per sub, per month (\$13 less than Primestar), they will face programming costs twice as high (48% of investment) as Primestar's (18% of investment) and no profits.

But Hartenstein said programming announcements will come late this year. He said DirecTV addressability will allow cable programmers to reach unwired subs without disenfranchising cable operators, and, in a similar manner, the NFL, NBA, NHL and Major League Baseball can be convinced that DirecTV will add income from geographically displaced fans on a pay-per-view basis. With up to 200 channels on two birds by late 1994, Hughes also plans to offer each top movie every 15 minutes. ■

## 1991: THE YEAR OF DECLINE AND FALL

**T**he weakness in broadcast TV advertising revenue last year was put in numerical perspective by the Television Bureau of Advertising. Last week TVB said only the category that lumped together syndication and the Fox Broadcasting network showed revenue growth last year, up 16.6% to \$1.9 billion. The Cabletelevision Advertising Bureau said network cable advertising was up the same percentage, to \$2.1 billion.

TVB said national spot station revenue declined 9.2% to \$5.2 billion. The next greatest percentage decline occurred at the Big Three networks, where revenue fell 6.7% for the year, to \$9.5 billion. Local revenue, said the industry organization, slid 4.6%, to \$5 billion. Fourth-quarter changes were syndication, up 9.1%; network, down 5.6%; national spot, down 5.5%, and local, down 2.3%. Total fourth-quarter revenue, said TVB, was off 3.8%.

Commenting on the estimated results, Harold Simpson, TVB's vice president, research, said: "Last year's losses are in large part due to the Gulf War in the first quarter and the lingering recession throughout the rest of the year."

CAB reported regional sports and news advertising was up 30%, to \$134 million, while local cable advertising gained 21%, to \$761 million.

TVB broke out the network declines: 1.1% for ABC, 8.1% for CBS and 10.3% for NBC. The last, TVB estimated, was still in first place, selling \$3.3 billion in advertising in 1991.

Among dayparts, TVB said that prime time and late night fared the worst, while daytime and early fringe suffered the least. —GF





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# Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

## STATUS QUO

Don't expect major changes in the new user fee schedule for fiscal 1993 that the FCC will unveil on March 19 before the House subcommittee that controls the agency's purse strings. According to an FCC official, the same basic formula that produced last year's schedule is being used again this year. The fees will, of course, be going up as the FCC hopes to raise \$71 million—\$6 million more than last year. There will also be some slight shifting of the fee burden among users, reflecting commensurate changes in how the FCC plans to spend its money.

NEW YORK

## DONE DEAL

Rep firm Katz Communications has closed on its \$15-million purchase of Seltel Inc. from Chase Communications. Seltel will continue to operate independently from Katz, with separate offices and a different board of directors.

## CAMPAIGN TRAIL

Republican presidential candidate Pat Buchanan may have left CNN to pursue his political aspirations, but viewers can still tune in to the news network and see him. Buchanan, a former commentator on CNN's "Crossfire," is not only targeting campaign ads to air on CNN in primary states, he is zoning in specifically on "Crossfire." One source said the Buchanan campaign claims the "Crossfire" spots have been pivotal in getting pledges in those states where the ads are airing.

## READY, SET...

Look for the children's syndication program upfront market to break as early as this week. About 100 children's advertising clients were being entertained at Disney World two

## NAB-MPAA IMPASSE: TOUGH CABLE BILL COMING

Broadcast and Hollywood lobbyists tried but failed last week to reach a compromise of their positions on retransmission consent and reform of the cable compulsory license. House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) and Jack Brooks (D-Tex.) had asked the National Association of Broadcasters and Motion Picture Association of America to attempt to compromise by today in preparation for a mark up of a House cable bill, probably the week of March 30. Last Friday (March 6), NAB-MPAA concluded a series of over five meetings dating from Feb. 24 with no agreement.

Markey may introduce as early as next week a new cable bill, reportedly much tougher on cable than the bill he introduced last year (H.R. 1303). Sources say Markey's bill is beginning to resemble the bill the Senate pass in January and will include must carry/retransmission consent and strict rate regulation and program-access regulations. Hanging tough for a less restrictive measure are subcommittee Republicans led by ranking member Matthew Rinaldo (N.J.), who, in meeting with Markey last week, raised Packwood-Kerry Senate as another possible model for House bill. —RMS

weeks ago, but are back in the office. "Everybody on the syndication side is waiting for a major buy on Fox [Children's Network] and Disney [Afternoon] to set the tone for the market," said one barter sales executive.

LOS ANGELES

## TEST RUN

Following the lead of studios who test-market projects on their O&O station groups before launching them into syndication, NBC Entertainment is working with the NBC O&O group on the production and testing of a half-hour reality series slated for prime time exposure and, if successful, a slot on the network.

MIAMI

## LETTER OF INQUIRY

The South Florida Research Council is filing a letter of complaint with Arbitron, asking it to explain its methodology in Miami, the 15th-ranked market. According to station sources, Arbitron will be asked to explain the discrepancy between Arbitron and Nielsen services. Arbitron's February numbers showed large gains by Hispanic stations. Some

stations believe Arbitron's measurement may be heavily weighted toward Hispanic viewers. According to the source, Arbitron has about 100 fewer metered families in Miami-Fort Lauderdale, with Nielsen totaling 480-490, and Arbitron 370-380.

CINCINNATI

## HEIR APPARENT?

Although the announcement of the retirement of Great American Communications Chief Operating Officer George Castrucci came two weeks ago (BROADCASTING, March 2), rumor had been floating around the company for about six months, spurred in part by speculation that the sale of the syndication and production arms left little need for a chief operating officer not directly involved with the remaining broadcasting operations. A more speculative observation is that John P. Zanotti, president of broadcasting operations, is said to be a close friend of the Lindner family (which owns a controlling interest in Great American), and was their first choice to head the company. Expectations are he will either be named head of Great American or will report directly to the Lindner family.



**O**n Thursday, February 20th,

*"The Simpsons" won its time period,*

*outperforming CBS' Winter Olympics*

*and NBC's "The Cosby Show."*

*It is the first time a regularly-scheduled episode*

*has ever beaten an original "Cosby."*

*"The Simpsons"-FOX-14.9/23*

*"The Olympics"-CBS-13.3/21*

*"The Cosby Show"-NBC-13.2/20*

*"Columbo"-ABC-11.5/18*

# THE SIMPSONS

TM



MATT GROENING



Source: NII 9/84 thru 2/20/92



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# BI-COASTAL

Keeping up with the TV set  
from Burbank to Sixth Avenue

## Pay per dash

As part of its plans for an international *World Gladiators* spin-off from its established *American Gladiators* syndication franchise, Samuel Goldwyn Television President **Dick Askin** says the company is studying the option of offering a pay-per-view *Gladiator Olympics* spin-off event. The PPV event, likely to be cablecast within the 1993-94 season, would pit the best foreign and American competitors from the two shows against its ensemble of gladiators. Elsewhere on the gladiator front, Samuel Goldwyn Pictures is in the early development stages of an "American Gladiators" motion picture, scheduled for release within the next 12-15 months.

## Exit laughing

An overflow crowd turned out last week for the memorial service for Associated Press television writer **Jay Sharbutt**, who died Feb. 26 of a heart attack. Some 400 media luminaries (CBS/Broadcast Group President Howard Stringer, NBC President Bob Wright and newsmen Tom Brokaw, Dan Rather and Peter Arnett among them), colleagues and friends of Sharbutt turned out for the service at NBC's Studio 8H in New York, home of *Saturday Night Live*. It was an appropriate setting, given the humor and wit that Sharbutt was known for. Gags and one-liners peppered the remarks of those speaking, including those of ex-wife Jeanne

Drewsen and a number of AP colleagues. "Most of you didn't know Jay as a family man, and I didn't either," quipped Drewsen, who also noted in all seriousness that Sharbutt was a "wonderful father."

## Many hats

Telepictures Productions, the first-run syndication production unit of Time Warner, has named **Bruce Rosenblum** to a newly created senior vice president position, serving as number-two executive to Telepictures Production President Jim Paratore.



**Bruce Rosenblum**

Rosenblum, who will also continue as senior vice president, business affairs, Warner Bros. Domestic Television Distribution, moves over from Lorimar Television, where for the past five years he has been a business affairs executive serving as vice president. His new responsibilities will include supervision of Telepictures' business affairs and administration of the recently expanded division.

## Defanging sound bites

Public TV newscaster **Robert MacNeil** believes that political advertising on television ought to

be banned as a threat to the nation's political health.

MacNeil expressed his view at a recent luncheon speech sponsored by Advertising Women of New York. He also noted that colleagues look at him with a what-has-he-been-smoking? glance whenever he raises the subject. But still, MacNeil believes the increasing dominance of advertising in political campaigns, as well as the ever-diminishing TV sound bite (which shrank to an average 9 seconds during the 1988 campaign according to one study), represent "small atrocities" corrupting the democratic process of electing public officials.

## 'Sitting Ducks' take off

According to Jeff Segal, president and general manager of Universal Cartoon Studios, the fledgling animation division of MCA Inc. has signed a long-term deal with artist **Michael Bedard**, who is best known for his "Sitting Ducks" and "Cubist Brothers" characters. In addition to animated series and feature projects, Bedard's characters will be featured in new "Universal CityWalk" gift boutiques, as part of the Universal Studios Theme Park attraction in Universal City, Calif., and perhaps in a book. Sales of "Sitting Duck" posters, according to Elizabeth Daro, Bedard's manager, have grossed over \$50 million worldwide since 1980.

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# Television

## NETWORKS TEST DEVELOPMENT ALTERNATIVES

*Fewer and shorter pilots, live presentations are among changes instituted by cost conscious networks; move rubs some producers wrong way*

By Steve Coe

**N**etwork development in the past represented a cottage industry to many producers, in which up to \$200 million was spent by the networks in a system with a failure rate usually at least 70%.

Like other aspects of the network business, economic considerations have hit the development slates at the networks. Not only is the overall number of projects down this season versus years past, but shorter pilot presentations—as short as 12 minutes—and in some cases live stage presentations are replacing traditional full-length pilots. “You can definitely see the networks trying to do fewer pilots,” said Bob Crestani, senior vice president, television, William Morris Agency.

“Compared to the mid-to-late 1980’s we’re down considerably [in the amount of development projects this year],” said Stu Bloomberg, executive vice president, Prime Time, ABC Entertainment. “This year we’re making 10 drama pilots and one presentation. Last year we had 14 pilots and three presentations,” he said. On the comedy side, “we’re doing nine pilots and either three or four presentations,” also fewer than last year. Of all the networks, ABC has seen the most dramatic decline this year compared to last year. For the 1990-91 season, ABC commissioned more than 40 pilots, this year the total will fall between 25 and 28.

“It’s absolutely true,” said Warren Littlefield, president, NBC Entertainment, when asked about cutbacks in development. “I wouldn’t say we’re doing fewer projects, but we’re finding a different way of doing them. In dramas we’re doing more two-hour

movies as back-door pilots. Also we’re doing talent tests with certain projects, where we have the two leads act out a scene or two.”

*“I wouldn’t say we’re doing fewer projects, but we’re finding a different way of doing them.”*

Warren Littlefield

Fox is currently using live, workshop presentations instead of a pilot. Rather than commissioning a pilot from a production company, in some cases Fox will order a live, stage performance of the pilot script in front of an audience including the Fox executives. A traditional half-hour pilot can

cost up to \$1 million; the workshop can cut that figure by as much as half. According to Peter Chernin, president, Fox Entertainment, “we’ve ordered very few full pilots. We have ordered an enormous number of workshops and presentations.” Of the 25 development projects under consideration at Fox, Chernin said only about six are full pilots. He said as many as nine of the projects will be done via live presentations rather than on tape or film. “We can be more relaxed in our creative decisions because there’s not as much money involved.” Another advantage to the workshop process, said Chernin, “is that it takes us out of the research business. Usually the projects are researched to death.”

Savings or not, not everyone is in agreement on the value of the workshops. “Thank goodness only Fox Broadcasting is doing those,” said Harris Katleman, president, Twentieth Television. “The actors really have to be on that night for it to come off. You can’t go back and redo a scene.”

### ABC PUTS MATLOCK ON RETAINER

**A**BC made a deal last Wednesday (March 4) to bring *Matlock* to its schedule after NBC announced early last week it has decided not to renew *In the Heat of the Night* and *Matlock* for the 1992-93 season. The announcement also clears the way for *Heat* to move to CBS. “These two series have been tremendously effective for NBC and have been crucial to NBC’s prime time ratings success,” said Warren Littlefield, president, NBC Entertainment. “As we entered this season, we anticipated that this would be the final year for both of these series and we stepped up our development slate accordingly.... NBC is a network in transition and as we put together our schedule for next fall, our focus is on building for the future.” The ABC deal for *Matlock* is for the project to join their lineup in series form rather than a series of movies which had been discussed. CBS recently announced it had picked up rights to *In the Heat of the Night* for either a series of two-hour movies or as one-hour series. CBS has apparently triggered the project to go forward next season as series. —K

"They're fantastic in failure," said Steve Warner, vice president, program planning, CBS, "but in success you have to go back and shoot the pilot. Besides," Warner said, "the advertising community, which fuels the business, when buying time based on projects for the fall wants to see something on the screen rather than just a concept."

At CBS, Warner said the network is doing slightly "but not significantly" fewer pilots. "On the whole, when you're talking about development, you're only talking about 2% of our total revenues. I doubt there is any business that spends any less on their research and development. We say we're going to cut development but that's not what is causing the problems at the networks. The way to save money in development is by putting on successful shows. Failure is what is costing the networks," he said.

Warner said the decrease in CBS projects this year is due to a number of commitments by high-profile producers and more A-level talent coming to the network. CBS has series projects coming from Diane English, David E. Kelley and Linda Bloodsworth-Thomason. "Our development is a little less only because we're so sure of the projects we're getting from people like Diane English, otherwise there's no significant change," said Warner.

Another area being squeezed is, not surprisingly, license fees, which have been trending down over for the past few years (BROADCASTING, Feb. 10). "What's worse [than the decreased development slates] is that the license fees being offered are less than last year," said Katleman. "If need be, we won't make the deal. We'll deficit finance but we won't go past a certain point."

"License fees are down except for the exceptions of commitments with major people," said Crestani. "But the studios are doing the same thing in making deals with talent. They're paying less money for limited options in return."

With ABC, CBS and NBC's development slates below or even with last year's levels, Fox is the one network where the amount of development projects has increased dramatically this year. "We're doing 25-30% more projects this year than in the past. That's a function of better development for one thing, and an enormous amount of needs coming up." ■

## GOLDWYN'S GLADIATORS UPGRADED

*'World Gladiators' in development for overseas expansion*



*'Gladiators' make move to better time periods and world arena.*

**By Mike Freeman**

**T**he success of *American Gladiators* has prompted Samuel Goldwyn Television to develop *World Gladiators*, a series spin-off for the European and Asian broadcast markets, according to SGT President Dick Askin, who talked with BROADCASTING last week.

Nearing the end of its third season in weekly first-run syndication, *American Gladiators* has continued to pump up its national ratings and will be back flexing newfound muscle next season with time period upgrades in at least four major markets and likely an increased ratings guarantee to advertisers.

Since its debut-season 2.6 national rating average (NTI, gross aggregate average) in 1989-90, *American Gladiators* has steadily improved its weekend clearances and has racked up a 115% increase in its ratings, most recently achieving a personal-best 5.6 rating for the first week of the February sweeps (NTI, weekend of Feb. 8-9). In season-to-date ratings, the hour-long show has averaged—among 189 syndicated programs in the NSS barter rating report—a 30th-ranked 4.5 rating (NSS, Aug. 26, 1991-Feb. 16, 1992).

All this has clearly been good news to Askin's sales force pitching major market stations for time period upgrades. In Philadelphia, SGT is moving the series from WPHL-TV (where it has a double-run at 11 p.m. and 1 a.m. on Saturdays) to Paramount-owned WTXF-TV, with preliminary double-run commitments for the sta-

tion's Saturday 4-7 p.m. and Sunday noon-1 p.m. time periods. In San Francisco, *Gladiators* is moving from Sundays at 12:30 a.m. on KPIX-TV to Saturday early fringe and Sunday late fringe double-runs on VHF Fox affiliate KTVU(TV).

Other double-run upgrades have been recorded in Kansas City (from UHF Fox affiliate KSHB-TV to VHF NBC affiliate WDAF-TV) and Spokane (from UHF Fox affiliate KAYU(TV) to VHF CBS affiliate KREM-TV).

With the time period upgrades and multiple exposures, Askin told BROADCASTING he will likely amend SGT's guaranteed rating from an approximate 4.5 to 5.5 for the soon-to-be-opening fourth-quarter upfront ad market, which could translate into \$30,000 per 30-second commercial unit or roughly over \$20 million in gross advertising revenues (for 728 available commercial units) next season. Although production costs on the series approach \$210,000 per episode (or \$5.5 million for 26 episodes), Askin acknowledged that the series has only recently reached profitability, due to the pay-down of production deficits.

Sold in over 30 foreign territories, Askin says that overseas sales accounts for 20% of the series' overall revenues. In refusing to sell the format outright to foreign producers, SGT, according to Askin, has maintained control over the franchise, and is considering "piggybacking" production of *World Gladiators* following the tapings of *American Gladiators* at Hollywood's CBS/MTM Studios ■



***What do***  
**20/20**  
**48 HOURS**  
**60 MINUTES &**  
**PRIMETIME LIVE**

***Have in common?***

# They've All B By Insid

## FIRST

and only television news organization with exclusive interviews with the parents of confessed serial killer Jeffrey Dahmer, on September 10, 1991 and February 19, 1992.

## FIRST

to investigate an illegal Tennessee adoption operation on October 31, 1990; covered by "60 Minutes" on January 12, 1992.

**Bill  
O'Reilly**  
*Anchor*





# een Scooped e Edition!

**FIRST**

and only television news organization to reveal secret government documents regarding the death of President Kennedy from the House Select Committee On Assassinations, on February 5, 1992.

**FIRST**

to investigate television real estate entrepreneur Tom Vu on October 22, 1991; covered by CBS's "48 Hours" on January 26, 1992.

**INSIDE  
EDITION**

# TRIBUNE TARGETS MINORITY AUDIENCE

Bob Cambridge is named president of newly created target marketing division

By Mike Freeman

**F**irmly establishing itself as a distributor of minority-oriented programming, Chicago-based Tribune Entertainment Co. is now also seeking to become a leading marketer of black and Hispanic programming to the advertising community by creating a new "target marketing" division. Bob Cambridge, Tribune's southwest division sales manager for the last three years, will be the division's president, reporting to Donald Hacker, president of Tribune Entertainment Co.

A 22-year advertising and marketing executive, Cambridge, 45, told BROADCASTING that the target marketing division is a "logical extension of the Tribune Co.'s desire to create a symbiotic relationship between the syndication division and the Tribune-owned stations to develop a unified marketing strategy for minority programming."

Another primary objective, he emphasized, is to bolster national advertiser buys for Tribune's syndicated programming, which will also provide "value-added" benefits for the client stations' national spot advertising sales.

Cambridge estimates that the six Tribune O&O's reach more than 26% of U.S. black households and 40% of Hispanic households. However, Cambridge stresses that while blacks and Hispanics account for 50 hours more viewing time each week and over \$300 billion in consumer spending annually, both groups are "grossly under-represented," in terms of alternative minority programming and targeted advertising. "What we hope to create is an unwired network specifically tailored to the black and Hispanic markets," Cambridge said.

This season and next, Tribune Entertainment is expanding its slate of minority-produced programming—beyond longtime offerings of *Soul Train* and *The Soul Train Music Awards* (which airs this week in 110 markets)—to include the fall 1992 launch of the weekly *Apollo Comedy Hour* and special presentations of *Final Shot: The Hank Gathers Story* (a two-hour telefilm triggering late this month



Hispanic-targeted '2nd Generation'

on more than 140 stations), *The Gladys Knight Family Reunion*, *The Stellar Awards* and *Celebrate the Soul of*

*American Music*.

An added emphasis has also been placed on targeting programming toward the expanding English-language, "upwardly mobile" Hispanic market, according to Cambridge. Tribune Entertainment has been testing *2nd Generation*, a half-hour musical showcase similar to *Soul Train*, on Saturday at noon to 12:30 on Tribune's WPIX-TV New York. Cambridge told BROADCASTING that *2nd Generation* (hosted by Andy Panda) has been sold in 30 markets for a previously unannounced fall 1992 national rollout in weekly syndication. Tribune will also be offering a one-time-only special, *The Desi Awards*, which is named in

## SYNDICATION UPDATE

### THE TALK OF HOUSTON

CapCities/ABC's KTRK-TV Houston has jumped on the wagon for long-term acquisition of Multimedia Entertainment's talk-show strips *Donahue*, *Sally Jessy Raphael* and *Jerry Springer*. NBC Station Group's five O&O stations announced their acquisition of the strips after January's NATPE convention in New Orleans. Although the length of the KTRK deals were undisclosed, *Donahue* and *Sally Jessy Raphael* represent "multiyear" renewals for the station, while *Jerry Springer* is a new long-term pickup for fall 1992, boosting clearances to seven of the top 10 markets and 50 markets overall so far.

### LAND OF THE FREHE

Rysher Entertainment has named Donald J. Frehe vice president of Midwest sales. Frehe joins Rysher from Carolco Television, where he was most recently vice president of the Midwest division. Frehe will be responsible for the cash and barter sales of Rysher's off-network sitcom *Saved by the Bell* (from NBC Productions), as well as first-run series *The Highlander* and *The Uptown Comedy Club*. Before Carolco, Frehe was vice president,

central division, Orion Pictures Corp., from 1972 to 1982 and president of Vipro Program Services, an independent TV distribution company. Basing himself out of Chicago, Frehe joins other recent Rysher sales staffers Jerry Jameson, vice president, Western sales; Joe Mirabella, vice president, Northeast sales, and Ami Witt, vice president, Southeast sales.

### NEW HEADS FOR TURNER

Turner Program Services International (TPSI), the overseas program sales arm of Turner Broadcasting System, is undertaking an expansion and restructuring of senior management ranks with the appointment of Robert Ross, formerly executive vice president, international business investment for TBS, as executive vice president of TPSI. In his new capacity, Ross will oversee TPSI's strategic direction for worldwide business expansion and network development as it pertains to the sales and marketing of TBS's programming outside the U.S. He will also be responsible for business affairs, governmental relations, finance and technology. Ross has six years of international sales experience with TBS.



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Source: Nov. 91 Nielsen Cassandra Ranking Report

honor of late actor and syndication innovator Desi Arnaz.

Prior to joining Tribune in 1989, Cambridge served as managing director of Ogilvy & Mather Promotions

for three years, and in 1982-86 was owner and president of Q.C. Productions, a producer of television commercials and the syndicated program *Rocking America*. Cambridge got his

first break in advertising as product manager at Lever Bros. (1975-77) and spent five subsequent years as director of marketing for ABC's radio division. ■

## LBS/ALL AMERICAN REVISE PURCHASE AGREEMENT

*Change opens door to competing offers for LBS assets, with interested parties given 45 days to make bids*

By Steve McClellan

**L**BS and All American Communications Inc. have revised the terms of their asset purchase agreement, now pending as part of an LBS bankruptcy reorganization proceeding in New York, to make it easier for other potential buyers to submit competing bids for the LBS assets.

At a hearing at the bankruptcy court last week, LBS attorney James Peck indicated that AACI had agreed to a revision in the deal allowing a 45-day period for other potential buyers to submit bids to LBS for consideration.

LBS and AACI have indicated that they are seeking final approval of their asset purchase agreement in a bankruptcy court hearing now scheduled for April 15.

Peck also said AACI had agreed to a reduction in the "topping fee" by which a competing bidder would have to beat AACI's roughly \$7 million bid. The original fee of \$500,000 was criticized by Judge Francis G. Conrad as "excessive" for the size of the deal. AACI agreed to have the fee reduced to \$250,000.

In court last week, LBS asked Judge Conrad for formal approval of a bidding process by which LBS would accept the "highest and best" offer for the asset to LBS. Conrad refused to give the bidding process formal approval, siding with a creditors committee objection that neither the creditors nor the court had seen the revised agreement, which LBS expects to file sometime next week.

But both sides agreed that as long as AACI was willing, LBS was free to shop around for better offers. And, said creditors committee attorney Mark Silverschotz, "we encourage them to do so."

But Silverschotz also made clear that the committee would continue to object to the AACI-LBS agreement, in

its current revised form, because it provides no plans to make good on any outstanding debts to unsecured creditors. However, negotiations are ongoing between the two sides on that issue.

If one or more competing bids to AACI's emerge, the LBS bankruptcy process could be prolonged. The likelihood of competing bids is unknown. Members of the creditors committee remain hopeful, if not confident, that a competing buyer will emerge. But it's

understood that LBS was on the block for at least a year before last December's Chapter 11 filing and AACI's asset purchase proposal.

Meanwhile, LBS and Laurel Entertainment have come to a proposed settlement on the disposition of *Tales from the Dark Side*, which LBS had distributed for Laurel. The distribution rights revert to Laurel; LBS retains a financial interest. A hearing to formalize the agreement is scheduled before Judge Conrad for April 2. ■

## HOW TO HANDLE NEGATIVE ADS

**A**lthough television's increased scrutiny of political advertising is welcome, campaign consultants can use it to "pollute" the election process, according to political ad specialist Kathleen Hall Jamieson.

At Harvard last week, the University of Pennsylvania communications dean said networks and stations should be sure to "displace" false advertising by recapping it rather than running it straight. If they don't, she stressed, viewers may accept it as true. Jamieson, whose latest book on campaign ads, "Dirty Politics," will be published in August, said canny consultants are using the media to "create" new ads from intense media coverage of controversial spots. As an example, she cited an attack ad which ran in fringe cable time during the Clarence Thomas confirmation hearings last fall. Made and shown for just \$60,000, it received \$1.5 million worth of free network coverage.

Consultants can also "co-op" TV scrutiny of opponents' ads by distorting the criticism, Jamieson said. As an example, she cited a current Bush commercial claiming "two network news programs have shown Buchanan ads to be false." In fact, she said, only part of the Buchanan ad had been deemed incorrect.

She said television can demonstrate there's no need for prior restraints on political advertising by creating a "backlash" against false ads. "Displace false content and hold the bums accountable" for it, she suggested.

Jamieson said ABC, CBS, NBC and CNN are all using her five-part political ad analysis "grammar sheet." It recommends:

- Previewing: a special title, logo and time for treating ads' accuracy.
- Distancing: boxing the ad so the viewer doesn't think it's a regular broadcast.
- Displacing: with print and visual corrections.
- Disclaiming the ad: again to make sure the viewer doesn't think the station approves it.
- Recapping: repeating the critique at the end, to "innoculate" viewers against the ad's distortions.

More information on the "grammar sheet" is available from Pennsylvania's Annenberg School for Communication, 215-898-7041. —Bill Kirtz



# Broadcasting's Ratings Week Feb 24 - Mar 1

	ABC	CBS	NBC	FOX
<b>MONDAY</b>	<b>15.7/24</b>	<b>16.8/26</b>	<b>13.9/21</b>	
8:00	44. FBI: Untold Str. 12.7/20	13. Evening Shade 16.2/25	23. Fresh Prince 15.2/23	
8:30	42. Amer Detective 12.9/19	9. Major Dad 17.0/25	28. Blossom 14.8/22	
9:00	8. ABC Monday Night	4. Murphy Brown 19.0/28		
9:30	Movie—Crash Landing:	10. Designg Wmn 16.8/25	36. NBC Monday Night	
10:00	Rescue-Flight 232	17. Northern Exposure	Movie—Grass Roots, Pt.1	
10:30	17.1/26	15.9/25	13.4/20	
<b>TUESDAY</b>	<b>15.3/23</b>	<b>17.2/26</b>	<b>15.3/23</b>	<b>NO PROGRAMING</b>
8:00	11. Full House 16.5/25		20. In the Heat of the Night	
8:30	7. Home Improvmt 17.5/25		15.6/23	
9:00	3. Roseanne 19.2/28	13. 34th Grammy Awards		
9:30	11. Coach 16.5/24	16.2/27	25. NBC Movie of the	
10:00	55. Mobs and Mobsters		Week Grass Roots, Pt.2	
10:30	11.1/18		15.1/23	
<b>WEDNESDAY</b>	<b>14.9/24</b>	<b>10.4/17</b>	<b>13.4/22</b>	<b>NO PROGRAMING</b>
8:00	50. Dinosaurs 11.9/19	63. Davis Rules 9.5/15	5. Unsolved Mysteries	
8:30	31. Wonder Years 14.4/22	74. Brooklyn Bridge 7.6/12	18.8/30	
9:00	19. ABC Movie Special—	59. Jake and the Fatman	35. Seinfeld 13.5/21	
9:30	When Harry Met Sally	10.4/16	57. Night Court 10.8/17	
10:00	15.7/26	47. 48 Hours 12.1/21	65. Quantum Leap	
10:30			9.2/16	
<b>THURSDAY</b>	<b>10.6/17</b>	<b>11.6/18</b>	<b>15.8/25</b>	<b>13.9/21</b>
8:00		55. Top Cops 11.1/17	26. Cosby 15.0/24	33. Simpsons 14.0/22
8:30	62. Columbo 9.7/15	53. Street Stories 11.3/17	22. A Diffnt World 15.4/24	29. Simpsons 14.6/23
9:00		45. Knots Landing	6. Cheers 18.2/27	36. Beverly Hills 90210
9:30		12.4/21	17. Wings 15.9/24	13.4/20
10:00	45. Primetime Live 12.4/21		26. L.A. Law 15.0/25	
10:30				
<b>FRIDAY</b>	<b>13.2/24</b>	<b>7.5/14</b>	<b>10.7/20</b>	<b>7.7/14</b>
8:00	39. Family Matters 13.3/24	77. Scorch* 7.2/13	39. Matlock 13.3/24	74. America's Most Wanted
8:30	51. Step By Step 11.8/21	77. Fish Police* 7.2/13		7.6/14
9:00	52. Baby Talk 11.7/21	70. Tequila and Bonetti	59. I'll Fly Away	73. Sightings: Ghosts
9:30	61. Billy 10.1/18	7.9/14	10.4/19	7.8/14
10:00	16. 20/20 16.0/30	76. Hearts are Wild 7.4/14	69. Nightmare Cafe*	
10:30			8.4/16	
<b>SATURDAY</b>	<b>7.0/13</b>	<b>8.2/15</b>	<b>13.9/25</b>	<b>9.9/15</b>
8:00	85. Capitol Critters 6.1/11	70. CBS Saturday Movie—	23. Golden Girls 15.2/28	64. Cops 9.4/17
8:30	83. Who's the Boss? 6.3/11	Shipwrecked 7.9/14	20. Empty Nest 15.6/28	66. AMW Special 9.0/16
9:00	87. Perfect Strang. 5.4/10	68. Boys of Twilight*	30. Nurses 14.5/26	77. Firehouse Encore 7.2/13
9:30	82. Growing Pains 6.4/11	8.7/16	53. Sisters 11.3/21	
10:00	67. The Commish 8.9/17			
10:30				
<b>SUNDAY</b>	<b>10.6/16</b>	<b>19.2/30</b>	<b>9.3/15</b>	<b>9.4/15</b>
7:00	70. Life Goes On 7.9/13	1. 60 Minutes 21.4/36	89. Eerie, Indiana	83. True Colors 6.3/11
7:30			4.5/8	81. Parker Lewis 6.5/11
8:00	32. Am Fun Hme Vid 14.1/21	13. Murder, She Wrote	80. Hot Country Nights	41. In Living Color 13.2/20
8:30	49. Am Fun People 12.0/18	16.2/24	6.7/10	34. In Living Color2 13.6/20
9:00	58. Muhammad Ali 50th	2. CBS Sunday Movie—	42. NBC Sunday Night	36. Married w/Childn 13.4/20
9:30	Birthday Celebration	A Woman Scorned 19.5/30	Movie—Perry Mason: Case	47. Married wChildn2 12.1/18
10:00	10.7/16		of Fatal Framing 12.9/20	86. Get a Life 5.8/9
10:30				90. Sunday Comics 4.4/7
<b>WEEK'S AVGS</b>	<b>12.4/20</b>	<b>13.3/21</b>	<b>13.0/21</b>	<b>9.8/16</b>
<b>SSN. TO DATE</b>	<b>12.1/20</b>	<b>14.1/23</b>	<b>12.6/22</b>	<b>7.9/13</b>

RANKING/SHOW [PROGRAM RATING/SHARE]

\*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

## Cable

## SO MUCH TO SELL, SO FEW AVAILS

*Operators want more local ad time from networks, but that may be wishful thinking*

By Rich Brown

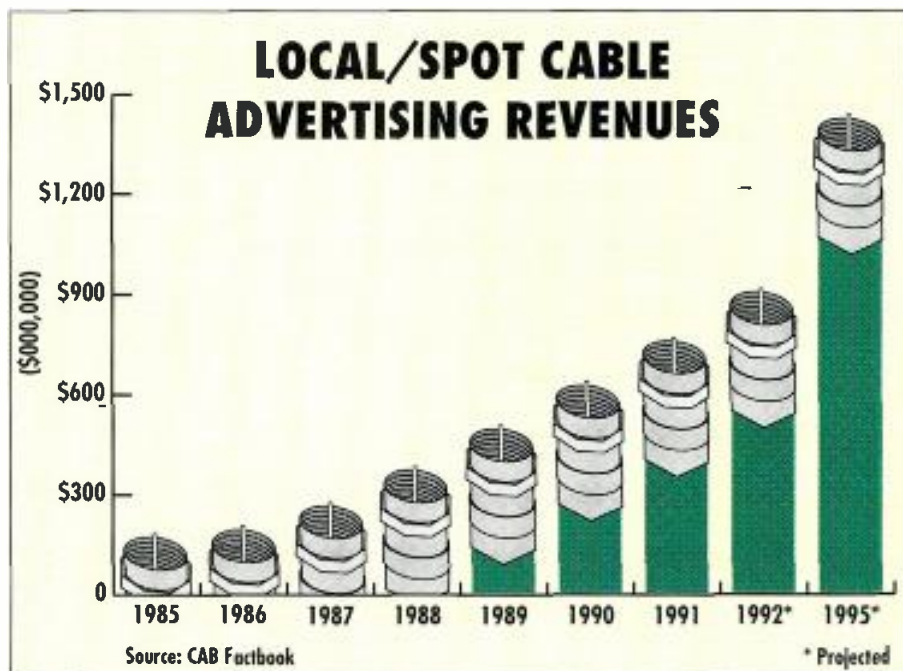
Ask cable operators if they'd like to see more than two minutes of local ad time per hour from each of the cable networks, and chances are a number of them would say yes. Although it doesn't look like there will be a change in the local-national advertising split any time soon, the question seems to be coming up more and more as local sales efforts continue to grow.

The typical two minutes of local avails now offered by the cable networks is likely to become a major topic of conversation within the next two years, says Robert Williams, president of National Cable Advertising.

"My arithmetic tells me that time on the network is worth more to the local system than it is to the network because the local system gets so much more for it, on a CPM [cost-per-thousand] basis," says Williams. "So the economies of the marketplace, over a period of time, could drive additional time to the system."

A number of operators are looking for additional local avails but are not too optimistic that any change will come quickly. On the contrary, operators are contending with at least two new swipes at its local avails—the popular TNT network has cut back a minute of local avails per hour, and the National Cable Television Association has assembled a promotion starting next month that will take inventory back from the systems.

"It's not realistic to think that the networks are going to give any of it up," said Sonja Farrand, director of advertising sales, Telecable Targeting. "But it certainly is a realistic expectation that we are all going to be asking for more."



Local and spot cable revenue continues to grow, reaching \$761 million annually in 1991 and projected to rise to a yearly \$1.4 billion by 1995, according to the Cabletelevision Advertising Bureau's *Factbook*.

"Yes, I want more minutes," says Robert Russman, vice president of marketing and sales, Simmons Communications. "It would be nice, but I don't know why the programmers would give us more time." Russman says his company's focus is on getting more channels on its systems, a tactic echoed by many operators nationally.

"The easy answer is to add networks, but at some point you're going to max that out," says Larry Fischer, president, Time Warner Citycable Advertising. Instead, operators should be looking at local origination, he says, along the lines of the upcoming New York City news channel or the photo classifieds on Time Warner's systems.

At present, only about a dozen of

the 18 networks with two minutes per hour are currently being used by most systems, according to NCA's Williams. Adding more networks is an alternative strategy that is encouraged by executives on the network side.

"If you want to add more inventory, you should add more networks," says Mark Mersky, senior director, sales and marketing programs, Arts & Entertainment Network.

"The upside for operators now is there are a lot more cable networks that have valuable inventory than there were just a few years ago," says Steve Houck, vice president, affiliate ad sales and marketing, MTV Networks.

New cable networks have expanded local inventory to help launch new services. MTV's Comedy Central offers three minutes per hour, and Houck says there were no plans to reduce that inventory. "I don't think the operators are going to let us go back," Houck says.



# HBO OPTS TO GO SLOW ON HIGH DEFINITION

*Movie service prefers to follow the flow of consumer demand rather than set the pace*

By Rich Brown

**M**ovie-based pay-TV services are among the first programmers expected to tap into the potential of high-definition TV, but HBO executives are taking a somewhat reactive approach to the developing technology and are not predicting any changes overnight.

Home Box Office finds no reason to accelerate the introduction of HDTV and plans to offer the technology only as consumer demand increases, according to Bob Zitter, senior vice president, technology operations.

"HDTV benefits manufacturers, not programmers," says Zitter, speaking at an International Radio and Television Society seminar at Captain New York's Ed Sullivan Theatre.

Zitter predicts that HDTV penetration in U.S. homes could be as high as 20%-25% within the next 10 years, but much of that growth will be directly dependent on the price of the equipment.

HDTV would be a logical addition for HBO for a variety of reasons. For one, it is relatively easy to originate and deliver, Zitter says. In addition, demographic information shows that many of the six million TV households that currently own large-screen TV's are most likely already HBO subscribers; also, 90% of HBO programming is mastered on wide-screen film, and HDTV film-to-tape transfers are easier than similar NTSC transfers.

Nevertheless, the high cost of switching to HDTV remains a concern at HBO, he said, and any switch to HDTV domestically will likely come in the form of an evolution rather than a revolution.

Viacom Senior Vice President Ed Horowitz, who monitors HDTV development for Showtime and the company's other pay-TV operations, appears to be taking a more proactive stance.

"We have to be prepared to have our programming available in the very early days of HDTV," says Horowitz. "I think we can originate and transmit an HD signal very economically, more economically than others have ever thought."

Playing what he calls "devil's advocate," Zitter says that significantly improved NTSC quality and the availability of 16:9 widescreen sets (rather than today's 4:3 standard) to consumers at a reasonable price could delay or significantly hinder the introduction of

HDTV domestically. Philips Consumer Electronics has already begun selling 16:9 sets in Europe and has plans to begin offering the sets in the U.S. later this year (Philips, a proponent of HDTV, will make the sets upgradable to HDTV). ■

## PROVIDENCE JOURNAL AND MONITOR CHANNEL EXCHANGE INTERESTED LOOKS

**T**he Monitor Channel, the 11-month-old cable network that has been seeking a minority equity partner for more than a year, may have met its match in The Providence Journal Co.

Journal executives last week confirmed an interest in the network, although they were quick to add that no deal was imminent. Monitor Television Inc. Chief Executive Officer John Hoagland said a number of parties continued to show interest in the stake, but would not identify any of those parties. He also said that no deal was imminent.

Talk of an impending deal came as reports continued to mount on the troubled finances of the Christian Science Church, which owns the Monitor operation. Any equity deal with Monitor Television Inc. would include the cable network and its *World Monitor* newscast but not its Boston television station, WQTV(TV), says Hoagland. The Monitor Channel will reach its goal of 4.75 million subscribers when the network celebrates its one-year anniversary on April 30, he says.

"For now, what we're offering is a significant minority position, but that could change over time, just as it has for other channels," says Hoagland. "We expect them to be very high quality people who can bring not just equity but also industry knowledge."

Jack Clifford, vice president of the Journal Co.'s broadcasting and cable television division, says The Monitor Channel was one of a number of programming companies in which the company has had some interest. The Providence Journal Co. is actively seeking a programming arm to accommodate its nine full-power TV stations and 770,000 cable subscribers.

"We now have the resources, from an audience point of view, where we could justify making these kinds of investments," says Clifford. "We'd very much like to, and we're going to take a look at everything that comes along."

-RB

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# Radio

## NAB PUMPS UP RADIO PROGRAM AT LAS VEGAS

*Audio-only exhibit hall and issue-oriented sessions intended to lure attendance*

By Reed E. Bunzel

In an attempt to shore up waning radio attendance at its annual spring convention, scheduled this year for April 12-16, the National Association of Broadcasters has scheduled a slate of panel discussions and presentations designed to cover a broad range of industry interests and needs.

Now that the post-construction dust has settled around the renovated Las Vegas Convention Center, NAB is hoping for a rebound in radio attendance, spurred in part by an audio-only exhibit hall totally removed from the gargantuan television display. Coupled with issue-oriented sessions that deal with current industry concerns—and fears—NAB is hoping to demonstrate that the spring show and fall radio convention are complementary, not competing, events.

Because of growing interest in certain legislative and regulation issues under consideration by Congress and the FCC, the NAB has developed a new Law and Regulation Conference, scheduled for Tuesday afternoon and Wednesday morning (April 14-15). Topics of interest to radio attendees will include the future of local marketing agreements and joint operating ventures, political advertising rules and possible changes in station ownership and duopoly rules. "These are today's hot buttons, and all five commissioners will be participating in the discussion," said Lynn Christian, senior vice president for radio. "We're expecting a number of group operators to hear the latest about the political climate, the potential for further deregulation, and what changes might lie ahead for the radio industry."

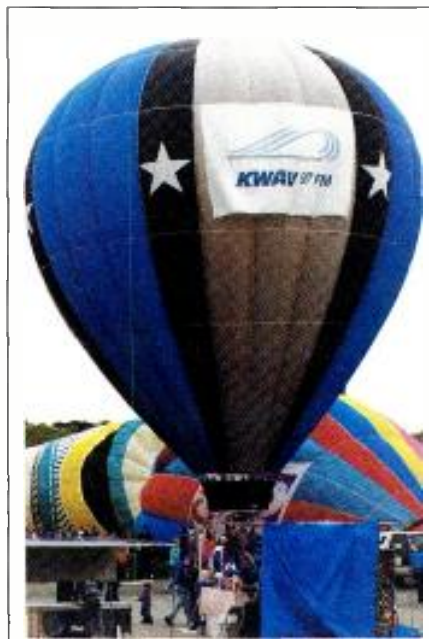
Another first scheduled for this year's convention is a radio "table-top luncheon," discussing a number of basic issues and industry concerns.

At this luncheon, NAB Radio Board members and other industry leaders, one at each table, will serve as "facilitators" while broadcasters address specific topics and share their solutions to current challenges. The function of these "table topic" mini-sessions is to "make the radio luncheon more of an interactive event," said Christian.

In a continuation of its message for industrywide "change and survival," the Radio Advertising Bureau is presenting a series of sessions designed to introduce radio managers to what it calls the new radio marketplace. "Multi-Media Marketing—Radio's

Bright Feature" will explore such tools as vendor co-op, tri-ad selling, print-placing and calculations of cable coverage, while "Breaking the Mold" will feature a presentation by RAB President Gary Fries focusing on what is required of radio broadcasters to make the industry dominant in local, regional and national advertising. Additionally, in "What Our Clients Really Think About Us," RAB will present candid comments from advertisers who don't buy radio. The message behind RAB's presentation is that "you have to change to survive," said Wayne Cornils, RAB executive vice president for services. "You have to understand what the problems are, both yours and the customer's, and then you'd better adapt or the world is going to pass you by."

Returning to the convention this year is NAB's "Sports and Events Marketing Day," a series of sessions first introduced at last year's convention that explores the opportunities for radio stations both locally and nationally. Sessions scheduled this year include "Sponsorship Proposals That Clinch the Deal," which outlines specific writing and presentation skills to help make a sponsorship proposal stand out from the rest; "Sports Marketing Money-Makers," exploring how stations can combine sports programming with ongoing marketing projects to increase revenue, and "Do's and Don'ts of Small-Market Event Marketing," which shares techniques and strategies that can help make events easier and more cost efficient to conduct. Also, "Parlaying National Sports Events into Local Dollars" will discuss how to make money on non-local sporting events, while "Sports and Events Marketing—Liability and Rights" will outline the specifics about sports broadcast rights, potential liability problems and other hazards of event sponsorship and advertising.



*Buckley Broadcasting's KWAY(FM) Monterey, Calif., co-sponsored the annual Monterey County Hot Air Affair Feb. 29-March 1 at Laguna Seca Raceway. Air personality Jack Peterson made a tandem jump from an airplane, and recorded his reactions for broadcast in his morning drive shift. The event "served as a good fundraiser for local charities," said KWAY VP/GM Kathy Baker.*



Also returning are some tried-and-true convention sessions, updated to deal with current industry realities, NAB's Christian said. These include a "best of the best" promotion session, derived from NAB's ongoing contest and marketing book; a session on "How to Work Effectively with Your Local Banker," "How to Deal with Bankruptcy" and "Making More Money—Selling Without Numbers." Additionally, American Women in Radio and Television will discuss "Myths and Methods for Managing," and the American Hispanic-Owned Radio Association (AHORA) will discuss how radio broadcasters can tap the \$207 billion U.S. Hispanic market.

Additional highlights scheduled for the convention include an industry-wide address by FCC Chairman Alfred Sikes, presentation of the NAB's Distinguished Service Award to former president and radio broadcaster Ronald Reagan, and the induction of Mutual Broadcasting talk show host Larry King into the NAB Broadcasting Hall of Fame. ■

## CABALLERO SECURES SPANISH-LANGUAGE SUMMER OLYMPICS COVERAGE

Caballero Spanish Media in New York has entered into an exclusive joint operating venture with Westwood One and the NBC Radio Network to produce and distribute the U.S. Spanish-language broadcasts of the 25th Olympic games in Barcelona, Spain, July 25-Aug. 9.

CSM will produce the broadcasts, clear Spanish-language stations for the programming, and sell advertising, according to Eduardo Caballero, CSM president. Caballero told BROADCASTING that the Olympic coverage will be the first programming venture undertaken by Caballero Spanish Media: "Live Spanish coverage will be cleared exclusively by the Caballero Spanish Radio Network, delivering programming to the world's fifth-largest Hispanic population—the U.S. Hispanic market," he said.

"Many Latin American countries will be participating in the Olympics, as well as a good number of Hispanic athletes on the U.S. team," Caballero said. "We decided this would be a wonderful vehicle to communicate with our people how people in other countries—and the U.S.—were doing." Caballero said Hispanic listeners traditionally are interested in soccer and baseball, and noted that this year's summer Olympics have added appeal because they are taking place in Spain.

CSM's tentative programming schedule includes live three-minute updates and interviews fed twice each hour, and a six-minute daily wrap-up recapping the results of each day's events throughout the games. Also, prior to the Olympics, Caballero will feed stations a trivia feature six times daily, beginning July 1. Caballero expects to clear its programming in the top-20 Hispanic markets in the U.S. ■

—REB

## JACOR EXEC DENIES 20/20 REPORT

By Peter Viles

Charges of sexual harassment at Jacor Communication's WFLZ-FM and WFLA-AM in Tampa were aired nationally Feb. 28 when ABC News's 20/20 focused on claims made by former talk show host Liz Richards, who is suing Jacor over her dismissal.

In a telephone interview with BROADCASTING, Randy Michaels, Jacor's chief operating officer, said the 20/20 program painted an inaccurate and unfair portrait of the Tampa stations. As for Richards's charges, he said: "It's a disgruntled employe who's filed a lawsuit based on mistruths and distortions, and we're confident that we're going to win it."

In the report, 20/20 quoted Richards and another former Jacor employe who claimed Jacor's emphasis on sexually oriented programming continued off the air, creating a raunchy workplace atmosphere that 20/20 correspondent Lynn Sherr called "intolerable for some female employes."

The report detailed incidents in

which Michaels, then vice president of programming and an on-air personality at WFLA, allegedly accosted women with a flexible rubber penis and twice mooned a female employe.

Michaels declined to be interviewed by 20/20, citing the pending lawsuit. Instead, he provided the program with a letter from his attorney rejecting all charges of improper conduct.

In his remarks to BROADCASTING, Michaels charged that 20/20 seized on the story to capitalize on a sexual theme during a ratings sweeps week.

"20/20, on the last night of the sweeps, got away with one of the filthiest shows on TV, and they blamed it on us," Michaels said. "Their agenda was obvious. They were interested in hyping the story for the sweeps."

"We thought it was an important and interesting story and we wanted people to see it," said Lucy Kraus, a spokeswoman for 20/20. "The sweeps were not an issue. As we said in the broadcast, we would have liked to have talked with Randy Michaels to get his side of the story, but he refused to talk to us." ■

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## WASHINGTON JOINS ALL-SPORTS PARADE

**W**TEM(AM) Washington burst onto the capital city's sports scene with the announcement that it had signed a multiyear deal to carry Washington Redskins games and is switching to a 24-hour sports format in April.

To get the Redskins contract, WTEM apparently outbid WMAL (AM), a news/talk station that has had a 44-year relationship with the NFL team. Terms of the contract were not disclosed, but the *Washington Post* estimated the deal at \$3.5 million per year.

WTEM, a 5 kw station now known as WGMS(AM), developed the all-sports format in consultation with Scott Meier, who helped build WFAN(AM) New York into the nation's first all-sports power.

WGMS(AM) currently simulcasts classical music with WGMS-FM, which will continue to air classical music. —PV

## UP QUARTER

Infinity Broadcasting Corp. reported fourth-quarter 1991 earnings of \$138,000, or two cents per share, compared with a net loss of \$5.48 million, or 93 cents per share, in the fourth quarter of 1990. Infinity's total revenue for the quarter was \$37.32 million, up 7% from 1990's \$34.73 million. For the year, Infinity reported losses of \$6 million, or 92 cents per share, on revenue of \$135.3 million. In 1990, Infinity posted losses of \$39.68 million, or \$8.83 per share, on revenue of \$128.9 million. The results do not reflect Infinity's pending acquisition of WFAN(AM) New York.

## APR 'MONITORS' PARTNERSHIP

American Public Radio and The Christian Science Publishing Society have announced a new partnership designed to strengthen the editorial and promotion capabilities of

*Monitor Radio*, the daily and weekly news programs distributed nationwide by APR. The partnership will provide *Monitor Radio* with increased coverage from London by sharing facilities and resources of APR's *Marketplace*, and also should result in enhanced coverage of the 1992 presidential race in the U.S. "We're committed to forging common-sense relationships that build on the unique strengths of our major news programs, all aimed at bringing the world closer to the demanding public radio audience," said Phelps Hawkins, APR vice president and director of news and special events.

## RAISING THE BAR

WFAN(AM), New York's all-sports outlet, showed impressive muscle in the fund-raising department again this year. During its annual 28-hour radiothon Feb. 27 and 28, WFAN raised \$1.5 million for the Tomorrow's Children's Fund, which helps cancer-stricken children. The event raised \$1.3 million in 1991.

## ON THE GROW

The ESPN Radio Network, which made its debut Jan. 1 with 150 affiliates, has surpassed its stated goal of 200 affiliates. The list includes 42 stations in the top 50 markets, ESPN reported last week.

## WESTWOOD ONE-PLUGGED

This Wednesday (March 11) at 10 p.m. ET, Westwood One Radio Networks will air the first of 10 monthly simulcasts of *MTV Unplugged*, the cable video program featuring "basic, pure, acoustic rock 'n' roll." The simulcast programs, available to AOR stations, will present contemporary artists performing without amplifiers, synthesizers or other electric equipment, in front of small audiences. Featured artists include Eric Clapton, R.E.M., Elton John, the Allman Brothers and Crosby, Stills & Nash.

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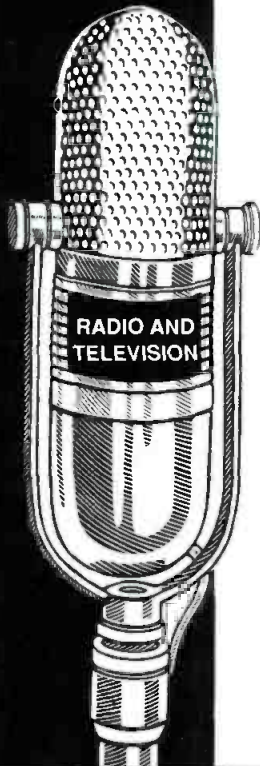
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# Washington

## HIGH COURT AGREES BAN IS UNCONSTITUTIONAL

*FCC must define safe harbor when indecent programing can be aired*

By Harry A. Jessell

**T**he Supreme Court last week let stand an appeals court ruling striking down the FCC's around-the-clock ban on broadcast indecency as unconstitutional and requiring a safe harbor—a daypart when few children are tuning in, and radio and TV stations may broadcast without fear of FCC sanctions for indecency.

It now falls on the FCC to conduct a proceeding to carve out a safe harbor. Prior to Congress's imposition of the blanket ban in 1988, a midnight-to-6 a.m. safe harbor had been established.

"This is a happy result for the First Amendment," said Timothy Dyk, the lawyer who represented the coalition of media and citizen groups that challenge the blanket ban. "The court of appeals had it right on the safe harbor."

The National Association of Broadcasters was among those challenging the 24-hour ban, yet its reaction was tepid. The official statement was left to Associate General Counsel Steven Bookshester, who said the association believes the Supreme Court acted "correctly."

"It sends a message from the high court to the FCC and, more importantly, the Congress," said David Bartlett, president of the Radio-Television News Directors Association, another of the challengers. "There is only so far they can go in controlling what Americans may see and hear on TV and radio."

"The First Amendment is more important than Jesse Helms's idea of what should be on the air," Bartlett said, referring to North Carolina's Republican senator, who was responsible for the ban's becoming law.

The Supreme Court action (or inaction) was a setback for anti-indecency proponents in Congress, who enacted

the blanket ban, and for supporters of the ban in the Bush administration and at the FCC, who had asked for Supreme Court review.

FCC Chairman Alfred Sikes tacked on a warning to his prepared statement expressing disappointment. "We intend to continue to enforce our rules concerning indecent broadcasts to the extent permitted by law." Helms, the author of the blanket ban, declined comment.

*"This is a happy result  
for the First  
Amendment."*

**Lawyer Timothy Dyk**

*"This is a very bleak  
day for the people of the  
United States and in  
particular for parents  
and children."*

**Morality in Media's Kevin Beattie**

"This a a very bleak day for the people of the United States and in particular for parents and children," said Kevin Beattie, president of Morality in Media, the pornography watchdog group that supported the government's request for review.

"This was the most important case concerning the protection of children's morals to come before the Supreme Court in many a year," Beattie said. "There is no feasible way for parents to protect their children from exposure to indecency short of confining a child 24 hours a day in a sound-proofed isolation booth with no radio or TV."

Although Congress enacted the

around-the-clock ban four years ago, the FCC has never enforced it because of the legal uncertainty surrounding it. It has restricted itself to broadcasts that occur between 6 a.m. and 8 p.m.

But even within those bounds, the FCC has been active. It initiated action against two more radio stations three weeks ago (BROADCASTING, March 2). Since Sikes assumed the chairmanship in August 1989, according to the FCC, the commission has pursued more than 20 stations for indecency. Thus far, the agency has fined 15 of them and is considering fining the others.

In April 1987, the FCC stepped up its indecency enforcement, threatening to fine any station it deemed as having run afoul of the long-standing statutory prohibition against broadcast indecency. The initiative recognized the Supreme Court's 1978 decision in *Pacifica*, which held that indecency was protected speech, but it could be channeled to times of day when few children were likely to be in the audience. The FCC determined those times fell between midnight and 6 a.m.

The coalition of broadcasters and citizen groups, citing the First Amendment, challenged the FCC's indecency policy in the U.S. Court of Appeals with mixed success. In its 1988 ACT 1 decision, the court affirmed the agency right to enforce the indecency statute, but, finding the midnight-to-6 a.m. safe harbor to be arbitrary, ordered the FCC to justify it.

The FCC was in the midst of a safe harbor proceeding when Congress weighed in with the 24-hour ban. In light of the Supreme Court's decision last week, the FCC will essentially be picking up on the safe harbor proceeding where it left off in 1988.

"We would hope the FCC's new safe harbor is appropriately generous," said Dyk. ■

# CPB OPPONENTS HOIST INDECENCY IN FUNDING DEBATE

Senators excoriate PBS for airing 'Tongues Untied'; cite study finding 'liberal bias'

By Randy Sukow and Joe Flint

Senate Republicans and Democrats last week used the public broadcasting authorization bill (S. 1504) to blow off some election-year steam.

A band of seven conservative Republicans, who last fall put a hold on S. 1504 to delay debate (the House passed a similar bill by voice vote last November), attacked the bill's high-ticket price—authorization of \$1.1 billion in funds for the Corporation for Public Broadcasting over three years (1994-96)—and the content of CPB-funded radio and TV programming. Some opponents accused public broadcasters of promoting a liberal bias, while others deplored what they claimed to be indecent programming, such as *Tongues Untied*, aired as part of the Public Broadcasting Service's *P.O.V.* series.

Democrats and some Republicans pointed to *Sesame Street*, *Mr. Rogers' Neighborhood*, *The Civil War* and other critically acclaimed, noncontroversial public broadcasting successes. "Now we have a move from the Republican side of the aisle to hold *Sesame Street* hostage. To hold *Mr. Rogers* hostage," said Communications Subcommittee Member Albert Gore (D-Tenn.).

The Senate moved to a debate on the authorization last Tuesday (March 3) after an 87-7 cloture vote. The Senate postponed further debate on the bill the next day to consider a crime bill. S. 1504 supporters hoped a final vote could be taken late in the week (see "In Brief").

By midweek, no amendments had been added to the bill, but they were expected. Public broadcasting executives anticipated introduction of an indecency amendment and an amendment to change the funding procedures for the Independent Television and Video Service, a CPB-funded organization created by congressional directive in 1988 to provide grants to producers without editorial oversight.

The seven Republicans who voted against cloture included Minority Leader Robert Dole (Kan.), Jesse Helms (N.C.), Larry Craig (Ind.), Trent Lott (Miss.), Don Nickles

(Okla.), Robert Smith (N.H.) and Malcom Wallop (Wyo.). John McCain (R-Ariz.) voted to consider the bill, but weighed in with sharp criticism of CPB once the debate began.

Dole opened the Tuesday debate saying his goal was "not about putting public TV and radio out on the street with a tin cup." CPB is funded through 1993, giving the Congress more than a year to pass the authorization and appropriations legislation.



As the Senate debated CPB's authorization last week, PBS hosted a Capitol Hill reception to honor Fred Rogers (r), host of 'Mr. Rogers' Neighborhood' and his 24 years on public TV. He is shown with Senator Harris Wofford (D-Pa.).

In the meantime, Dole said, any bill committing as much as \$1.1 billion deserves more discussion. "By temporarily holding the bill, Republican senators have insured that this bill will be debated in the light of day, where it belongs, not waved through on some magic carpet as if it were privileged legislation," he said.

"All in all, I say we are getting our money's worth. Public broadcasting is now reaching about 98% of all households," said Subcommittee Chairman Daniel Inouye (D-Hawaii). The federal government provides about 13.6% of the funding for public broadcasting, with the rest coming from state and local governments, corporations, private individuals and other sources. But because the Congress provides 13.6%, it has a great deal of control over the operation of CPB, such as the size of its board, which S. 1504 cuts from 10 to nine.

Helms said a report released last week by the Center for Media and Public Affairs "makes a strong case that there is a serious left-wing bias at PBS."

The study analyzed 225 programs ranging in length from 30 minutes to

two hours that aired on WETA-TV Washington from April 1987 through March 1988. The results, according to the Center, show "the balance of opinion tilted consistently in a liberal direction."

The study listed several topics covered on PBS programming that could be perceived as having a leftwing leaning. In specials focusing on race relations, discrimination was described as a "condition of American society" 50 times without one dissenting opinion, and four out of five sources providing opinions and information thought minorities should separate themselves from white society to create or preserve their own communities.

PBS documentaries on religion tended to say that religion should advocate social change, and offered no contradiction from other sources.

Said the study: "This is such a diverse set of topics and ideas that one hesitates to reduce them to a single dimension of liberal vs. conservative ideology. Nonetheless, there can be little doubt that the ideas expressed on public affairs issues were far more consonant with the beliefs and preferences of contemporary American liberals than with those of conservatives."

In response to the study, Robert Ottenhoff, executive vice president and chief operating officer, PBS, said the 160-page report is "clearly a political tract, not scientific fact" and it "ignores nearly 90% of the programming distributed by PBS [in the study period], and its selective approach and odd pigeon-holing of 'attitudes' of speakers on selected programs is, at best, arbitrary and misleading."

Inouye blamed the last two Republican presidents for inadequate safeguards against biased public broadcasting. Ronald Reagan vetoed a bill to codify the fairness doctrine, later struck down by the FCC, "that would have required broadcasters or licensees to cover controversial measures and subjects by permitting opposing views an equal opportunity. This would have provided a balanced presentation of controversial subjects," Inouye said. President Bush has stated his intention to also veto the fairness doctrine if it crosses his desk.



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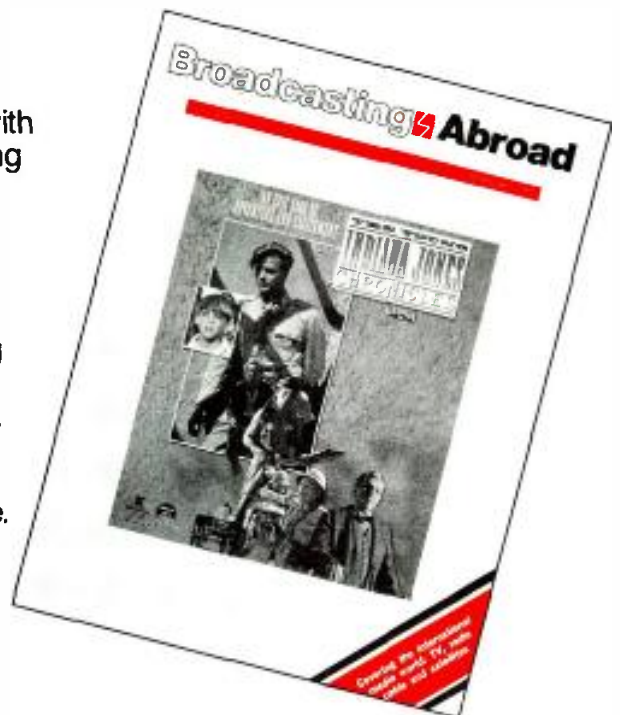
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crosses his desk.

"If my [Republican] friends are so concerned about balanced treatment of controversial issues, all they have to do is tell the president of the United States of their support and plead with him not to veto this measure," Inouye said.

Republicans also condemned what they believed to be indecent programming, especially *Tongues Untied*, a controversial program funded in part by grants from the National Endowment for the Arts. The program, aired in July 1991 by PBS, "blatantly promoted homosexuality as an acceptable lifestyle.... It shows homosexual men dancing around naked," Helms said. "A lot of decent Americans called my office and wrote to me and grabbed me by the jacket as I went through an airport lobby and said, 'What the hell is going on when the taxpayers are required to fund such garbage as that?'"

Mark Weiss, executive producer of the *P.O.V.* series, said *Tongues Untied* was "never broadcast in Helms's home state." As for the criticism, Weiss said "anyone who saw the film would know it is about the harshness of life as a black homosexual in America. It is an honest picture and quite moving in parts. If anything, it is a cry of anguish, not a promotion of a lifestyle." Weiss is not concerned that the \$400,000 *P.O.V.* is to receive from PBS is in any danger.

The controversy over *Tongues Untied* was fueled even more by campaign ads for Republican presidential candidate Pat Buchanan, which used pictures from the program to attack the Bush administration for funding indecent material. (House Minority Whip Newt Gingrich [R-Ga.], appearing on ABC's *Nightline*, said that funding for *Tongues Untied* was in fact provided during the Reagan administration.)

Pro-S. 1504 senators said nothing in rebuttal to the Helms indecency charges during the first day of debate.

CPB President Donald Ledwig said "federal seed money is crucial to public broadcasting because it is the seed money that brings in the other needed funds to stay on the air. Public broadcasting cannot harvest quality programs if the federal seed money is lost."

Ledwig pointed to a 1990 survey by Statistical Research Inc. in which 79% said public TV's news and public affairs programming had neither a conservative nor a liberal slant. ■

## CRT ADVISED TO RAISE HOME SATELLITE FEES

*Panel recommends increasing money paid to copyright holders of broadcast signals*

By Joe Flint

Copyright holders will see an increase in license fees from the home satellite distribution of broadcast signals if the Copyright Royalty Tribunal approves recommendations made last week by three independent arbitrators.

The panel recommended a fee of

17.5 cents per subscriber per month for independent stations whose signals, when distributed to home viewers, carry syndicated programming; 14 cents per subscriber per month for independent superstations such as WTBS-TV Atlanta, WGN-TV Chicago and WWOR-TV New York, whose signals are "syndex-proof," and 6 cents per subscriber per month for network af-

## FCC WANTS TO RAISE ATTRIBUTION TO 10%

The FCC is expected to adopt a proposal to increase the percentage of a broadcast license a person can own before that station counts against them for the purposes of FCC ownership limits. The proposal would raise the attributable interest threshold from 5% to 10% at this week's meeting ("Closed Circuit," March 2). It is part of a "capital formation package" that the commission hopes will help ease the credit crunch facing broadcasters.

Commissioner Sherrie Marshall, who recommended the increase to FCC Chairman Alfred Sikes, told BROADCASTING that "raising the attribution benchmark should boost investment and growth in the broadcasting industry and would particularly benefit minorities and newcomers seeking new sources of capital."

Broadcasters and venture capitalists contacted by BROADCASTING, while not against the idea, were not certain that an increase in the attributable interest threshold would have a significant impact on the current lack of financing.

Says one group owner: "Buying a few more shares of stock is not the answer; the issues really are multiple ownership and duopoly. The oligopoly is gone."

One executive of a venture capital firm with investments in some 20 broadcast properties says the limit is not a financial issue but a "legal" one. "Where it created an issue, you dealt with it through legal structures to get around it." Some companies, the executive explains, "creatively" structured securities to avoid the 5% cap.

Barry Lewis, director, Sandler Media Group Inc., says the increase "won't change the whole scheme of things. There are three issues: financing, slowness in the business and the future—that rule won't change any of those things."

Broadcasters and investors are also concerned about another element of the package—permitting banks and other lenders to hold a security interest in broadcast licenses.

Says one FCC staffer on security interest: "Everybody's thinking is very preliminary, and I don't know if anybody feels that it is something we have to do or if there is a strong sentiment to give security interest." Another high-level source says there is little interest in either security interest or revisionary interest—which would allow sellers of stations who take back paper to recover the station without FCC review in case of a default on the loan.

-JF



filiates and public broadcasting stations. Non-syndex-proof independent stations include WSBK(TV) Boston and KTLA-TV Los Angeles.

Currently, the fees are 12 cents per subscriber per month for independent stations and 3 cents for network affiliates. The fees generate about \$3 million annually.

The ball is now in the CRT's court, which, unless it finds a procedural fault, is likely to approve the recommendations. The three commissioners have 60 days to review the panel's report and decide whether to accept or reject the proposed fee increases. After that, the decision can still be appealed and moved into the courts.

The CRT issued an order last week stating that any petitions, objections or motions pertaining to the report must be filed by March 18, and reply petitions must be filed by March 27.

In its recommendation to the CRT, the independent panel created two separate fees for independent superstations that are exempt from the syndicated exclusivity rule and non-syndex-proof superstations. In making its determinations, the panel deemed a

broadcast signal "syndex-proof" if the retransmission does not include any program that—if delivered by a cable system to a cable subscriber at the same point of reception as the home satellite dish subscriber—would be subject to the syndex rules of the FCC.

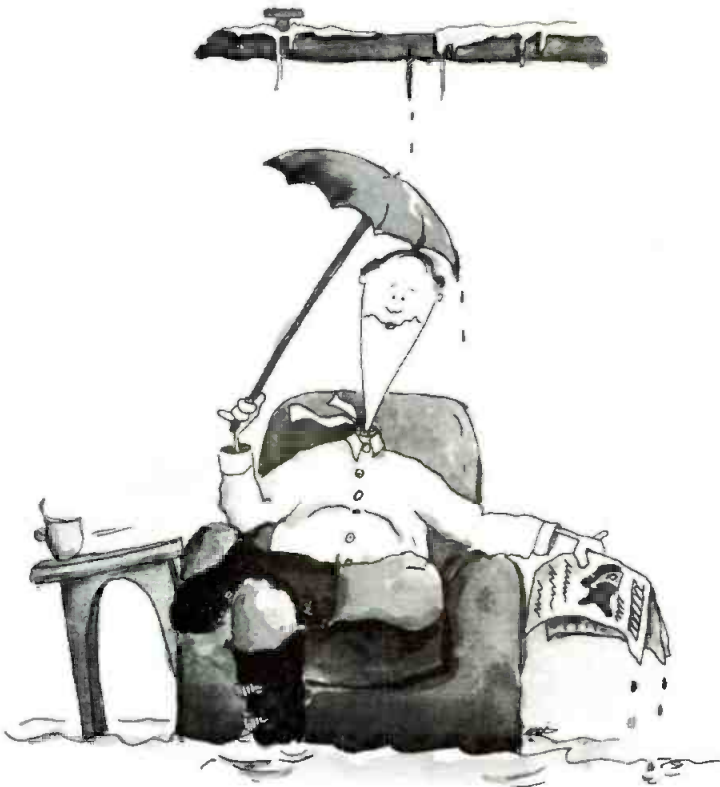
Jack Valenti, president, Motion Pictures Association of America, said that while the MPAA was pleased about the somewhat higher royalty rates, "we are disappointed that the proposed rates are still tied directly to cable royalty rates.

Satellite carriers, who argued for a decrease to 9.86 cents for independents and 2.45 cents for affiliates, were not pleased with the panel's recommendations but were undecided whether they would appeal if the CRT went along with the rate hikes. "We are really disappointed," says Andy Paul, senior vice president, Satellite Broadcasting and Communications Association. Adds Paul: "They doubled the network rates, which was not called for at all, and they have also added some kind of syndex surcharge. Technically, [satellite carriers] can't

comply with syndex, and as a practical matter, a large majority of [satellite feeds] go to homes that can't get over-the-air signals. The chance of conflict with local TV stations is quite remote."

Clark Wadlow of Sidley & Austin, which represents Netlink USA and Southern Satellite System, says the panel "made some mistakes" in its analysis: "The panel found that because some of the indies transmitted contain syndicated programming and because the FCC found that syndex rules could not be imposed on the carriers, the panel found that the carriers should pay a charge analogous to the syndex surcharge that cable operators paid when there was no syndex for cable. The panel ignored that there were always a lot of exemptions from syndex rules for cable." Wadlow adds he "seriously doubts" that the relatively few satellite subscribers really have a big impact in a market. "There can't be that many subscribers in any one market." Wadlow estimated that if the recommendations are approved, Netlink is facing a 73% increase in its copyright fees per subscriber. ■

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# WARC MOVES DAB STEP CLOSER TO REALITY

*Conference allocates L band for new digital audio service; U.S. exempts itself to avoid moving military services and sticks with S band; NAB fearful U.S. will yield to pressure and switch to L, resulting in worldwide satellite competition*

By Harry A. Jessell

The World Administrative Radio Conference last week laid the foundation for the introduction of a powerful new competitor to AM and FM radio, allocating 40 mhz of L band (1.5 ghz) spectrum for satellite or terrestrial digital audio broadcasting for most countries and recognizing the use of 50 mhz of S band (2.3 ghz) spectrum for DAB in the U.S.

Sticking to the position it took into the month-long international allocations conference in Torremolinos, Spain, the U.S. exempted itself from the global L band allocation to protect the military aeronautical telemetry services already operating in the L band.

DAB via local transmitters or geostationary satellites promises to deliver CD-quality audio to receivers similar to conventional AM-FM radios in homes and cars.

Fearful of the competition represented by DAB, particularly the satellite variety, the National Association of Broadcasters issued a terse warning as the conference broke up. "The WARC decision...paves the way for a worldwide DAB service," it said in a one-page statement. "We see the decision as a threat to our system of local over-the-air terrestrial broadcasting."

The NAB's principal concern is that the U.S. will eventually succumb to pressure to adopt the global DAB allocation at L band, which the association believes is the only practical band for DAB. The cost of mounting a satellite DAB service would be two or three times as great as it would be for the L band due to increased transmitter power requirements, one NAB official said.

The NAB is continuing to encourage the development of so-called in-band digital broadcasting systems as the broadcasters' competitive response to the perceived threat of satellite DAB. Such in-band systems interlace the new digital broadcast signals with broadcasters' existing AM or FM signals. They require no additional spectrum.

The NAB had advocated a terrestri-

al-only DAB service at L band, in which existing AM and FM stations would be given first dibs to the DAB channels. But it abandoned that position in January, citing the U.S.'s commitment to S band and concerns about being able to control an L band DAB service.

The pressure on the U.S. to shift the military's L band services to S band and DAB to L band will come primarily from Mexico and Canada as well as receiver manufacturers. All are interested in common broadcast and receiver standards that would derive from the use of common frequencies.

Ambassador Jan Baran, who led the U.S. delegation, is among those anticipating pressure from north and south of the border. "They would love to see the U.S. abide by [global allocation]," he said. "The U.S. will have to seriously consider its position."

But those who advocate a domestic DAB allocation on L band will run into stiff opposition from the military and the telemetry equipment providers who are now ensconced in the L band, Baran said. "Whatever happens, it will not happen overnight," he added.

Even if the U.S. sticks to S band, broadcasters are not in the clear. NAB may consider S band impractical for DAB, but not so Satellite CD Radio, which plans to forge ahead with plans to launch a 30-channel DAB service in the S band in 1995.

"We are opening the champagne here," said Satellite CD Radio Chief Executive Officer Martin Rothblatt. S band is suitable for satellite DAB, he said, even though it may double the cost of the company's two planned geostationary satellites. S band is not the best, he said, "but it's better than nothing."

According to Rothblatt, the domestic 50 mhz allocation is large enough to accommodate not only Satellite CD Radio, but three other comparable 30-channel services as well. All it takes is \$260 million to build and launch primary and backup satellites, he said.

Pressure or no, Rothblatt said, he expects the U.S. to stick to S band for DAB. "It's a fait accompli at this point," he said.

Also cheering the WARC decision was the Washington-based WorldSpace Corp., which plans to provide satellite DAB services in L band to countries other than the U.S.

"We are elated beyond description to have achieved agreement to our frequencies on a global basis," said WorldSpace Chairman Noah Samara. "It is especially gratifying that the ITU decided to allocate to our service the best available frequencies."

The 40 mhz of spectrum "is twice the amount of bandwidth available to FM radio today," Samara said, "and insures that we will be able to provide hundreds of channels of digital audio broadcasting worldwide." ■

## U.S. DECLARES WARC A SUCCESS

Ambassador Jan Baran, who led the U.S. delegation to WARC, said the conference was an unqualified success, yielding a record number of global allocations in services from DAB to mobile satellite communications. "No one has been able to point to any previous conference when so many issues arrived at so many positive results," he said.

Although the DAB allocations were the big news for broadcasters, the conference's most significant act may have been its global allocation for a worldwide mobile satellite service, which would permit communications with low-cost handheld transceivers via low earth orbiting satellites (LEO's) from virtually any point on the globe.

One of the principal beneficiaries of the allocation will be Motorola, which has taken the lead with a plan to provide international communications service via 77 LEO's.

-NAJ



# Business

## KING WORLD TO GIVE UP MAJORITY OF WIVB-TV

*Syndicator will exchange ownership in Buffalo station with lenders for reduction in \$95 million in debt and rate of interest*

By Geoffrey Foisie

One of King World's first efforts to diversify has stumbled, and as a result, the syndicator will likely be forced to give up majority ownership in the Buffalo CBS affiliate it bought at the end of 1988. King World said last week it had reached a "non-binding letter of intent" with the station's lenders to give them a majority of stock in WIVB-TV in exchange for a reduction of both the station's roughly \$95 million debt and the rate of interest. The station has been paying an average interest rate of roughly 12.5%.

Jeff Epstein, King World's chief financial officer, said that the proposed capital restructuring will also extend repayment of debt to 1997. "We now have a smaller ownership interest of a healthier station," Epstein said, adding that completion of the restructuring is subject to FCC approval.

When King World bought WIVB-TV for roughly \$110 million at the end of 1988, it set up a separate company to borrow the money, making the debt "non-recourse" to King World itself. King World invested \$20 million of equity for 86% ownership, and lenders to the station obtained warrants to buy

the remaining 14% of equity.

All the \$75 million in senior debt was to be due at the end of next year, with the \$20 million subordinated debt due soon thereafter. Meanwhile, King World said the station's revenue was "adversely affected" by the advertising recession. WIVB-TV fell in default on its loan covenants last year, and

senior lenders prevented it from paying interest, starting last July, on roughly \$20 million in subordinated debt.

The reduction in King World's ownership would result in the "deconsolidation" of the station's balance sheet and operating results from the King World financial statement. ■

### JANUARY: TV'S WARMEST MONTH

Nineteen ninety-two started off with good news for TV station operators. January revenue, lead by national spot dollars, increased versus a year ago. However, the extent of increase still left the monthly revenue total for many stations below the level of two years ago.

An informal survey of more than 200 TV station operators showed that total January revenue increased 5.5% over January 1991. Of that total, the increase for spot was 8.3%, while local was up 3.3%. Affiliates improved their performance, up 6.0%, more than independents, which were up 3.2%. Independents, however, were above their level of two years ago, while affiliates were still underperforming January of 1990. The total revenue drop-off from a year ago, a month that saw initial U.S. combat in the Persian Gulf, was 9.4%.

The unaudited survey trend was mirrored in results reported by publicly held group owners. Pulitzer said its broadcasting division was up 1.7%; Gannett reported a 12% boost, with national advertising up 15% and local sales up 8%.

The results compare favorably with other media. The Publishers Information Bureau said magazine advertising revenue in January was off 2.6% from a year ago. -GF

### DECLINING REVENUES AT TV STATIONS

Cosmos Broadcasting said fourth-quarter national revenue gained 6% and local revenue was up 2%, but that a sharp drop in political spending caused total fourth-quarter revenue to fall 5%. Earnings for the quarter fell 36%, and full-year revenue declined 1% to \$89.2 million. Income dropped 28% to \$9.5 million. Outlet said fourth quarter revenue fell 9% to \$11.8 million, leading to a 35% drop in operating income to \$2.7 million. Gaylord said 1991 broadcasting revenue, on a pro forma basis, decreased 1.9% in 1990 to \$138.4 million, and operating cash flow dropped 24.8% to \$12.3 million. Heritage Media reported lower 1991 operating cash flow due to revenue declines at most of its stations, although it reported a "significant" revenue increase at its Fox affiliate in Oklahoma City. For the year, TV revenue was \$35.3 million and revenue was \$16.8 million. -GF

### UPCOMING

Next week BROADCASTING begins a five-part series: "Waiting for the Rebound" that examines whether television's advertising doldrums are a temporary recession or a permanent feature of the industry's future. The first part in the series will examine what a return to the way things were would actually mean.

# Advertising Marketing

## **MEDIA HOPE TO ACCESS NEW COMPUTER DOLLARS**

By Sharon D. Moshavi

**C**omputer manufacturers, a slumping ad category in 1991, may be on the mend for 1992. At least two computer companies are newly entering the television advertising arena, which could be the impetus for other competitors to bring their dollars back into the TV market.

The companies, Digital Equipment Corp. and software manufacturer Microsoft, are turning to television for the first time to advertise their products, according to published reports. Microsoft is said to be spending \$8 million in the next month, and Digital is said to be spending about 30% of its advertising budget on TV. That could mean revitalized competition in the marketplace and heavier spending in 1992 by computer companies, which already advertise on TV and which for

### **TV SPENDING BY COMPUTER COMPANIES**

Company	1990	1991	Percent to network	
			1990	1991
Apple Computers	\$21.2 million	\$9.7 million	64	63
Compaq	7.2 million	33,000	83	0
Hewlett-Packard	6.5 million	7.6 million	62	88
IBM	34.8 million	23.6 million	92	89
Radio Shack	10.6 million	6.5 million	96	85
Sharp	4.9 million	307,000	100	0
Toshiba	2.6 million	1,000	69	0
Xerox	8.4 million	11.4 million	93	99

Source: Arbitron Broadcast Advertisers Report

the most part cut back their spending in 1991 (see chart).

Of the three product categories comprising the computer category, the largest was down drastically in 1991. The computers, hardware and software category, was hit hard, down by more than 50%, from \$66.3 million

two years ago versus \$30.5 million last year, according to Arbitron's Broadcast Advertisers Reports (BAR). Furthermore, that decline may have been concentrated among personal computer manufacturers, such as IBM, Apple and Compaq.

The word processing category, however, grew by 63%, up from \$8.9 million in 1990 to \$14.5 million in 1991. The data systems and general company promotion category also grew by 23%, up from \$21.1 million in 1990 to \$26 million last year.

Total TV spending for all computer categories, including hardware and software, word processors and data systems, was down 25% from \$95 million in 1990 to \$70.8 million in 1991, said BAR.

Although it had the least percentage loss, computer advertising on network TV lost the most in dollars, down 25% from \$74 million to \$55.8 million, compared with a 5% drop in overall network advertising last year. Cable TV was down nearly 29% from \$10.1 million in 1990 to \$7.2 million in 1991, despite a 10% gain in overall cable advertising revenue.

The percentage drop for national spot computer advertising was the largest, from \$10.4 million to \$6.6 million in 1991, for a 36% decline. National syndication was the only category to see growth, although in absolute dollars the growth was small, going from \$445,000 in 1990 to \$1.2 million in 1991. ■

## **SINGAPORE BROADCASTING CORPORATION**

### **INVITATION FOR PROPOSALS**

The Singapore Broadcasting Corporation (SBC) invites proposals for a radio consultancy study for its 9 radio channels comprising 4 English-language channels, 2 Mandarin channels, 2 Malay channels and 1 Indian channel. Consulting groups with experience in radio management, programming, marketing and research are invited to submit proposals.

The scope of the consultancy includes formulating a market segmentation strategy, business structures and a comprehensive business plan for SBC Radio; and advising on improvements in programming, marketing, research, staff development and other areas of radio management.

Please obtain the necessary Tender Specifications from:

Head(Tender Unit)  
Singapore Broadcasting Corporation  
Andrew Road, Caldecott Hill  
Singapore 1129  
Attn: Mr Ow Kee Hong  
Tel: (65) 3503434  
Fax: (65) 2357736

Deadline for submission of proposals is 10 April 1992.



# Changing Hands

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

**WSLM-FM Salem, Ind.** □ Sold by Henson Media Inc. to U.S. Radio III for \$2 million. **Seller** is headed by Don H. Martin, and is licensee of WSLM(AM) Salem, Ind. **Buyer** is headed by Ragan Henry and other investors. Henry, under U.S. Radio and Ragan Henry Broadcast Group Inc., owns 8 AM's and 13 FM's. He is also purchasing KMGR-AM-FM Salt Lake City (see below). WSLM-FM has gospel, sports and talk format on 98.9 mhz with 50 kw and antenna 492 feet. **Broker: Sailors & Associates.**

**WCTH(FM) Plantation Key, Fla.** □ Sold by Sounds of Service Radio Inc. to Gateway Broadcasting Inc. for \$1.148 million. Terms: \$900,000 cash at closing and \$248,000 noncompete and consulting agreement. **Seller** is headed by Marie B. Rivers, and has interests in WEDR(FM) Miami and WSWN(AM) Belle Glade, both Florida; WGUN(AM) Atlanta, WEAS(AM)-WWJD(FM) Savannah and WGOV(AM)-WAAC(FM) Valdosta, all Georgia, and KWAM(AM)-KRNB(FM) Memphis. **Buyer** is headed by Norma Wymer. Gateway Broadcasting is currently "time brokering" small portion of time on WCTH pursuant to agreement dated July 1, 1991. WCTH has AC format on 100.3 mhz with 100 kw and antenna 440 feet.

**WWNN(AM) Pompano Beach, Fla.** □ Sold by 777 Communications Ltd. to HMS Broadcasting Inc. for \$1.08 million. Terms: \$120,000 escrow deposit and \$960,000 cash at closing, of which \$330,000 is for three-year non-compete covenant. **Seller** is owned by general partner Nuckols Corp., headed by Joseph S. Nuckols Jr., and has no other broadcast interests. **Buyer** is headed by Howard and Susan Goldsmith, husband and wife, who have interests in WNZS(AM) Jacksonville (sold, pending FCC approval) and WSBR(AM) Boca Raton, both Florida. Susan Goldsmith also has interests in WTMV(AM) Sarasota, Fla. WWNN has motivation-self-help format on 980 khz with 5 kw day and 1 kw night. **KUUY(AM)-KKAZ(FM) Orchard Valley (Cheyenne), Wyo.** □ Sold by Ar-

## PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$1,605,500 □ 7  
FM's □ \$4,726,880 □ 6  
AM-FM's □ \$1,235,000 □ 2  
TV's □ \$0 □ 0  
Total □ \$7,567,380 □ 15

1992 to Date:

AM's □ \$8,786,601 □ 24  
FM's □ \$34,308,235 □ 38  
AM-FM's □ \$22,371,022 □ 14  
TV's □ \$25,710,000 □ 7  
Total □ \$91,175,858 □ 83

For 1991 total see Jan. 27, 1992 BROADCASTING.

lie L. Davison and Associates Inc. (formerly Windsor Communications Inc.) to Windsor Communications Inc. of Wyoming for \$1 million. Terms: \$125,000 cash at closing and \$875,000 eight-year promissory note at 10%. **Seller** is headed by John W. Hough. Ross A. Fleischmann, 44.5% shareholder, has 5% interest in licensee of KJFM(FM) Louisiana, Mo. **Buyer** is headed by Paul E. Lowrey, and has no other broadcast interests. KUUY has C&W format on 650 khz with 8.5 kw day and 500 w night. KKAZ has AC format on 100.7 mhz with 100 kw and antenna 490 feet.

**WDLT(FM) Chicksaw (Mobile), Ala.** □ Sold by JAB Broadcasting Inc. to United Broadcasting Co. Inc. for \$879,000. Terms: \$725,804 cash at closing and \$153,196 eight-year promissory note at 10%. Sale of station approved last year to Bay Lakes Broadcasting Inc. for \$879,000 did not close ("For the Record," Aug. 12, 1991). **Seller** is headed by J. Alex Bowab, and has no other broadcast interests. **Buyer** is headed by Tom C. Wilson, and is permittee of WKWA(AM) Mobile, Ala. WDLT has soft AC format on 98.3 mhz with 3 kw and antenna 300 feet.

## CLOSED!

KZRQ-AM/KIVA-FM, Albuquerque/Santa Fe, New Mexico, from Daytona Group of New Mexico, Norman Drubner, Principal, to Carl Como Tutera.

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# Date Book

■ Indicates new listing or changed item

## THIS WEEK

**March 9-11**—First annual marketing co-op conference sponsored by *Cable Television Administration and Marketing Society*. South Shore Harbour Resort and Conference Center. Houston. Information: (703) 549-4200.

■ **March 10**—"The Cable Explosion: What to Do with 150 Channels," seminar sponsored by *Center for Communication*. The Center. New York. Information: (212) 836-3050.

■ **March 10**—"Opportunities in Children's Television," seminar sponsored by *Center for Communication*. The Center. New York. Information: (212) 836-3050.

**March 10**—*Advertising Women of New York* annual New York Addy Awards show. Hudson Theatre. Hotel Mackowe. New York. Information: (212) 593-1950.

■ **March 11**—"War or Peace: The Battle of Television Delivery Technologies," panel discussion sponsored by *American Women in Radio and Television*, Washington D.C. chapter. Participants: Thomas Herwitz, vice president and general manager, WTTG-TV. Washington; Janice Obuchowski, former assistant secretary of commerce, National Telecommunications and Information Administration; Catherine Reid, counsel to the minority, ener-

## ERRATA

Story in March 2 issue on **University of Miami School of Communications survey** by Mitchell Shapiro misstated one of the questions as asking about effects of lifting local ownership rules. Question asked was about **economic effects of limiting local ownership to just one broadcast facility in a market.**

gy and commerce committee, House of Representatives; Thomas Tauke, executive vice president, government affairs, NYNEX Corporation, Washington; Robert Thomson, senior vice president of communications and policy planning, Tele-Communications, Inc., Denver; Brenda Fox, former general counsel, National Cable Television Association, Washington. National Association of Broadcasters, Washington. Information: Carolyn Tatum Roddy, (202) 632-1356, or Peggy Binzel, (202) 898-7670.

**March 11**—*Ohio Cable Television Association* annual meeting and cablecasting awards. Hyatt on Capitol Square, Columbus. Information: Janet Johnson, (614) 461-4014.

**March 11**—Newsmaker luncheon sponsored by *International Radio and Television Society*. Participants: Floyd Abrams, partner, Cahill Gordon and Reindel; Ron Alridge, publisher, Electronic Media;

David Bartlett, president, Radio-Television News Directors Association; Maury Povich, host, Maury Povich Show. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

■ **March 12**—"Learn from the Experts," pay-per-view panel sponsored by *Cable Television Administration and Marketing Society*, New York City chapter. Warner Communications Building, Rockefeller Plaza, New York. Information: Judy Mak, (516) 234-5200.

**March 12**—*Association of National Advertisers, Inc.* environmental marketing communications forum. Waldorf-Astoria Hotel, New York. Information: (212) 661-5950.

**March 12**—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Robert Kunath, senior vice president and general manager, Group W Sports Marketing, Copacabana, New York. Information: (212) 768-7050.

**March 12-15**—*National Federation of Community Broadcasters* annual conference. Seattle. Information: Wendy Muzzy, (202) 393-2355.

**March 13-15**—"Economic Issues in the 1992 Elections," conference for journalists sponsored by *Foundation for American Communications* and the *Ford Foundation*. Asilomar Conference Center, Pacific Grove, Calif. Information: (213) 851-7372.

**March 14**—"Sports and the Media," course sponsored by *UCLA Extension*. Franz Hall, UCLA, Los Angeles. Information: (310) 825-0641.

## MAJOR MEETINGS

**March 25-28**—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Holiday Inn Crowne Plaza, Washington. Information: (803) 777-3324 or (412) 357-3210.

**April 5-7**—*Cabletelevision Advertising Bureau* 11th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

**April 8-11**—*American Association of Advertising Agencies* annual convention. Ritz-Carlton, Naples, Fla. Information: (212) 682-2500.

**April 10-12**—*Television Bureau of Advertising* 37th annual meeting. Las Vegas. Information: (212) 486-1111.

**April 10-15**—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

**April 12-16**—*National Association of Broadcasters* 70th annual convention and HDTV World conference and exposition. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300 for HDTV World; Rick Dobson, (202) 429-5335. Future convention: Las Vegas. April 19-22, 1993.

**April 22-24**—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York. Information: (708) 296-0200. Future conventions: April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.; and 1994, Town and Country Hotel, San Diego, Calif.

**May 2-6**—*Public Radio* annual conference. Sheraton Hotel. Seattle. Information: (202) 822-2000.

**May 3-6**—*National Cable Television Association* annual convention. Dallas. Information: (202) 775-3669. Future convention: June 6-9, 1993, San Francisco.

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

formation: (202) 429-5102.

**June 10-13**—*NAB/Montreux International Radio Symposium and Exhibition*. Montreux, Switzerland. Information: (202) 429-5300.

**June 14-17**—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference and expo. Seattle, Wash. Information: (213) 465-3777. Future convention: June 13-16, 1993, Orlando, Fla.

**June 23-26**—*National Association of Broadcasters* board of directors meeting. Washington. (202) 429-5300.

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

■ **July 13-16**—*Democratic National Convention*. Madison Square Garden, New York. Information: (202) 863-8000.

**Aug. 6-8**—*Satellite Broadcasting and Communications Association* summer conference. Baltimore, Md. Information: (703) 549-6990.

■ **Aug. 17-20**—*Republican National Convention*. AstroDome, Houston. Information: (202) 863-8500.

**Aug. 23-26**—*Cable Television Administration and Marketing Society* annual convention. San Francisco Hilton, San Francisco. Information: (703) 549-4200.

**Sept. 9-11**—Eastern Cable Show sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1608.

**Sept. 9-12**—Radio '92 convention, sponsored by *National Association of Broadcasters*. New Orleans. Information: (202) 429-5300.

**Sept. 23-26**—*Radio-Television News Directors Association* conference and exhibition. San Antonio, Tex. Information: (202) 659-6510.

**Oct. 12-18**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

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

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

**Nov. 4-8**—*National Black Media Coalition* annual conference. Hyatt Regency Hotel, Bethesda, Md. Information: (202) 387-8155.

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

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

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

**Jan. 26-30, 1993**—*NATPE International* 30th annual convention. San Francisco Convention Center, San Francisco. Information: (213) 282-8801.

**Jan. 28-30, 1993**—*Satellite Broadcasting and Communications Association* winter meeting. Reno, Nev. Information: (703) 549-6990.

**Feb. 5-6, 1993**—*Society of Motion Picture and Television Engineers* 27th annual Advanced Television and Electronic Imaging conference. Downtown Chicago Marriott, Chicago. Information: (914) 761-1100.



## SOUNDING OFF ON RADIO OWNERSHIP LIMITS

EDITOR: There is a general agreement in our industry that the economic malaise which has long affected AM radio stations has now spread to FM stations. Unlike the technical deficiencies of AM that eroded AM radio stations' ability to compete with FM stations, the danger now is the consequence of the "guiding principle" that more stations are better. Remember, many of the last AM stations into the market, infringed upon the older AM stations service areas, thus further eroding their ability to compete. Similarly, the last FM stations into the already crowded market have further eroded the economic foundation for existing FM operators.

Attention in Washington is now geared to finding solutions to the economic weakness of the broadcast industry and to shoring up this once profitable business. However, when all of the smoke clears, one must step back and ask the question: Is consolidation really the answer? In my opinion, the answer is probably "No."

Most of the attention in Washington is centered upon elimination or significant modification of the 12-12-12 rule, which caps the maximum number of stations an individual licensee can own. Although I have no basic policy or economic opposition to this relief, I don't believe this is the panacea that we are being told.

Second, Washington is focusing on relaxation of the duopoly rule. Again, there are strong reasons to focus on this rule. But again, duopoly may not be the answer people are looking for. Only economically strong stations will be able to purchase additional stations in the same market.

Perhaps the one area where some economic rationality does exist is focusing on local marketing agreements (LMA's) or joint operating agreements. Maybe we should refer to these agreements as the "Poor Broadcaster's Relief Act." Without the need for new unavailable capital,

even struggling broadcasters can join together to get the benefit of economic operating efficiencies.

However, the real answers lie in alternative approaches such as the following:

- Nothing will help more to bring money back into the broadcast industry than clarifying the collateral security interest that bankers and lenders to the industry can have.

- The rapid implementation of the AM technical relief that the commission recently adopted, including using tax certificates for encouraging stations to go off the air.

- Perhaps a new and radical approach would be the issuance of tax certificates for purchase of economically depressed or failing stations if an owner holds the station for a minimum period, e.g., three years. While this is a variation of the old mandated three-year holding period, this is economically driven and designed to bring new capital into the industry to allow struggling stations to be turned around.

- Finally, the commission should reinstate a modified Carroll policy. The old Carroll policy allowed existing stations in a market to demonstrate to the FCC that the introduction of a new station would undermine the existing stations' ability to broadcast news and public affairs. While deregulation has shifted the focus away from news and public affairs, the question today is the economic survival of a minimum number of competing stations. Thus, a modified Carroll policy may be in order. This policy should be instituted at the initial allocation stage or for those allocations already made at either a predesignation stage or in the first stage of bifurcated comparative hearing.

Washington should not be chastised for looking at structural changes within the industry, including modification of the multiple-ownership rules and the duopoly rules. However, small and medium broadcasters do not have the economic resources

to adequately represent their views and their needs in Washington as opposed to the financially successful broadcasters. Thus, the tendency is to gloss over the economic solutions for the broad-based industry as opposed to merely a structural relief act for the already wealthy and successful broadcasters.—*Matt Leibowitz, Leibowitz & Spencer, Miami.*

EDITOR: The FCC has released a study recommending the abolishment of ownership limits with respect to the radio industry. I agree that such restrictions should be abolished or the limits should be substantially increased. The FCC report also concluded that consolidation would improve profitability and that an ensuing 10% cut in general and administrative costs would increase profits by 30%.

I believe such predictions may miss the mark. There is cost involved with consolidation. When a business (radio station) is purchased, debt is incurred. Even if a purchase is for cash, there exists debt. If one merges a business with another business by means of an exchange of stock, there would be no debt. However, there would then be the problems of dual management and ownership. In other words, what would be the benefit to a station owner whose only income is salary if his station (or stations) is merged with another owner's station(s)? It gets complicated and touchy. Who will run the merged company? Will there be a job? Is there any immediate value to stock (ownership) in a privately held, non-public company?

If one buys another station (or stations) and incurs debt, there are going to be interest payments. Interest payments may exceed the administrative and general expenses that might be eliminated. That is the reason that some LMA's don't work out as planned. The cost of the LMA

*Continues on page 53.*

# Classifieds

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

## RADIO

### HELP WANTED MANAGEMENT

**General sales manager:** Fort Wayne's Classic Rock station is seeking a dynamic person who can balance selling with coaching. Prior management experience not required. Applicant must be able to organize, train and lead his/her sales staff. Desire and creativity a must. Send resume to: Joseph Conway, WBYS Radio, PO Box 11160, Fort Wayne, IN 46856. EOE.

**Group owner seeks** sales-oriented general manager for Pittsburgh religious station. EOE. Please respond to: Universal Broadcasting Corporation, 40 Roselle Street, Mineola, NY 11501. EOE.

**Florida FM:** Central; One year old and rated #1 across the board. Now it's time to hit the streets—now! Very strong \$ market; Requires experienced sales person. You should make \$50,000.00+ first year; It's here! Oldies format—near Orlando, Tampa & both coasts—selling SM position a strong possibility. We're hot! Fax resume in confidence to owner, 904-622-4449. Write, or overnight express "GO 95 FM", 3343 E. Silver Springs Blvd., Ocala, FL 32670. Thank you. EOE.

**Innovative, people oriented** general sales manager for New England A/C FM. Resourceful, experienced leader to lift vendor, local and national to highest level. Send complete resume and philosophy to Rich Krezwick, WXLO-104.5 FM East Court Yard, Worcester Center, Worcester, MA 01608. No calls, please. EOE.

**Sales manager:** Leading AM/FM combo on California's central coast seeks experienced "on the street" sales manager. Outstanding opportunity in high growth market. EOE. Reply to Box E-15.

**Station manager:** Strong AM/FM combo seeks experienced hands-on, sales-oriented station manager. Proven track record necessary. California coast small/medium market. EOE. Reply to Box E-16.

**General sales manager** sought for suburban California radio station. Strong sales record, leadership skills. Resume to Box E-17 by 3/27/92. EOE M/F.

**General/sales manager for AC on the move:** We've built the foundation. Now we need an aggressive leader to take it to #1. Northern California rated market. Great opportunity with first class organization. Send resume and letter outlining experience and ambitions to Box E-18. EOE/MF.

**Sales manager** needed for established Gospel station. Currently billing 4% of the market with 12% of the ratings. Do you see the same potential we do? Send resume to: Box E-19. EOE.

### HELP WANTED SALES

**Radio A/E needed** for AC/FM on fringe of DC market. Must have minimum one year experience w/references. Successful candidate will be a closer, not a gopher. Secure position for go-getter with energy and common sense. First year earnings of 30-50K possible, plus fringes. Send resume to Somar Communications, Box 2470, LaPlata, MD 20646. Minorities encouraged to apply. EOE.

**Account executive:** Experienced radio sales rep for leading AM/FM combo. California coast. Excellent opportunity. EOE. Reply to Box E-21.

**Sand, sun, surf:** Virgin Islands account executive/GSM, 3 FMs 100 kw each. "No beach bums please." Solid provable sales background. Minorities and women are encouraged. Send updated resume, basic salary needs, override desires and bonus. Mail to Chairman, PO Box 333, Miami, FL 33280. EOE.

### SITUATIONS WANTED MANAGEMENT

**Group leader:** Presidency of group or GM post of superior market and radio station. Medium markets only. 30 years of experience in very successful radio management and group leadership positions. Call 508-540-8216.

**New England/New York,** turnarounds, startups only. Sales & management trained GM/GSM with major, large and unrated market experience will turnaround your AM, FM or combo. Tired of funding losses, write or call me. If you're making money, get someone else. Replies absolutely confidential. 617-267-3905 leave message, or write Box B-32.

**Sales manager:** Ready and able to turn your "spot-peddlers" into "problem-solvers". Small to medium markets in southeast preferred. Won't be available long. Call Frank Malambri now! 205-792-0583.

**Manager:** Experienced, sober, honest, reliable. Prefer Georgia or Florida - medium or large market. Call for resume 912-265-2161.

**Overachiever!** 20 year professional with strategic marketing approach for increasing your stations profitability is examining opportunities for first GM position. Experienced in innovative development of new and existing business, revenue generating promotional and marketing concepts, creative motivation, dynamic leadership, people management, detailed and bottom line driven. 412-394-4024.

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

**Energetic professional** seeks challenging management opportunity in small/medium market. Team player with strong commitment to succeed. Extensive background includes major market on-air experience, sales and public relations. Bob Schenck 310-769-0672.

**Senior broadcaster** seeks GM or sales management position. All markets and situations considered. Can motivate and train. Available now. 409-833-8740.

**Dynamic duo ready** to turnaround ailing property. Aggressive GM/SM team poised for greatness. Will it be with your station? Ideas sell where merchandise doesn't... and we've got plenty of ideas. Hobbies include: Bottom line watching, generating revenue, recruiting killer sales team. Looking for sweat equity and will relocate. Call Rothfuss/McNeely 803-798-8357.

**Young, hungry, currently employed** CRMC with proven sales management performance record, seeks GSM or LSM position in Philadelphia or Trenton area markets. Heck, I'll even consider a Sr. account executive position with a genuine opportunity for advancement. You give me the opportunity. I'll give you a loyal, hardworking, results-oriented team member! Reply to Box E-20.

**General manager** will invest a lot of time and a little money in the right opportunity. I own and operate a successful radio related business in a major market. Morning show, programing, sales and management experience. Desire small to medium scene market. Married, stable, successful. Tired of rate race. 713-699-3622.

**Jlm Chaplin.** Nine years GM. Four years GSM. Over 20 years programing, sales and management. Heavy promotions, community involvement. Available now. Prefer Florida, Rocky Mountains, Southeast. 303-522-5543. 1002 South 3rd Avenue, Sterling, CO 80751.

### SITUATIONS WANTED PERSONALITY/TALENT

**Radio personality:** Over 20 years experience in all areas of radio, looking for am or pm drive. Can also do talk radio. Mad Hatter 319-752-0394.

### SITUATIONS WANTED TECHNICAL

**Prepare for DAB now.** 7 year engineer believes in quality audio. SBE certified. RF, studio construction, maintenance. Want Midwest. Let's talk. Reply to Box E-4.

### SITUATIONS WANTED NEWS

**News director** with three years experience seeks medium or major market position as writer, reporter, producer, or talk show host. Very versatile, team player, hard worker, aggressive. Let's talk. Dave: 708-291-0714.

**Experienced sports talent.** PBP, reporter, producer. 22 years. Well-versed. 305-226-3827.

**Dynamic, employed sports director** ready for market upgrade. Sports casting, NCAA PBP and management skills are top notch. Profit-minded, friendly, intelligent. 201-447-4177.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Sports talk? Talk to me first!** Programmer/OPS with major market experience in Sports Radio seeking position now. Call Jack at 619-229-8307. Full time or start-up project. Meet me at NAB, Las Vegas.

**Promotions director** seeks fulltime at #2, 4 or 5 AOR/CHR or TALK. I'll boost you to #1 on conservative budget. 402-291-2999.

## TELEVISION

### HELP WANTED MANAGEMENT

**Local sales manager:** We are looking for a 90's local sales manager. The successful candidate will emphasize training, display excellent leadership skills and be a positive motivator. New business development is an important aspect of our effort along with vendor campaigns and rate integrity. Immediate opening for the right person. College degree preferred. Minimum 5 years of affiliate experience with proven sales and management track record. No phone calls. Resumes and letters to Jay Rabin, General Sales Manager, WHTM-TV, PO Box 5860, 3235 Hoffman Street, Harrisburg, PA 17110-5860. EOE/M-F.



**National account manager: Television syndication sales.** Motivated, dynamic individual with solid track record in local or regional television sales (commercial/cable), sales promotion (healthcare, financial, product services), new business development, or syndication sales promotion. Prior agency or national advertiser experience a plus. Extensive travel. Relocation to Southeastern PA required. Send resume to Medstar Communications, Inc., 5920 Hamilton Blvd., Allentown, PA 18106. Equal opportunity employer.

**Director of audience development:** Qualifications for this senior management position include proven experience developing successful integrated, long-range marketing and advertising plans with particular emphasis on news. Excellent support staff in new, well-equipped broadcast facility. Hands-on editing and producing skills required. Resume/non-returnable tape to General Manager, WCIV-TV, PO Box 22165, Charleston, SC 29413. EOE M/F. No phone calls please.

### HELP WANTED SALES

**TV/radio sales position:** Immediate opening, broadcasting's oldest media/merchandising-sales/promotion firm (38 years). TV/sales experience required. Full-time, travel (Monday/Friday). Draw against generous commission, six figure potential. Resume and recent picture: John Gilmore, President, CCA, Inc., Box 151, Westport, CT 06881. EOE.

**ABC affiliate** seeks an aggressive and creative account executive for an established list. New business development also required. Send resume to Stan Koplowitz, LSM, KCAU-TV, 7th & Douglas, Sioux City, IA 51101. EOE.

**Traffic supervisor:** WAVE-TV, is looking for a team player with knowledge of TV sales to supervise traffic department. Minimum five years experience in TV traffic plus broad computer knowledge. IBM System 36/38; Columbine; and prior supervisory experience preferred. Send resume by March 20th to Personnel, WAVE-TV, PO Box 32970, Louisville, KY 40232. EOE.

**Account executive** wanted for fast growing Fox VHF on beautiful North Carolina coast. Experienced with proven performance only. Send resume to Glenn Rose/GMS, WFXI-TV8, PO Box 2069, Morehead City, NC 28557. No calls. EOE.

**WSAW-TV, a CBS affiliate,** is looking for an account executive. Candidates for this position should possess the following qualifications: One to two years sales experience (broadcast sales experience a plus). Strong telemarketing, presentation and new business prospecting skills. Qualities needed for the position include: High energy, self confidence, perseverance and creativity. WSAW is an equal opportunity employer. Please send cover letter and resume, in confidence to: Scott Chorski, Sales Manager, WSAW-TV, 1114 Grand Avenue, Wausau, WI 54401. No phone calls please.

### HELP WANTED TECHNICAL

**Chief engineer:** Northwest region progressive television group has immediate opening for a chief engineer. Applicants should be familiar with studio, transmitter and microwave maintenance. Supervisory skills a must. Satellite uplink experience is a plus. SBE certification or FCC general license required. Competitive compensation and benefits. Excellent opportunity to step up from assistant chief. EOE M/F.

### HELP WANTED NEWS

**Bureau chief/reporter:** Florida ABC affiliate seeks experienced bureau chief/reporter for live bureau. Must have 2 years prior bureau experience, including live work. Florida or Alabama experience a plus. Non-returnable tapes with resume and references, plus salary history to: Peter Neumann, WEAR TV, 4990 Mobile Highway, Pensacola, FL 32506. Females and minorities encouraged. EOE.

**Producer:** Large market Southeastern affiliate is looking for a newscast producer for one of its major broadcasts. Successful applicant will have the ability to lead big staff and build a broadcast that is comprehensive, bright and easy to understand. Major news commitment includes doing most news in the market using Beta, NewStar, SNG, Washington bureau and more. You should have three or more years experience as a line producer doing programs which are highly produced and use live technology effectively. Computer knowledge and a desk background are pluses. Send resume, references, salary requirements and your news program production philosophy to Box E-10. EOE.

**Are you ready** for the challenge of one of the top newsrooms in the sunbelt. Birmingham's number one station is looking for a top notch producer who has fresh ideas, good writing skills and high energy. Send tapes and resumes to: Stan Knott, WBRC-TV, PO Box 6, Birmingham, AL 35201. EEOC.

**Assignment editor:** Station in top 100, Eastern Midwest, seeks creative organized go getter. Two years experience required. Resumes to Box E-8. EOE.

**Meteorologist/dynamic personality preferred.** We're looking for the right person to lead our weather department for years to come. Must be community minded, personable, a team player, experienced. No beginners. Good pay and benefits. Tape and resume to Craig Cannon, VP/Dir. News, KHBS-TV Box 4150, Fort Smith, AR 72914. Great place to live and work. KHBS/KHOG-TV news department is computerized; 40-member staff; satellite truck; chopper-lease; etc. Weathercenter has WSI/Kavorous services, independent Vidifont with Paint-Box technology, and more! No calls. EOE.

**Editor, film (Flushing, NY):** Review nat'l/int'l TV news stories broadcast via satellite for local daily programming; prepare programs for daily broadcasts by selecting/editing stories; write copy to accompany broadcast; determine placement/order/scheduling of stories based on significance. Bach. in Journalism, 2 yrs. exp. in job or as newspaper editor/reporter & fluency in English, writ. Chinese & Mandarin req'd. 40 hrs/wk. \$19,700/yr. Send resume/ltr in dupl. to GH #291, Rm. 501, One Main St., Bklyn, NY 11201. EOE.

**News director/co-anchor:** WVII an ABC affiliate is seeking an energetic person. Experienced in producing, assignment editing and tape editing. Four year degree mandatory. Send tape and resume to: Wendy Knowles, WVII-TV, 371 Target Ind. Circle, Bangor, ME 04401. EOE.

**News anchor:** Experienced news pro to complement female anchor. Five years anchoring experience and solid reporting skills required. Non-returnable tapes and resumes to: David Winstrom, News Director, WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE.

**Executive news producer:** Outstanding candidates wanted for executive news producer at KRON-TV, San Francisco. High-energy person with superior leadership skills is needed to supervise and coordinate the daily news effort of large news organization that has had a major expansion of weekly hours of news product. Must have superior understanding of what makes a newscast compelling, including an understanding of broadcast production elements. Prior E.P. experience plus 5-8 years news producing experience in a highly competitive news environment required. Bachelor's degree in Journalism preferred. Responsibilities include supervision of major newscast and direction of the staff working on those newscasts. Send resumes and tapes in confidence to: Jan van der Voort, Vice President, Human Resources KRON-TV, 1001 Van Ness Ave., San Francisco, CA 94109. EOE.

**KATC-TV (ABC) Lafayette, LA,** is seeking a week-end anchor/reporter. Applicants should have minimum one-year anchor/reporter experience. Send non-returnable tapes and resumes to News Director, PO Box 93133, Lafayette, LA 70509. EOE.

**Reporter/anchor** to anchor segments from newsroom in hour long newscast at 5:00 and/or 10:00 half hour. Anchor live shots from across the ADI. report and edit packages daily. 5 years experience in TV news as a reporter and/or anchor. Applicant must have excellent writing and editing skills and the ability to substitute for primary anchor. Last day to apply is March 23, 1992. Send resume to Lee Brantley, VP/GM, WAFF-TV, Dept. AA, Box 2116, Huntsville, AL 35804. EOE.

**Electronic graphic artist:** NBC affiliate in West Palm Beach needs experienced graphic artist to make our on-air look come alive. Responsible for daily news graphics and news promotion elements. Work with Artstar 3D and full compliment of state-of-the-art broadcast equipment. Artstar 3D or equivalent experience essential. Resume, references and non-returnable tapes showing samples of your work to: Frank Verdel, News Director, WPTV, PO Box 510, Palm Beach, FL 33480. EOE.

**KTXL Fox-40 Sacramento** has an immediate opening for an experienced news reporter/P/T anchor. The right applicant will have at least three years experience as a reporter. Fox-40 has a top notch, professional news team and if you're a self starter with a strong track record send your non-returnable tape and resume to: Personnel Dept., KTXL-TV, 4655 Fruitridge Rd., Sacramento, CA 95820. No phone calls please. EOE. Please indicate source from which you are applying.

**Expanding television news organization** seeking experienced medical reporters who can write accurate, tight copy and never miss a deadline. Need people in: Boston, Chicago, Dallas, Denver, Houston, Los Angeles, Minneapolis, San Francisco, upstate New York and DC. Parttime first, fulltime possible. Send non-returnable tape/resume/references to: Ivanhoe Communications, PO Box 865, Orlando, FL 32802. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Videographers—freelance:** National Travel Show seeks experienced professionals. Assignments throughout US. Must have own equipment or access to Beta, SP or 3/4". Send resume tape to Teaching Learning Network, 2600 N. Military Trail - Suite 440, Boca Raton, FL 33431. Call Blanca 407-998-0667. EOE.

**Promotion writer/producer** wanted at NBC affiliate in Kansas City. Two years news promotion experience. Beta editing, computer editing preferred. Journalism or related degree. Send resume, cover letter and tape by March 18 to: Promotion, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No calls. EOE.

**Producer/director:** Seeking an experienced producer/director with heavy emphasis on news; possessing a production flair for entertainment and public affairs programing. Must be able to do own switching and be familiar with all phases of editing and control room/studio operations. Forward a complete resume (no calls) and salary requirements to Charles R. Bradley, Director of Programing and Operations, WPVI-TV, 4100 City Avenue, Suite 400, Philadelphia, PA 19131. EOE.

**Director needed** for Great Lakes area network affiliate. Will direct and/or technical direct newscasts, commercial production and special projects. Scheduling flexibility a must. Resume to Box E-24. EEO.

**Producer/director:** WVEC-TV is seeking a strong producer/director with a minimum of 5 years experience in directing news, commercials, promotion and long format programs. Successful candidate should be proficient with GVG300, GVG200, ADO, Pinnacle Prizm, GVG141 editor, and Quantel Still Store. Produce and direct killer spots in the morning and direct fast paced, multi location news in the afternoon. Out standards are high. The meek and mild need not apply. Send non-returnable tape and resume to: Production Manager, WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. EOE.

**Director-TV: Manh.;** Plan and coordinate television commercials and dramatic productions. Interview and select screen writers and cast principals from staff members or outside talent. Outline programs to be produced to screen writers and evaluate finished scripts. Plan and execute corporate presentations. May review budget and expenditures. B.A. in Radio, TV and Motion Pictures req.; 5 yrs. exp. req.; 40 hrs/wk, 9am-5pm Mon-Fri; \$1500/wk. Send resume in dup to JP#21: NYS DOL, One Main St., Room 5012, Bklyn, NY 11201. EOE.

### SITUATIONS WANTED MANAGEMENT

**Take-charge general manager:** Looking for a new challenge in medium or small market station. Successful broadcaster with 14 years experience. Bottom line operator. Increased sales, profits and ratings. Experienced in national and local sales. Successful motivator. Solid references. Reply to Box E-22.

### SITUATIONS WANTED TECHNICAL

**TV chief engineer** for seven+ years, ACE/supervisor ten. New facilities design, studio, transmitter, remotes, some with networks, good people skills, consistently under budget, degree. Seek long term position, good benefits. Reply to Box E-23.

### SITUATIONS WANTED NEWS

**Outstanding sportscaster** (also knowledgeable newspaper) looking for a good station in which to work. Call Ed, 216-929-0131.

**Meteorologist:** 11 years, A.M.S. seal. Genuine, personable, positive. Seeks long term employment with friendly, communicating, team oriented news operation. 207-799-7203.

**Dynamic radio news/sportscaster** seeks first TV job. 5 years experience. Major market look, style, delivery. Will relocate anywhere. 1-703-777-8909.

**Meteorologist:** AMS seal. Seven years experience weekends and fill-in at 40s market size seeks weekday or weeknight position in medium or large market. Kavouris and W.S.I. graphics. Call Gary 502-582-7212.

**Los Angeles photographer/editor** seeks the clean air of a smaller market. Lower wages no problem. 818-891-1168. Please leave message.

**Meteorologist:** College graduate interning at top 10 station needs employment. Not afraid of relocating or starting salaries. Ed Tarver 404-536-8180.

**Meteorologist, degreed,** 7 years weather anchor, experience—live shots & environmental reporting. Bill Race, 615-877-8158.

**Meteorologist...** no rookie here. 12 years experience with AMS seal of approval. Stu 817-776-4844.

**AMS seal meteorologist (M.S.)** with 100% ratings increases, personality plus, great "live" shots. Makes weather come alive for viewers of all ages. Paul 717-961-0876.

### MISCELLANEOUS

**Need a job?** Our full-service company has been assisting broadcasting professionals for 8 years. We offer hundreds of published listings with optional instant access; free employment referral with no placement fees; individual coaching; agent representation; and much more! Ask about our all new "portfolio of services." Media Marketing, PO Box 1476—PSB, Palm Harbor, FL 34682-1476. 813-786-3603 or fastfax: 813-787-5808.

**Sportscasters, news anchors, reporters and producers.** I represent some of the best in the business! If you need help call today. A free service to stations and companies. Bill Elliott, Consultant/Headhunter, 813-849-3477.

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

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

**Bill Slatter and Associates** helps you move up. Coaching and placement help, reporters and anchors. Audition tape help. 601-446-6347.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Graduate assistantships** available for fall 1992 semester for qualified students studying in our M.A. program designed to develop advanced skills and knowledge for professional communication fields and/or prepare students for doctoral study. Assistantship assignments may involve teaching, production; or research assistance in broadcasting, journalism, photography; or speech communication. Write to: Dr. Joe Oliver, Graduate Program Advisor, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. EOE.

**Texas Tech University School of Mass Communications** seeks an assistant or associate professor, dependent on qualifications, to head the undergraduate advertising and public relations division. The successful candidate will also work with the graduate director in guiding M.A. students. Scholarly research and publishing in refereed journals is expected. Ph.D. in Mass Communications preferred or Master's degree with extensive professional experience. Position available fall 1992. Send cover letter, current vita, names and telephone numbers of at least three references to: Ashton Thornhill, Chair, Search Committee, School of Mass Communications, Texas Tech University, Lubbock, TX 79409-3082. Review of applications begins March 27, 1992 and continues until position is filled. Texas Tech University is an equal opportunity, affirmative action employer. Women and minorities are encouraged to apply.

**Department of communication studies:** Chairperson at the rank of associate professor or professor. This is a nine-month, tenure track position to commence August 1992 with possible future 12-month appointment. Responsibilities include, supervise fiscal, personnel and curricular affairs of the department. Stimulate, facilitate and participate in faculty development, program development and community service. Teach in area of expertise, and administer and lead the department in an open and democratic manner emphasizing teamwork. An earned doctorate in broadcasting or related mass media area, record of excellence in teaching, scholarly endeavors and service, demonstrated record of excellence in leadership at the university or college level, broadcasting experience. Deadline: April 17, 1992. **Department of communication studies:** Assistant professor, nine-month tenure track position in Public Relations to commence August 1, 1992. Responsibilities will include teaching in public relations campaigns and media writing, reporting, editing, other writing, and theory courses as assigned. Advise students and participate in the ongoing activities of the department and University. A doctorate is required, five years professional experience in the public relations field strongly preferred and teaching experience and accreditation by the Public Relations Society of America desirable. Deadline: April 17, 1992. To assure full consideration, send letter of application/nomination, current vita, transcripts of all graduate work, and three letters of reference to: Vice President for Academic Affairs (referencing the appropriate position) Washburn University, 1700 SW College, Topeka, KS 66621. Application review will begin on April 17, 1992 and will continue until the positions are filled. Salary will be dependent upon qualifications and experience. Washburn University is an equal opportunity, affirmative action employer. Minorities and women are especially encouraged to apply.

## HELP WANTED NEWS

**Internships:** Spend six months interning with crack professional journalists in Illinois statehouse pressroom in Sangamon State University's on-year MA PAR program. Tuition waivers and \$3,000 stipends during internship. Application deadline April 1. Contact Bill Miller, PAC 429a, SSU, Springfield, IL 62794-9243. 217-786-6535. EOE.

## HELP WANTED TECHNICAL

**The Office of Distance Education Technologies** at the University of Maine at Augusta (UMA) is seeking a chief engineer for its interactive television system. UMA is one of seven campuses in the state university system. Its mission is to serve both regional and statewide constituencies as the community college of the University of Maine system. Instruction is delivered at on-campus and off-campus facilities and by interactive electronic technologies. The main campus is located in the state capitol of Augusta which is midway between the scenic coast and the mountains/lakes regions of the state. The chief engineer will be responsible for the engineering planning as well as management of the ongoing maintenance of the university's statewide ITV system and related systems and equipment. Other responsibilities include planning, designing and developing equipment specifications and construction of video, audio and related instructional/technology systems; scheduling and training of technical support staff; maintenance of technical liaisons with staff at other campuses; development of budgets for capital equipment and operating supplies in support of ITV objectives. Some travel required. Five years of management experience as well as oversight of maintenance and design functions within broadcast television and related industries is required. Current experience in microwave/ITFS technology is also required. Must be able to develop technical systems, to meet deadlines and to maintain knowledge of state-of-the-art equipment and systems in field. Salary for this position will be low to mid forties (depending on qualifications and experience). Screening of applications will begin immediately and will continue until position is filled. To apply, send letter of application; current resume; and the names, addresses and phone numbers of three current professional references to: Chief Engineer Search Committee, University of Maine at Augusta, Augusta, ME 04330. The University of Maine at Augusta is an affirmative action/equal opportunity employer.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Manager, electronic communications,** Penn State. Penn State University's Department of Public Information seeks a manager of electronic communications to oversee production of video projects such as institutional spots for network sports coverage, fund-raising videos, promotional videos and radio spots related to various university efforts. Staff includes one full-time radio specialist and a half-time secretary. Candidate should be able to work on limited budgets to gain national recognition for Penn State through electronic media. Commercial television experience necessary, including an ability to direct the work of crews from the university's public TV station and outside companies. Requires Bachelor's degree, or equivalent, in Communications or related field, and 4 to 5 years of effective experience with commercial/public television or radio stations, with experience in commercial broadcast news operation preferred. Penn State is a major public research University of over 70,000 students at 23 locations throughout Pennsylvania. The Department of Public Information is located at University Park, the administrative hub located in the center of the state. Very desirable living conditions coupled with an unusually dynamic and intellectual small-city atmosphere. Send letter of application, resume and salary requirements to: Employment Division, Job #B-2126, 120 South Burrows Street, University Park, PA 16801. Application deadline: March 23, 1992. An affirmative action/equal opportunity employer. Women and minorities encouraged to apply.



## SITUATION WANTED MANAGEMENT

**Tired of high legal bills?** Experienced Washington communication attorney, formerly in-house with major group broadcaster, seeks to return to in-house legal or government relations position. Reply to Box E-25.

## SITUATIONS WANTED NEWS

**Experienced TV/radio reporter** seeks news position in San Francisco/East Bay/Sacramento area. Currently in public relations/government relations for major corporation. Anxious to return to newsroom. Have specialized environmental and hazmat training. Excellent investigative skills. Reply to Box E-26.

## EMPLOYMENT SERVICES

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

**Jobhunters:** Want your tape to stand out? Let an Emmy award-winning correspondent help you get the most out of your tapes and resumes. Cash in on valuable feedback from a 22-year veteran of TV and radio news whose experience includes general assignment, PBS documentaries, and CNN. \$50.00 is all it costs for a thorough critique and personal reply. Send check or money order along with resume and VHS tape to Marc Levenson, 478-A Newport Way, Jamesburg, New Jersey 08831.

## EDUCATIONAL SERVICES

**On-camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. Group Workshop March 23. 914-937-1719. Julie Eckhart, Eckhart Special Productions.

## WANTED TO BUY EQUIPMENT

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

**Cash for VHS videotape.** Looking for large quantities. Will pay shipping. Call Carpel Video, 301-694-3500.

## FOR SALE EQUIPMENT

**AM transmitters:** Continental/Harris MW1A 1KW, CCA/MCM 2.5KW, CCA/Harris/RCA 5KW, Harris/CCA 50KW. Transcom 800-441-8454.

**FM transmitters:** RCA 20KW, Collins 10KW, CCA 2.5KW, Collins 1KW. Transcom 800-441-8454.

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

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

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

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

**Harris UHF TV transmitter.** 10 years old, excellent condition, new visual Klystron, high band. Call Bill Kitchen, 303-786-8111.

**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.

**Equipment financing:** New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding, 1-800-275-0185. We do start-up business.

**Warning! Read this before** you make your next equipment purchase. Maximize your buying power and savings with used TV production equipment. Need to sell? We'll list your equipment at no charge and provide national exposure through our monthly catalogs. Media Concepts, Inc. 918-252-3600, ext. 5.

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

## TELEVISION

### HELP WANTED MANAGEMENT

#### Director Advertising & Creative Services PBS

We are seeking an experienced manager to direct the activities of the Advertising, Video Promotion, and Design and Graphics departments at PBS. This includes staff supervision, direction of all advertising and on-air promo materials with the objective of creating a unified advertising strategy, and assisting PBS member stations in their advertising, promotion, and media activities. Qualifications: 8 years in advertising/promotion and marketing with at least 5 years managing a staff and budget. Must be experienced in TV broadcast advertising; ad agency experience preferred. Must have excellent management skills and have hands-on experience in promotion production, design, and copywriting activities. PBS offers a salary commensurate with experience and an excellent benefits package. Please send letter of interest, resume, and salary requirements to:

#### PBS

Attn: Carla A. Gibson  
1320 Braddock Place  
Alexandria, VA 22314

PBS is an equal opportunity employer

## HELP WANTED PROGRAMING PROMOTION & OTHERS

#### Director National Press Relations PBS

We are seeking an experienced communications professional to direct the activities of the Alexandria, VA, New York, and Los Angeles Press Relations offices. This includes working with senior management on strategic planning of press coverage in national and local print and electronic media, liaison with producers and public relations agencies, and providing support to member public television stations. Qualifications: BA degree or equivalent with 8-10 years in promotion/marketing; 3-5 years experience in television strongly preferred. Excellent writing skills a must. Must also have strong communication and management skills, including the ability to supervise several discreet departments. Must have hands-on experience in press relations. PBS offers a salary commensurate with experience and an excellent benefits package. Please send letter of interest, resume, and salary requirements to:

#### PBS

Attn: Carla A. Gibson  
1320 Braddock Place  
Alexandria, VA 22314

PBS is an equal opportunity employer

#### CREATIVE SERVICES DIRECTOR

Top-market opportunity for aggressive promotion and marketing dept. head with 3-5 years experience. Must have demonstrable creative and management skills, including media-buying and budgeting capabilities. News and sports promotion background helpful. EEO.

Send tape and resume to:

Jim Ellis

Tribune Broadcasting Co.  
435 N. Michigan Ave. #1900  
Chicago, IL 60611

No Phone Calls Please

## HELP WANTED SALES

### NATIONAL SALES MANAGER

KRON-TV San Francisco is seeking a second National Sales Manager to assume responsibility for part of the national sales effort. Qualified candidates will have a minimum of five years experience as Local, National, General Sales Manager in TV stations in a Top 25 market, or as an account executive at a major rep firm. Must have a proven track record of successful sales in a highly competitive market. Additional background should include experience in generating non-traditional sources of revenue for television, including creating on-air promotional tie-ins with advertisers, developing off-air revenue sources. Experience with radio and print sales or other media preferred. Bachelor's degree preferred.

In exchange for your expertise, KRON provides a highly competitive compensation and benefits package. Send resumes in confidence to:

Jan van der Voort  
Vice President, Human Resources  
KRON-TV  
1001 Van Ness  
San Francisco, CA 94109  
EOE

**HELP WANTED SALES CONTINUED**

**INTERNATIONAL TELEVISION SALES**

The National Basketball Association seeks an experienced international program sales executive to manage the marketing of the world's most widely distributed sports league programming. Salary based on experience. Excellent benefits. Send resume in confidence to VP/International Television. No calls please. EOE.



645 Fifth Avenue  
New York, NY 10022  
Fax: (212) 421-0298

**HELP WANTED TECHNICAL**



**TELEVISION ENGINEERS**

Turner Broadcasting System, the leading News, Sports, and Entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering and at least two years of training in electronics technology. These positions are in Los Angeles and Atlanta. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

Mr. James H. Brown  
Corp. Engineering  
Turner Broadcasting System, Inc.  
One CNN Center  
P.O. Box 105366  
Atlanta, Georgia 30348-5366  
(404) 827-1638  
TBS is an equal opportunity employer

**ENGINEERING SUPERVISOR**

WTTG/Fox Television is seeking an experienced professional with proven technical and leadership skills to supervise the day-to-day operations and maintenance of the station including new projects, scheduling of technicians and the interpretation and application of union contract provisions. Qualified candidates should have an Electrical Engineering degree plus five or more years of television experience. Experience with Digital Electronics, RF, Transmitters and Electronic News Gathering is required. If qualified, please rush resume and salary requirements to:

Personnel Department  
WTTG/Fox Television  
5151 Wisconsin Avenue, NW  
Washington, DC 20016  
EOE. No Phone Calls Please



**PROGRAMING SERVICES**

**Localized TV Weather via Satellite**  
Fox stations, independent stations are finding that localized TV weather in real-time with an AMS meteorologist is a niche now affordable. National Weather Network can deliver computerized graphics, localized radar, etc. with talent on screen and zero in on your new and spectacular opportunity. Cash/Barter. Weekend services now available. Affiliate sales/relations positions now open!  
Call Edward St. Pe'  
(601) 352-6673

**HELP WANTED SALES**

**LEARN TO SELL TV TIME**  
Call For FREE Info. Packet  
**ANTONELLI MEDIA TRAINING CENTER**  
(212) 206-8063

**ALLIED FIELDS**

**HELP WANTED SALES**

**EUROPEAN MANUFACTURER OF R.F. BROADCASTING EQUIPMENT:**  
FM transmitters, TV VHF & UHF transmitters and transposer microwave links range from 2-15ghZ transmitting antennas and broadcasting audio modular mixers is looking for an experienced manufacturer sales representative. Please send your resume in confidence to: **EURO CORP., PO BOX 6312, JERSEY CITY, NEW JERSEY 07306-0312. ATTN. HUMAN RESOURCES.**

**LEGAL SERVICES**

**FIGHTING A FORFEITURE?**  
Call  
**BROADCAST MEDIA LEGAL SERVICES™**  
a service of Allen, Moline & Harold  
**1-800-433-2636**  
FLAT FEE LEGAL AND PARALEGAL SERVICES  
MC-VISA-AMEX Accepted

**EMPLOYMENT SERVICES**

**TV NEWS JOB CONNECTION**  
*THE JOBLINE EXCLUSIVELY FOR TV NEWS*  
ANCHORS, REPORTERS, WEATHER, SPORTS, PRODUCERS, NEWS DIRECTORS, PHOTOGRAPHERS  
**1-900-443-4850**  
\$1.95 Per minute  
JOBS UPDATED DAILY  
Employers — To List Jobs Call  
1-800-925-5656 Ext. NEWS (6397)

**EMPLOYMENT SERVICES CONTINUED**

**California Broadcast Job Bank**  
For application information call  
(916) 444-2237  
California Broadcasters Association

**HotLine** \$1.95 per min.  
TV Anchor, Reporter, Weather, Sports, Sales, Producer & Entry Level Jobs  
Radio Disc Jockey, News, Program Director, Sales & Entry Level Jobs  
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117 W. Harrison Blvd. 6th Fl. St. R-347 Chicago, IL 60605

**GOT THE 900 NUMBER BLUES? TRY MEDIALINE**  
TV's Job Listing Leader Since 1986  
NO OUTLANDISH PHONE CHARGES  
NO STALE, DEAD END LEADS  
JUST LOTS MORE REAL JOBS FOR LOTS LESS MONEY  
To subscribe call 800-237-8073/California 408-648-5200  
**MediaLine**  
THE BEST JOBS ARE ON THE LINE  
P.O. Box 51909, Pacific Grove, CA 93950

**JOBPHONE**  
*Inside Job Openings, Nationwide*  
Press 1 Radio jobs, updated daily  
2 Television jobs, updated daily  
3 Hear "Talking Resumes"  
4 To record "Talking Resumes" and employers to record job openings  
5 Entry level positions  
**1-900-726-JOBS**  
5197 Folsom (5027)

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**DON'T LOSE YOUR HEAD!**  
We will renew your Fluid Head and overhaul it completely to be BETTER THAN NEW!  
Write or call us for our super fast service and low prices.  
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(305) 949-9084,9085  
**NCE**  
OF FLORIDA, INC.

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**PAL — NTSC — SECAM**  
Digital conversion of video tapes for all world television standards  
\$24.95 per tape — Same day service  
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Santa Clara, CA 95051  
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Fax: (408) 243-3400 • Ph: (408) 243-4438



**FOR SALE EQUIPMENT**

**IN-STOCK used broadcast equipment**

**Beta Cart SP/BVC10**

Beta SP BVW 22, 70, & 75  
 Beta 10 & 40  
 BVU 800, 900, 950  
 BVH 2000, 2500, 3000, 3100  
 TEX1730, 1740, 1780R  
 Switchers GVG 100, 200-2AN, 300 Loaded  
 AMPEX VISTA 18N

Editors BVE 500A, 600, 900, 910, 9000  
 Character generator Chyron 4200 & Infinit  
 Special Effects ADO 2-ch, ABEKAS, AURORA 240/280  
 Routers BTS 30x30, 20x20, 10x10

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**NEED SOME NEW POWER AND AN ULTRA COMPACT PORTABLE LIGHT UNIT???**

THE NEW KA 2500 WITH EIMAC 3CX1500A? FULLY ELECTRONIC PROTECTED-ONLY 0-650 W EXCITATION, LOW PASS FILTER 18 MONTHS WARRANTY ONLY \$8970. IN STOCK!!  
 FULL LINE OF FM EXCITERS, FM TUBE AND SOLID STATE AMPLIFIERS, MICROWAVE LINKS, TRANSMITTING ANTENNAS, CALIBRATED COUPLING, SPLITTERS, LOW PASS FILTERS AND MORE...

CATALOGS, QUOTES AT EURO TECH 201-434-5729  
 FAX 201-332-0751.

LOWEST PRICES ON BLANK VIDEOTAPES AND DUBS!



BROADCAST QUALITY GUARANTEED  
 CALL FOR CATALOG  
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**OPPORTUNITY KNOCKS**

Turn failing stations into satellites programmed from your station making them profitable.  
 Call Dan at Marti for details of Plan A, (817) 645-9163 or see us at NAB Booth 2624.

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**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  
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RADIO • TV • LPTV  
 A Confidential & Personal Service

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Class C FM / 10 KW AM  
 KMCM/KMTA Miles City, Montana.  
 Top audience share, Regional signals  
 Cover South Eastern Montana.  
 Mint equipment, Sales growth.  
 Steady economy. \$595,000  
 Call Paul 612-222-5555

**EXCLUSIVE RADIO LISTINGS IN THESE STATES**

Florida, Nebraska, Virginia, New Jersey, Pennsylvania, Illinois, Maine, Utah, Georgia, Texas, California, Alabama and others.

Buyers Contact:  
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**STATION FOR SALE—BOSTON**

MDS Station—100W—WSL33  
 Flexible Seller

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FM (C-1) No #1 in mkt. asking \$2.5(SC)  
 FM-Unique Mkt. niche asking \$800K(NJ)  
 FM-Powerhouse/AM Priced right (NY)  
 FM/AM with C/F First time sale (PA)  
 AM Fulltimer with 10K Upgrade (NJ)

**HICKMAN ASSOCIATES**  
 201-579-5232 29 MANOR DRIVE  
 NEWTON, N.J. 07860

**HIGH CASH FLOW—LOW OVERHEAD**

High Power FM Radio Station in North Dakota with coverage into major state market. Turn key—mint condition. Appraised at over \$800,000, including real estate, with new studios and equipment and management in place. This is a real gem. Family illness necessitates sale. Priced to sell at \$575,000. Terms or make cash offer. Must sell immediately.

Call owner at 1-800-827-2483

**SE MICHIGAN FM**

Less than one year old. Already profitable on annualized gross in excess of \$300,000. 100% new equipment. Growing non-auto dependent medium-sized market.

Reply to Box E-27

**SHORT TERM WORKING CAPITAL FUNDING**

MFR Financial Resources, Inc.

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**THE RADIO FINANCE SPECIALISTS**

- New Financings
- Refinances
- Smaller Markets
- Restructures

**SIGNAL PROPERTIES**

99 State St., Brooklyn Hts., N.Y. 11201  
 (718) 643-5825

**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. For information call (202) 659-2340 and ask for Mitzi Miller.

**Payable in advance.** Check, money order or credit card (Visa, Mastercard or American Express). 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. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.50 per word, \$30 weekly minimum. Situations wanted: 75¢ per word, \$15 weekly minimum. All other classifications: \$1.50 per word, \$30 weekly minimum.

**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: \$130 per inch. Situations Wanted: \$65 per inch. All other classifications: \$150 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

**Blind Box Service:** (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

**Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

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

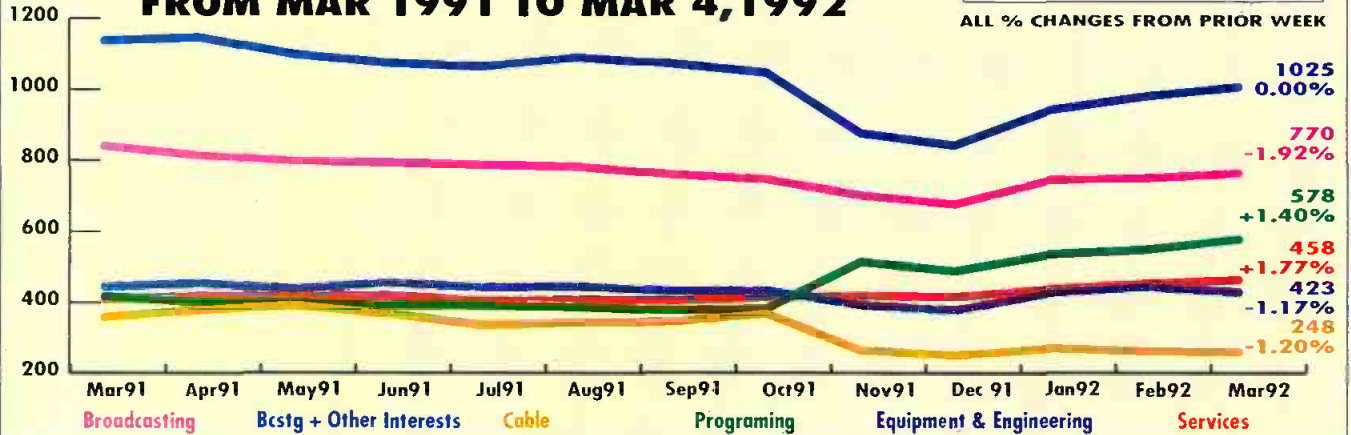
For subscription information call  
 1-800-323-4345.

# Broadcasting's By The Numbers

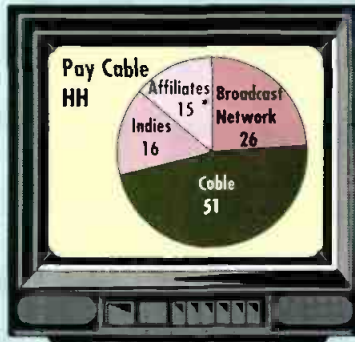
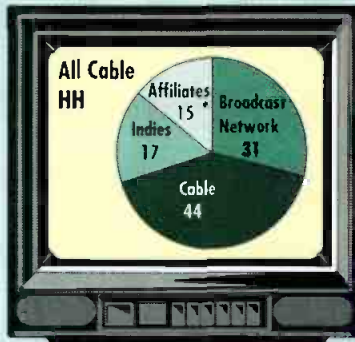
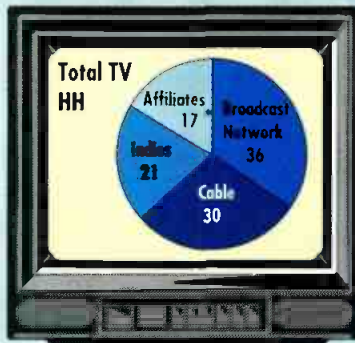
## STOCK MARKET PERFORMANCE AVERAGES FROM MAR 1991 TO MAR 4, 1992

NASDAQ: 630.29 (-0.34%)  
S&P Ind.: 487.19 (-1.47%)

ALL % CHANGES FROM PRIOR WEEK



## HOW VIEWING TIME IS DIVIDED (1990/91)



\* Non-Network

Source: Cabletelevision Advertising Bureau

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

Service	ON AIR	CP's <sup>1</sup>	TOTAL*
Commercial AM	4,984	230	5,214
Commercial FM	4,588	1,017	5,605
Educational FM	1,514	316	1,830
<b>Total Radio</b>	<b>11,086</b>	<b>1,563</b>	<b>12,649</b>
Commercial VHF TV	557	15	572
Commercial UHF TV	579	171	750
Educational VHF TV	123	5	128
Educational UHF TV	235	9	244
<b>Total TV</b>	<b>1,494</b>	<b>200</b>	<b>1,694</b>
VHF LPTV	422	150	572
UHF LPTV	759	856	1,615
<b>Total LPTV</b>	<b>1,181</b>	<b>1,006</b>	<b>2,187</b>
FM translators	1,887	349	2,236
VHF translators	2,531	76	2,607
UHF translators	2,323	384	2,707

### CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

\* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.

<sup>1</sup> Construction permit. <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link.

Source: Nielsen, NCTA and Broadcasting's own research.



## OPEN MIKE

Continued from page 45.

exceeds the sales volume generated by the LMA.

In 1987, an independent study by the San Francisco Federal Reserve predicted that the changes brought about by the 1986 Tax Code would encourage corporate debt. Further, the study demonstrated that increased interest payments incurred by debt would reduce corporate taxes. That's what happened. Due to increased interest expenses, corporate taxes dropped by \$42 billion per year. The Congressional Budget Office that analyzes the effects of taxes never figured in the cost of debt with respect to corporate taxes. Interesting!

The point I'm attempting to make is that consolidation in our industry will certainly bring about increased debt and will negatively impact profits and cash flow. At the present time, isn't that what has brought about financial problems to many companies? Consolidation may be no panacea.

In very large markets, rich broadcast companies may be able to effect an economy of scale with respect to consolidation. In smaller markets, it is doubtful to me that consolidation will offer a solution, particularly when one considers the fact that small markets do not generate cash as do large markets. Additionally, there are about 10,000 small stations in this country that are owned and operated by entrepreneurs who have opted to own their businesses.

The real problem in our industry is that there are too many stations. The challenge is to find an effective solution to that problem. We're working on it, but there's no simple solution.—*Robert L. Fox, chairman-CEO, KVEN Broadcasting, Ventura, Calif., and member of NAB radio board of directors.*

EDITOR: I read with horror the box on the Feb. 24 "Closed Circuit" page titled "First Aid for Radio." It described an internal FCC proposal to repeal, or at best relax, its long-standing duopoly rules. A better title might have been: "The Fatal Cure." I believe nothing could be more destructive of local, community-based radio than to allow common ownership of more than one AM, FM or TV station in a single

market.

Our market of Philadelphia is a perfect example. My station, WKSZ(FM), is one of the few stations remaining in the hands of local owners. The vast majority of stations are owned by group owners, including some of the largest public corporations in the country. One of these, Westinghouse, owns one of the market's three VHF television stations and two of its highest-rated radio stations. Their economic advantage is already enormous.

Other group owners are CBS (also with an AM, FM and VHF-TV station), Taft, Greater Media and Infinity. The economic advantages enjoyed by the likes of Westinghouse and CBS in Philadelphia would only be further enhanced by relaxation of duopoly rules. Combined, their radio stations already absorb about 33% of market radio revenues. Their TV stations absorb almost 50% of all television dollars.

As radio is a fixed-cost medium, the critical mass already achieved by Westinghouse alone has made it virtually impossible for each of the market's remaining 28 radio stations to be profitable. If they were able to absorb even more revenue from the market through economies of scale, several stations undoubtedly would fail. The public would be left with fewer choices. And local, community-based owners would be driven from the industry, possibly into financial failure.

The FCC should consider seriously whether it wishes to continue to promote diversity of ownership. The FCC ultimately will have to decide between local owners such as myself and the national broadcast conglomerates. After earning a master's degree in communications and devoting over 30 years of my career to this great industry, I do not relish the prospect of having to cash in and walk away. After 72 years of commercial broadcasting, we local owners still have something left to contribute.—*Daniel M. Lerner, chairman-CEO, WKSZ(FM) Philadelphia.*

### COMMISSIONER OFF BASE

EDITOR: I read with interest your Feb. 24 interview with baseball Commissioner Fay Vincent. One of his answers involves our company in two different situations. Although I take

issue with most of the other responses, let me at least clarify this one.

When the White Sox games left Fox in Chicago, they returned to WGN-TV, our station, which broadcasts over the air throughout the Chicago market. The commissioner's answer seems to infer that those games are only available via subscription (i.e., cable, MMDS, backyard dish). In the same answer, he notes the Yankee situation in which his office approved the migration of all the Bronx Bombers telecasts to Paramount's Madison Square Garden pay service—knowing full well that at the time approximately half of the homes in Gotham were not physically equipped to have the opportunity to pay for the contests. Tribune Broadcasting's WPIX-TV, the home of the Yankees for four-plus decades, was able to construct a deal with Paramount so that the less fortunate continue to cheer their heroes on Channel 11. This agreement got the commissioner off the political hook.—*Shaun Sheehan, vice president, Washington, Tribune Broadcasting Co.*

### PROBLEM WITH PEOPLEMETER

EDITOR: In your March 2 article, "Good, Not Great, Children's Upfront," I was somewhat taken aback to find myself indirectly quoted to the effect that: "...Nielsen diaries do, in fact, match the peplemeter numbers, suggesting the problem is not with the measuring system."

In the context of your article, it suggests that ASTA does not believe the peplemeter to be a problem with respect to children's viewing. In fact, there is five years' worth of solid evidence that the peplemeter undercounts children, costing our members many millions of dollars. ASTA has been at the forefront of the battle to get Nielsen to resolve this issue; and Nielsen has finally agreed to put in place an aggressive program to resolve the problem.

I did, indeed, suggest that the falloff in children's viewing in the fourth quarter may have been a real effect. But my point was that the peplemeter is so unreliable with respect to children that there is no way to distinguish real effects from system defects.—*Tim Duncan, executive director, Advertiser Syndicated Television Association, New York.*

# For the Record

As compiled by BROADCASTING from Feb. 24 through Feb. 28 and based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

### Applications

■ **WTCG(AM) Andalusia, AL** (BAL920224EJ; 1400 khz; 1 kw-U)—Seeks assignment of license from Ashley N. Davis Jr. to L. Lynn Henley for \$54,000. Seller also has interests in WRDJ(AM) Daleville, AL; WZEP(AM) Defuniak Springs, WCNV(AM) Crestview and WBGC(AM) Chipley, all Florida. Buyer has interests in permittee of WMXG(AM) Macon, MS. Filed Feb. 24.

■ **WDLT(FM) Chicksaw, AL** (BALH920214HA; 98.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from JAB Broadcasting Inc. to United Broadcasting Co. Inc. for \$879,000. Sale of station approved last year to Bay Lakes Broadcasting Inc. for \$879,000, did not close ("For the Record," Aug. 12, 1991). Seller is headed by J. Alex Bowab, and has no other broadcast interests. Buyer is headed by Tom C. Wilson, and is permittee of WKWA(AM) Mobile, AL. Filed Feb. 14.

■ **KCRT-AM-FM Trinidad, CO** (AM: BAL920213EA; 1240 khz; 250 w-U; FM: BALH920213EB; 92.7 mhz; 3 kw; ant. 150 ft.)—Seeks assignment of license from International State Bank to Phillips Broadcasting Inc. for \$235,000. Seller is headed by Ronald L. Schmeits, and has no other broadcast interests. Buyer is headed by Anita Phillips, and has no other broadcast interests. Filed Feb. 13.

■ **WCTH(FM) Plantation Key, FL** (BALH920225HW; 100.3 mhz; 100 kw; ant. 440 ft.)—Seeks assignment of license from Sounds of Service Radio Inc. to Gateway Broadcasting Inc. for \$1.148 million. Seller is headed by Marie B. Rivers, and has interests in WEDR(FM) Miami and WSWN(AM) Belle Glade, both Florida; WGUN(AM) Atlanta, WEAS(AM)-WWJD(FM) Savannah and WGOV(AM)-WAAC(FM) Valdosta, all Georgia, and KWAM(AM)-KRNB(FM) Memphis. Buyer is headed by Norma Wymer. Gateway Broadcasting is currently "time brokering" small portion of time on WCTH pursuant to agreement dated July 1, 1991. Filed Feb. 25.

■ **WWNN(AM) Pompano Beach, FL** (BAL920213ED; 980 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from 777 Communications Ltd. to HMS Broadcasting Inc. for \$1.08 million. Seller is owned by general partner Nuckols Corp., headed by Joseph S. Nuckols Jr., and has no other broadcast interests. Buyer is headed by Howard and Susan Goldsmith, husband and wife, who have interests in WNZS(AM) Jacksonville (sold, pending FCC approval) and WSBP(AM) Boca Raton, both Florida. Susan Goldsmith has interests in WTMV(AM) Sarasota, FL. Filed Feb. 13.

■ **WLAG(AM) LaGrange, GA** (BAL920224EA; 1240 khz; 1 kw-U)—Seeks assignment of license from K & G Broadcasting Corp. to Eagles Nest Inc. for \$10 and "other good and valuable consideration." Seller is owned by Edward W. Klein III and John D. Graham, and has no other broadcast interests. Buyer is headed by James C. Vice, and is licensee of WELR-AM-FM Roanoke, AL. Filed Feb. 24.

■ **WZAL(AM) McDonough, GA** (BAL920214EB; 1410 khz; 2.5 kw-D)—Seeks assignment of license

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

from De Van-Moore Communications Inc. to Henry County Broadcasting Co. Inc. for \$65,000. Seller is headed by James W. De Van, and has no other broadcast interests. Buyer is headed by Susanne M. Earnhart and Donald W. Earnhart. Donald Earnhart is 100% owner of WJGA-FM Jackson, GA. Filed Feb. 14.

■ **WQRL(FM) Benton, IL** (BAPLH920214HF; 106.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of CP from Lanmar Broadcasting Inc. to Dana Communications Corp. for \$250,000. Seller is headed by Thomas S. Land. He and vice president David H. Land have interests in WFIW-AM-FM Fairfield, IL. Buyer is headed by Dana R. Withers, who has interests in licensee of KAVU-TV Victoria, TX, and in permittee of WQHC(FM) Nashville, IL. Filed Feb. 14.

■ **KEDD(AM) Dodge City, KS** (BTC920220EF; 1550 khz; 1 kw-D)—Seeks transfer of control of licensee Seward County Broadcasting Co. Inc. for no consideration (see KSCB-AM-FM Liberal, KS, below). Filed Feb. 20.

■ **KSCB-AM-FM Liberal, KS** (AM: BTC920220ED; 1270 khz; 1 kw-D; 500 w-N; FM: BTCH920220EE; 107.5 mhz; 100 kw; ant. 511 ft.)—Seeks transfer of control of licensee Seward County Broadcasting Co. Inc. for no consideration. Stock of Theo C. Landon (50.6% of licensee) is transferred to Frank M. Rice (trustee of Theo C. Landon Revocable Trust), et al. Transfer includes KEDD(AM) Dodge City, KS (see above). Principals have no other broadcast interests. Filed Feb. 20.

■ **WUNI(AM) Bay City, MI** (BAL920220EG; 1440 khz; 5 kw-D; 2.5 kw-N)—Seeks assignment of license from Nicholas Communications Corp. to Saginaw Bay Broadcasting Corp. for unknown price; application was incomplete at time of filing. Seller is headed by Paul E. Nicholas, and has no other broadcast interests. Buyer is headed by Charles R. Dougherty and Joseph M. Mengden (100% voting stock), and has no other broadcast interests. Filed Feb. 22.

■ **WHGR(AM)-WUPS(FM) Houghton Lake, MI** (BTC920213HB; 1290 khz; 5 w-U; FM: BTCH920213HC; 98.5 mhz; 100 kw; ant. 480 ft.)—Seeks transfer of control from licensee Northlands Communications Inc. to Melling Tool Company, auto parts manufacturer, for no cash consideration; Harry Melling, 100% stockholder of licensee and owner of transferee, is transferring his shares for estate planning, tax and other purposes. John M. Salov, president of licensee, has application of CP for new FM at Hudson, MI. Gary B. Mallernee, director, has 75.6% interest in licensee of

WTVB(AM)-WNWN(FM) Coldwater and WHEZ(AM) Portage, both Michigan. Filed Feb. 13.

■ **KQAO(AM) Austin, MN** (BAL920214EC; 970 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from S & D Broadcasting Co. to Robert E. Ingstad and Janice M. Ingstad for \$160,000. Seller is headed by James W. Hall, and has interests in KHAK-AM-FM Cedar Rapids, IA. Vice president Darrell Solbey has interests in WNNO-AM-FM Wisconsin Dells, WI. Chairman Larry W. Edwards has interests in WMT-AM-FM Cedar Rapids, IA. Buyer, Robert Ingstad, has interests in KGFX-AM-FM Pierre, SD; KBUF(AM)-KKJQ(FM) Garden City, KS; KKOA(AM)-KKPR(FM) Kearney, NE; KQPR-FM Albert Lea, KDHL(AM)-KQCL(FM) Faribault and KWMB(AM) Wabasha, all Minnesota, and permittee of KQLW(FM) Wabasha KVNG(FM) Spring Valley and KLZZ(FM) Deer River, all Minnesota. Filed Feb. 14.

■ **KWNO(FM) Rushford, MN** (BAPH920220HH; 99.3 mhz; 2.560 kw; ant. 152 m.)—Seeks assignment of CP from B.D.G. Broadcasting Co. to Wheeler Broadcasting of Minnesota Inc. for reimbursement of all expenses in construction of new station and assumption of any bank and equipment loans. Seller is headed by Bruce D. Grassman. Buyer is headed by Ray L. Wheeler. Grassman and Wheeler both have interests in licensees of KWNO(AM) Winona and KDWAM(AM) Hastings, both Minnesota; WTCH(AM)-WOWN(FM) Shawano, WI, and WJNR-FM Iron Mountain, MI. Filed Feb. 22.

■ **KYOU(FM) Wendover, NV** (BAPH920210GU; 102.3 mhz; 93.8 kw; ant. 1,292 ft.)—Seeks assignment of CP from Rita J. Taylor to Gerald L. Pugh for \$74,880. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 10.

■ **WYCV(AM) Granite Falls, NC** (BTC920220EC; 900 khz; 500 w-D, 251 w-N)—Seeks transfer of control of Freedom Broadcasting Corp. for \$75,000. Seller is Hugh Morton Jr., and has no other broadcast interests. Buyer is Marvin L. Sizemore, and has no other broadcast interests. Filed Feb. 20.

■ **WLAS(AM) Jacksonville, NC** (BAL920214ED; 910 khz; 5 kw-U)—Seeks assignment of license from Seaboard Broadcasting Corp. to Eckhardt Broadcasting Corp. for \$160,000. Seller is headed by Shirlee D. Popkin, and has application for new FM at Jacksonville, NC. Buyer is headed by Barry K. Eckhardt, and has no other broadcast interests. Filed Feb. 14.

■ **WKXC-FM Aiken, SC** (BALH920218HF; 99.5 mhz; 22.5 kw; ant. 728 ft.)—Seeks assignment of license from CSRA Broadcasters Inc. to GHB of Augusta Inc. for \$3.8 million ("Changing Hands," Mar. 2). Seller is headed by Brad Beasley, son of group owner George Beasley, and has attributable interests in WXTU(FM) Philadelphia and WBSS(FM) Millville, NJ, and nonattributable interests in two AM's and seven FM's (Beasley Broadcasting). Buyer is headed by George H. Buck Jr., who recently purchased WTIX(AM) New Orleans and WYRS(AM) Rock Hill, SC ("For the Record," Jan. 20). Buck owns 100% of licensees of WNAP(AM) Norristown, PA; WOLS(AM) Florence, SC; WHVN(AM) Charlotte, NC; WEAM(AM) Columbus, GA; WYZE(AM) Atlanta; WMGY(AM) Montgomery, AL; WTOO(AM) Asheville, NC; KURB-AM-FM Little Rock, AR; WZGO(AM) Portage, PA. Buck is permittee of WKXU(FM) Portage, PA, and 50% owner of non-voting stock of WAME(AM) Statesville, NC. Filed Feb. 18.

■ **WSHG(FM) Ridgeland, SC** (BALH920211HJ; 104.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Mattox-Guest of South Carolina Inc.



to Country Time Broadcasting Inc. for \$375,000. Seller is headed by G. Troy Mattox and Andrew J. Guesl, who also have interests in WKUB(FM) Blackshear and WDEC-AM-FM Americus, both Georgia. Buyer is headed by Evelyn C. Harvey, and is licensee of WQQT(FM) Springfield, GA. Filed Feb. 11.

■ **WKXB(AM)** Smyrna, TN (BAL920218EC; 710 khz; 250 w-D)—Seeks assignment of license from Smyrna Broadcasting Corp. to B & E Broadcasting of Rutherford County Inc. for \$11,500. Seller is headed by Jack Bursack, who is also selling WY-PE(FM) Smyrna, TN ("For the Record," Mar. 2). He also has interests in KKLK(FM) San Angelo. CP for KFXJ(FM) Abilene, both Texas, and has application for new FM in Hartford, MI. Buyer is headed by Ernie Ashworth, and is also licensee of WSLV(AM) Ardmore, TN. Filed Feb. 18.

■ **KUUY(AM)-KKAZ(FM)** Orchard Valley (Cheyenne), WY (BAL920214EE; 650 khz; 8.5 kw-D; 500 w-N; FM: BALH920214EF; 100.7 mhz; 100 kw; ant. 490 ft.)—Seeks assignment of license from Arlie L. Davison and Associates Inc. (formerly Windsor Communications Inc.) to Windsor Communications Inc. of Wyoming for \$1 million. Seller is headed by John W. Hough, Ross A. Fleischmann, 44.5% shareholder, has 5% interest in licensee of KJFM(FM) Louisiana, MO. Buyer is headed by Paul E. Lowrey, and has no other broadcast interests. Filed Feb. 14.

#### Actions

■ **WINZ(AM)-WZTA(FM)** Miami-Miami Beach, FL (AM: BAL911105HB; 940 khz; 50 kw-D, 25 kw-N; FM: BALH911105HC; 94.9 mhz; 98 kw; ant. 1,007 ft.)—Granted assignment of license from Guy Gannett Publishing Co. to Paxson Enterprises Inc. for \$18.3 million. Assignment includes WWNZ(AM)-WZTU(FM) Orlando-Cocoa Beach, FL (see below). Seller is headed by James Shaffer, and is licensee of WICS(TV) Springfield, IL; KGAN(TV) Cedar Rapids, IA; WGME-TV Portland, ME, and WGGB-TV Springfield, MA. It also owns newspaper and commercial printing operations. Buyer is headed by Lowell W. Paxson, and is licensee of WCRJ-FM Jacksonville, FL, and recently purchased WTKN(AM)-WHVE(FM) Pinellas Park-Sarasota, FL ("Changing Hands," July 8). Paxson is attributable shareholder (but not officer or director) of Home Shopping Network Inc., whose subsidiary HSN Communications Inc. is parent company of licensees of WSHS(TV) Marlborough, MA; WHSE(TV) Newark, NJ; WHSI(TV) Smithtown, NY; KHSH(TV) Alvin, TX; KHSC(TV) Ontario, CA; WHSP(TV) Vineland, NJ; WQHS(TV) Cleveland; WEHS(FM) Aurora, IL; KHSX(TV) Irving, TX, and WYHS(FM) Hollywood and WBHS(TV) Tampa, both Florida. Action Feb. 20.

■ **WWNZ(AM)-WZTU(FM)** Orlando-Cocoa Beach, FL (AM: BAL911105GZ; 740 khz; 5 kw-D, 1 kw-N; FM: BALH911105HA; 104.1 mhz; 100 kw; ant. 1,609 ft.)—Granted assignment of license from Guy Gannett Publishing Co. to Paxson Enterprises Inc. for \$18.3 million. Assignment includes WINZ(AM)-WZTA(FM) Miami-Miami Beach, FL (see above). Action Feb. 20.

■ **WKGQ(AM)-WSKS(FM)** Milledgeville-Sparta, GA (AM: BAL920102GV; 1060 khz; 1 kw-D; FM: BALH920102GW; 97.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Alexander Mitchell Communications Corp. to Good Medicine Radio GA Inc. for \$185,000. Seller is headed by James A. Karrh, and has no other broadcast interests. Buyer is headed by Frank Copsidas Jr., and has no other broadcast interests. Action Feb. 18.

■ **WDOS(AM)-WSRK(FM)** Oneonta, NY (AM: BAL911223GY; 730 khz; 1 kw-D; FM: BALH911223GZ; 103.9 mhz; 850 w; ant. 520 ft.)—Granted assignment of license from Hastings Broadcasting Corp. to Ultimate Broadcasting Network Inc. for \$700,000. Seller is headed by Gordon H. Hastings, and has no other broadcast interests. Buyer is headed by Jaci Michelitsch, and has no other broadcast interests. Action Feb. 18.

■ **WPCN(AM)** Mt. Pocono, PA (BTC911126EB; 960 khz; 1 kw-D, 24 w-N)—Granted transfer of control of licensee Mt. Pocono Broadcasting Inc. to

Jeff Williams Woehrle for \$196,078. Sellers are Herman Martens, Emil Wagner, Albert DeHope, George Buynak and Janet Buynak, who have no other broadcast interests. Buyer owns 100% voting stock of TIAB Communications Corp., permittee of new FM at Tobyhanna, PA. Action Feb. 19.

■ **WGSi(FM)** Russell, PA (BTCH911202HO; 103.1 mhz; 2.1 kw; ant. 351 ft.)—Granted transfer of control of licensee God's Station Inc. Application is not for transfer per se; licensee seeks commission consent nunc pro tunc to changes in board of directors. Licensee is headed by Robert E. Clark Sr., and has no other broadcast interests. Action Feb. 21.

■ **KDXR(FM)** Borger, TX (BAPLH911212GT; 104.3 mhz; 100 kw; ant. 1,093 ft.)—Granted assignment of CP from William H. Sanders to South Central Broadcasting Inc. for \$350,000 ("Changing Hands," Dec. 23). Seller will also receive 15% of proceeds of subsequent sale of station over any existing liabilities as further consideration. Seller has interests in WFX(FM) Prattville, AL; KVFX(FM) Manteca, CA; KTVH(TV) Helena, MT; WTKT-AM-FM Georgetown, KY; WNOO(AM)-WFXS(FM) Chattanooga, TN, and KSWT-TV Yuma, AZ. Sanders is director of Jones Intercable Inc., which runs cable TV systems in 25 states. He is also .2% shareholder of Turner Broadcasting System Inc., parent of WTBS(TV) Atlanta. Buyer is headed by John H. Wiggins, who has interests in WWFN(FM) Florence, SC; WKXH(AM)-WVLF(FM) Alma, GA; WKZF(FM) New Bern, NC, and WNKX(FM) Centerville, TN. Action Feb. 19.

■ **WTAW(AM)-KTSR(FM)** College Station, TX (AM: BAL920106HU; 1150 khz; 1 kw-D, 500 w-N; FM: BAPLH920106HV; 92.1 mhz; 3 kw; ant. 275 ft.)—Granted assignment of license (WTAW) and CP (KTSR) from Hicks Broadcasting Corp. to Bryan Broadcasting L.C. for \$500,000. Seller is headed by William R. Hicks, and is owned equally by brothers William, R. Steven and Thomas O. Hicks. Buyer will be owned 95% by Thomas O. Hicks and 5% by William Hicks. William Hicks is 10% voting stockholder in May Broadcasting Inc., licensee of KULF(FM) Brenham, TX. Steven Hicks is 100% voting owner of Capstar Inc., 98% parent of licensees of WJDS(AM)-WMSI(FM) Jackson, MS; WSSL-AM-FM Greenville-Gray Court, SC, and WSIX-FM Nashville. Action Feb. 21.

■ **WETZ(FM)-WATQ-FM** New Martinsville, WV (AM: BAL911217HI; 1330 khz; 1 kw-D; FM: BALH911217HJ; 103.9 mhz; 3 kw; ant. 298 ft.)—Granted assignment of license from Thomas Communications Corp. to HBN Communications Inc. for \$400,000 ("Changing Hands," Jan. 6). Seller is licensee of WKKW-FM Clarksburg and WBES-FM Dunbar, both West Virginia. Buyer is headed by William Hought, who is general manager of stations. Action Feb. 21.

## NEW STATIONS

#### Applications

■ **Carrabella, FL** (BPH920221MC)—Richard L.

Plessinger Sr. seeks 106.5 mhz; 100 kw; ant. 299.3 m. Address: 1591 Boyle Rd., Hamilton, OH 45013. Applicant is 100% owner of WCVG(AM) Covington, KY; WAQZ(FM) Milford and WAXZ(FM) Georgetown, both Ohio, and WOYS(FM) Eastpoint, FL. Filed Feb. 21.

■ **\*Missoula MT** (BPET920219KF)—University of Montana seeks ch. 11; 280 kw; ant. 645 m. Address: Telecommunications Center, PARTV 180, Missoula, MT 59812. Applicant is headed by George Dennison, and is licensee of noncommercial KUFM(FM) Missoula, MT. Filed Feb. 19.

■ **\*Reno** (BPED920224ME)—Board of Regents of the University of Nevada seeks 89.5 mhz; 5 kw; ant. -1 m. Address: 7000 Dandini Blvd.; Reno, NV 89512. Applicant is headed by John Gwaltney, and is ultimate licensee of KNUR(FM) Reno and KUNV(FM) Las Vegas. Filed Feb. 24.

■ **Amarillo, TX** (BPH920213MC)—Northstar Communications Co. seeks 99.7 mhz; 6 kw; ant. 83 m. Address: 3301 Bensing Rd., Hobbs, MN 88240. Applicant is headed by partners Alton Lloyd Finley Jr., Matt Edwards and Charles Lanktree, and has no other broadcast interests. Filed Feb. 13.

■ **\*Floresville, TX** (BPED920221IF)—Wilson County Educational Foundation Inc. seeks 89.7 mhz; .08 mhz; ant. 30 m. Address: 1905 Tenth St., Floresville, TX 78114. Applicant is headed by A. B. Gonzalez, and has no other broadcast interests. Filed Feb. 21.

■ **Odessa, TX** (BPH920213MD)—Ruben Velazquez seeks 107.7 mhz; 49 kw; ant. 153 ft. Address: P.O. Box 13185, Odessa, TX 79768. Applicant is president and 75% stockholder of licensee of KNDA(AM) Odessa, TX. Filed Feb. 13.

■ **Kaukauna, WI** (BPH920221ME)—WinCom Wisconsin Ltd. seeks 103.1 mhz; 13.3 kw; ant. 138 m. Address: P.O. Box 11907, Green Bay, WI 54301. Applicant is headed by Donn E. Winthers and G. Woodward Stover II, and has no other broadcast interests. Filed Feb. 21.

■ **Kaukauna, WI** (BPH920221MD)—Mary J. Van Hoof-Schroeder seeks 103.1 mhz; 25 kw; ant. 100 m. Address: 1107 Riverside Dr., Kaukauna, WI 54130. Applicant has no other broadcast interests. Filed Feb. 21.

■ **Kaukauna, WI** (BPH920221MB)—WBBK Broadcasting Inc. seeks 103.1 mhz; 25 kw; ant. 99 ft. Address: 231 4th Fond du Lac, WI 54935. Applicant is headed by Amy A. Wells. Certain principals of applicant have interests in WMRH(AM) Waupun, WI. Filed Feb. 21.

#### Actions

■ **\*Helena, MT** (BPED901109MH)—Granted app. of Hi-Line Radio Fellowship Inc. for 103.1 mhz; 100 kw; ant. 584 ft. Address: P.O. Box 4111, Helena, MT 59604. Applicant is headed by Marvin R. Calahan, and is licensee of KXEI(FM) Havre, MT. Action Feb. 20.

■ **Belvidere, NJ** (BPH910515MF)—Granted app. of W.R.N.J. Inc. for 107.1 mhz; 3.9 kw; ant. 120 m.



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Address: Box 1000, Hackettstown, NJ 07840. Applicant is headed by Lawrence J. Tighe Jr.; he and shareholder Norman L. Worth are owners of licensee of WRNJ(AM) Hackettstown, NJ; permittee of translator W33AQ Palmerton, PA, and applicant for new LPTV ch. 23 in Hackettstown, NJ. Action Feb. 18.

■ **Hanover, NH** (BPED900403MF)—Granted app. of Granite State Public Radio Inc. for 91.3 mhz; .15 kw; ant. 378 m. Address: 26 Pleasant Street, Concord, NH 03301. Applicant is headed by Edward Kaplan, and is licensee of WEVO(FM) Concord, NH. Action Feb. 21.

■ **Belvidere, NJ** (BPH910516MP)—Dismissed app. of South Jersey Radio Inc. for 107.1 mhz; 3 kw; ant. 100 m. Address: 1601 New Rd., Linwood, NJ 08221. Applicant is headed by Howard L. Green, and is licensee of WOND(AM) Pleasantville, WONZ(AM) Hammonton, WMGM(FM) Atlantic City and WMGM-TV Wildwood, all New Jersey, and is permittee of LPTV W07CE Atlantic City. Action Feb. 18.

■ **Beulah, ND** (BPH910213MA)—Granted app. of Patricia L. Leighton for 97.9 mhz; 6 kw; ant. 100 m. Address: 127 Manvel Place, Grafton, ND 58237. Applicant has no other broadcast interests. Action Feb. 21.

■ **Rio Grande, OH** (BPED910319MC)—Returned app. of University of Rio Grande for 90.9 mhz; 4 kw; ant. 100 m. Address: 218 N. College Ave., Rio Grande, OH 45674. Applicant is headed by Paul B. Mutzig, and has no other broadcast interests. Action Feb. 20.

■ **Roseburg, OR** (BPCT881021KG)—Granted app. of KMTR Inc. for ch. 36; 13.63 kw; ant. 222 m. Address: P.O. Box 7308, Eugene, OR 97401. Applicant is headed by Robert W. Davis. Action Jan. 15.

■ **Oil City, PA** (BPH901220ML)—Dismissed app. of MJ Richey Inc. for 96.3 mhz; 1.33 kw; ant. 150 m. Address: Rd. 4, Box 220, Miller Rd., Franklin, PA

16323. Applicant has no other broadcast interests. Action Feb. 20.

## FACILITIES CHANGES

### Applications

#### AM's

■ **Palm Springs, CA** KPSI(AM) 1450 khz—Feb. 10 application of KPSI Radio Corp. for CP to change TL: approximately 6 km NE of center of Palm Springs, (diplex into existing tower of KDES) and make changes in antenna system. 33 51 29 - 116 29 39.

■ **San Francisco** KIQI(AM) 1010 khz—Feb. 7 application of Oro Spanish Broadcasting Inc. for mod. of CP (BP-880617AA) to reduce daytime power to 30 kw.

■ **New York** WNYC(AM) 830 khz—Feb. 5 application of WNYC Communications Group for mod. of CP (BP810410AH) to reduce nighttime power to 1 kw and augment nighttime pattern.

■ **Eugene, OR** KDUK(AM) 1280 khz—Jan. 22 application of PTI Broadcasting Inc. for CP to change TL: 2365 Bonnie View Drive, Eugene; reduce nighttime power to 700 w and make changes in antenna system. 44 5 48 - 123 4 18.

■ **Woonsocket, RI** WOON(AM) 1240 khz—Feb. 11 application of Woonsocket Broadcasters Ltd. for CP to change TL: pole #6, Washington Street, Woonsocket. 41 59 34 - 71 30 20.

#### FM's

■ **Fort Rucker, AL** WXUS(FM) 100.5 mhz—Feb. 18 application of Sky Way Broadcasting Ltd. for CP to change ERP: 2.8 kw (H&V); ant.: 145 m.

■ **Lonoke, AR** KMZX(FM) 106.3 mhz—Feb. 10 ap-

plication of Lonoke Broadcasting Inc. for mod. of CP (BPH-870326IG) to change ERP: 50 kw (H&V); ant.: 150 m.; TL: 2.25 km ESE of Blakemore, off State Route 232, Lonoke County, AR; change class to C2 (per MM docket #90-105).

■ **Needles, CA** KWAZ(FM) 97.9 mhz—Feb. 18 application of Calnevar Broadcasting Inc. for CP to change ERP: 29.5 kw (H&V); change to class C1 (per MM docket #91-149).

■ **Tallahassee** FL New FM 106.1 mhz—Jan. 29 application of John S. Matthews Jr. for mod. of CP (BPH-880324OH) to change antenna supporting structure height and TL: 3922 Woodville Highway, Tallahassee.

■ **Griffin, GA** WQUL(FM) 97.7 mhz—Feb. 18 application of Design Media Inc. for mod. of CP (BPH-910606IJ) to change ERP: 3.7 kw (H&V); ant.: 127 m.

■ **Mayfield, KY** WXID(FM) 94.7 mhz—Feb. 18 application of West Kentucky Broadcasting Co. Inc. for mod. of CP (BPH-910801IC) to change ERP: 38 kw (H&V) ant.: 123 m.

■ **Pentwater, MI** WSAB(FM) 94.1 mhz—Feb. 10 application of C&S Broadcasting Inc. for mod. of CP (BPH-890511ML) to change ERP: 25 kw (H&V); ant.: 100 m.; TL: 700 ft. NNE of intersection of Hancock and Wythe Streets, Pentwater; change class to C3 (per MM docket #91-77).

■ **Gluckstadt, MS** WLIN(FM) 101.7 mhz—Feb. 11 application of Exchequer Communications Inc. for CP to change ERP: 25 kw (H&V); ant.: 100 m.; change to class C3 (per MM docket #90-569).

■ **Ocean Springs, MS** WOSM(FM) 103.1 mhz—Feb. 10 application of Charles H. Cooper for CP to change ant.: 140 m.

■ **Peterborough, NH** WNHQ(FM) 92.1 mhz—Feb. 12 application of Peterborough Broadcasting Co. Inc. for CP to change ERP: .18 kw (H&V); ant.: 406

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m.; TL: on peak of Pack Mt., end of Miller State Park Rd.

■ **Lake Luzerne, NY WBAR-FM** 94.7 mhz—Feb. 7 application of Bulmer Communications of Glenn Falls Inc. for mod. of CP (BPH-880219MK) to change ERP: .32 kw (H&V); ant.: 259 m.; TL: 1.43 km SW of intersection of Gleason Rd. and West Mountain Rd., at West Mountain Ski Resort, West Glens Falls, Warren County, NY.

■ **Auburn, NY WDWN(FM)** 88.9 mhz—Feb. 18 application of Cayuga Co. Community College for CP to change freq: 89.1 mhz; ERP: 3 max (H&V).

■ **Monticello, NY WXTM(FM)** 99.7 mhz—Feb. 14 application of Larry Fishman for mod. of CP (BPH-910214MD) to change ERP: 3.5 kw (H&V); ant.: 130 m.; TL: Hamilton Rd., Monticello.

■ **Durant, OK KLBC(FM)** 107.1 mhz—Feb. 3 application of Durant Broadcasting Corp. for mod. of license (BLH-880819KF) to increase ERP: 5.1 kw H&V (per docket #88-375).

■ **Carthage, TX KGAS-FM** 104.3 mhz—Feb. 12 application of Hanszen Broadcasting for mod. of CP (BPH-901113MB) to change TL: approx. 1.7 km S of Rt. 79, 2.24 km SE of Rt. 79 and Rt. 1970 intersection, Delray, TX.

■ **Charlottesville, VA WVTV(FM)** 89.3 mhz—Feb. 11 application of Virginia Tech Foundation Inc. for CP to change ERP: 3.2 kw H&V; class B; directional antenna pattern.

■ **Pound, VA WDXC(FM)** 102.3 mhz—Feb. 21 application of WDXC Radio Inc. for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375).

■ **Camas, WA KMUZ(FM)** 94.7 mhz—Feb. 6 application of Pacific Northwest Broadcasting Corp. for mod. of CP (BPH-880310MB) to change ERP: 245 kw H&V, ant.: 315.3 m.; TL: Pepper Mountain, 3.7 km south of Bridal Veil, Multnomah County, OR, and change class: C3 (PER docket #91-216).

■ **Bethlehem, WV WHLX(FM)** 105.5 mhz—Feb. 10 application of Bethlehem Radio Inc. for mod. of license to increase ERP: 6 kw H&V (per MM docket #88-375).

■ **Brillion, WI WEZR(FM)** 96.3 mhz—Feb. 11 application of Brillion Radio Company for CP change ERP: 6 kw (H&V); TL: T.B.D.; change freq. from 96.3 to 107.5.

■ **Elk Mound, WI WECL(FM)** 92.9 mhz—Feb. 11 application of Super Star Communications Inc. for mod. of CP (BPH-880225MQ) to change ERP: 3.3 kw (H&V); ant.: 136 m.

■ **Sturtevant, WI WZXA(FM)** 104.7 mhz—Feb. 12 application of Janus Radio Corp. for mod. of CP (BPH-860812MB as mod.) to change TL: .45 km east of Nicholson Rd., .52 km north of intersection of Dunkelow Rd.

## TV's

■ **Worcester, MA WYDN(TV)** ch. 48—Feb. 2 application of Educational Public TV Corp. for mod. of CP (BPET-860725KN) to change ERP (vis): 5,000 kw; antenna: BognerBU(0)32.

■ **Menomonie, WI WHWC-TV** ch. 28—Feb. 21 application of Educational Communications Board for CP to change ERP (vis): 1,172 kw; ant.: 348 m.; antenna: Andrew Corp.ATW30H3-HT01-28S(BT); 45-02-47 - 91-51-42.

■ **Park Falls, WI WLEF-TV** ch. 36—Feb. 21 application of State of Wisconsin Educat'l Commun. Board for CP to change ERP (vis): 1,056 kw; ant.: 445 m.; antenna: Andrew Corp.ATW30H4-HT01-36S(BT); 45-56-43 - 90-16-28.

## Actions

### AM's

■ **Barrow, AK KBRW(AM)** 680 khz—Granted app. of Silakkuagvik Communications Inc. (BMP-911210AC) for mod. of CP (BP880107AI) to change TL: 10.1 km ESE of Barrow; 71 15 24 - 156 31 32. Action Feb. 13.

■ **San Jose, CA KLOK(AM)** 1170 khz—Granted app. of Bahia Radio Inc. (BP-900712AC) for CP to augment directional patterns. Action Feb. 20.

■ **Peoria, IL WMBD(AM)** 1470 khz—Granted app. of Midwest Television Inc. (BP-911115AA) for CP to correct coordinates to: 40 34 22 - 89 32 00. Action Feb. 14.

■ **Champlain, NY WCHP(AM)** 760 khz—Returned app. of Champlain Radio Inc. (BP-900405BN) for CP to add night service with 230 watts. Action Jan. 31.

■ **Auburn, WA KBSG(AM)** 1210 khz—Dismissed app. of KBSG Inc. (BMP-910219AC), CO Viacom Law Dept. for mod. of CP (BP880315AE) to reduce night power to 6.5 kw, and make changes in antenna system. Action Aug. 14, 1991.

## FM's

■ **Oro Valley, AZ KRKN(FM)** 97.5 mhz—Granted app. of Christopher T. Maloney (BMPH-920121IE) for mod. of CP (BPH-861002TA) to change ant.: -35 m.; TL: 4.95 km SW of Oro Valley, on bearing of 195.50T from Oro Valley, near NW corner of intersection of Ina and La Cholla Road. Action Feb. 19.

■ **North Highlands, CA KEBR-FM** 89.3 mhz—Granted app. of Family Stations Inc. (BMPED-910806IB) for mod. of CP (BPED-861023MF) to change main studio location. Action Feb. 18.

■ **Marco, FL WGUF(FM)** 92.7 mhz—Granted app. of Emerald Sea Broadcasting Inc. (BPH-910515IA) for CP to change ERP: 4.1 kw H&V. Action Feb. 14.

■ **Morris, IL WCFL(FM)** 104.7 mhz—Granted app. of M.M. Group Inc. (BMPH-920205IA) for mod. of CP (BPH-890217IC) to change directional antenna pattern. Action Feb. 7.

■ **Rantoul, IL WLTM(FM)** 96.1 mhz—Granted app. of WLTM Inc. (BMPH-910423IC) for mod. of CP (BPH-860924MB - new station) to change ERP 3.8 kw H&V; ant.: 123 m.; TL: Rte. 4, Box 63, Champaign, IL 61821 (intersection of county roads 2400 N and 900 E.). Action Feb. 19.

■ **Eddyville, IA KKS(FM)** 101.5 mhz—Granted app. of O-Town Communications Inc. (BMPH-911016IC) for mod. of CP (BPH-880303MC); change ERP: 49 kw (H&V); ant.: 151.8 m. Action Feb. 20.

■ **Barbourville, KY WYWY-FM** 93.5 mhz—Granted app. of Barbourville Community Broadcasting Co. Inc. (BPH-910513IH) for CP to change ERP: 25 kw (H&V) (per MM docket #90-568). Action Feb. 21.

■ **Greenup, KY WLGC(FM)** 105.5 mhz—Granted app. of Greenup County Broadcasting Inc. (BPH-911024IE) for CP to change ERP: 11.7 kw (H&V); change freq. from 105.5 to 105.7; change to class C3 (per MM docket #86-29 and #88-118). Action Feb. 19.

■ **Leesville, LA KVVP(FM)** 105.7 mhz—Granted app. of Stannard Broadcasting Co. Inc. (BPH-910422IF) for CP to change ERP: 25 kw (H&V), ant.: 100 m.; TL: NE quarter of SE quarter of Twp. 15, range 8 W, section 19, 6 km of Ft. Polk, Vernon Parish, LA; change to channel 289C3 (per docket #89-378). Action Feb. 21.

■ **Varnado, LA WBOX-FM** 92.7 mhz—Granted app. of Bogue Chitto Communication Company (BMLH-910618KA) for mod. of license (BLH-851227KA) to change freq. from channel 224A to 225A (per MM docket #89-392). Action Feb. 14.

■ **Warrenton, MD KFAV(FM)** 99.9 mhz—Granted app. of Kaspar Broadcasting Company of Missouri (BMPH-911017IF) for mod. of CP (BPH-880107MO) to change ERP: 6 kw; change to class C3 (per docket #91-44). Action Feb. 24.

■ **Baliwin, MO KYMC(FM)** 89.7 mhz—Granted app. of YMCA of Greater St. Louis (BPED-900601IK) for CP to change ant.: 52 m., TL: 1.126 km (.7 miles) from Loehr, MO, at bearing of 216 degrees, on roof of Parkway West High School. Action Feb. 14.

■ **Columbia, MO KCMQ(FM)** 96.7 mhz—Granted app. of Desnick Broadcasting of Columbia Inc. (BPH-911021IF) for CP to change ERP: 11 kw (H&V), ant.: 148 m.; TL: 2.7 km SW of Lupus, Moniteau County, MO; change to class 3 (per docket #89-74). Action Feb. 21.

■ **Moberly, MO KZZT(FM)** 105.5 mhz—Granted app. of FM-105 Inc. (BPH-911030IB) for CP to change ERP: 25 kw; ant.: 94 m.; change to class C3 (per MM docket #89-550). Action Feb. 21.

■ **Eatontown, NJ WHTG-FM** 106.3 mhz—Granted app. of WHTG Inc. (BMLH-910703KC) for mod. of license to increase ERP: 3.9 kw H&V (per docket #88-375). Action Feb. 18.

■ **Gallion, OH WQLX(FM)** 102.3 mhz—Granted app. of Malone Broadcasting Inc. (BPH-910926II) for CP to change ERP: 3.5 kw (H&V); ant.: 131 m.; TL: 1466 N. Market Street, Gallion. Action Feb. 20.

■ **Tioga, PA WPHD(FM)** 93.3 mhz—Granted app. of Kevin M. Fitzgerald (BPH-910923ID) for CP change ERP: .82 kw (H&V); ant.: 272.8 m.; TL: 3.68 km south of Hardscrabble Rd., Ruthland Twnshp; Jackson Summit, PA. Action Feb. 20.

■ **Middletown, RI WOTB(FM)** 100.3 mhz—Granted app. of Perry Comm. of Rhode Island Inc. (BPH-910617IH) for CP to change ERP: 6 kw (H&V), ant.: 92 m.; install directional antenna. Action Feb. 20.

■ **Batesburg, SC WKWQ(FM)** 95.3 mhz—Granted app. of Columbia Christian Radio Inc. (BMLH-910327KG) for mod. of license to increase ERP: 6 kw H&V (per docket #88-375). Action Feb. 14.

■ **Volga, SD KKQQ(FM)** 102.3 mhz—Granted app. of CD Broadcasting Corp. of Brookings (BPH-910731IB) for CP to change ERP: 25 kw H&V, ant.: 74 m.; class: C3 (per docket #90-581). Action Feb. 18.

■ **Waynesboro, TN WTNR-FM** 94.9 mhz—Granted app. of Pioneer Radio FM Inc. (BPH-910819ID) for CP to change ERP: 25 kw (H&V); change to class C3 (per MM docket #90-564). Action Feb. 20.

■ **Norfolk, VA WNSB(FM)** 91.1 mhz—Granted app. of Norfolk State Univ. Bd of Visitors (BPED-910115ME) for CP to change ERP: 18 kw (H&V), ant.: 91 m.; TL: 4.8 km SW of Portsmouth, Chesapeake City, VA; change to class 216A1. Action Feb. 20.

■ **Buckhannon, WV WBTQ(FM)** 93.5 mhz—Granted app. of Hartlynn Inc. (BPH-911022IE) for CP to change ERP: 2.75 kw (H&V), ant.: 164 m., TL: approximately 7 km SE of Buckhannon; change to channel 228B1 (per docket #90-23). Action Feb. 19.

## TV

■ **Martinsburg, WV WYVN(TV)** ch. 60—Granted app. of Flying A Communications Ltd. (BMPCT-910930KL) for mod. of CP to change ERP (vis): 3890 kw; ant.: 312 m.; antenna: Alan Dick and Co., UTA-28, (DA)(BT); (39-27-27 - 78-03-53). Action Feb. 21.

## ACTIONS

■ **Oroville, CA** Denied Golden Eagle Communications Inc. and Golden Feather Broadcasting Corporation reconsideration of FCC's decision which affirmed action by Mass Media Bureau. Bureau's action returned as unacceptable for filing. Golden Eagle's application to assign CP of KCEO-TV to Golden Feather. (Report MM-580, Mass Media action, by Commission January 30 by MO&O [FCC 92-41].)

■ **Darlington, SC** Ordered MEG Associates Ltd., former licensee of WDAF-AM-FM Darlington, SC, to forfeit \$12,000 for willful and repeated violation of Commission's EEO rules. Short-term renewal and reporting conditions found appropriate. (Report MM-575, Mass Media Action, by Commission February 13 by MO&O [FCC 92-63].)

■ **Monterey, TN** Denied request by Cumberland Plateau Broadcasting Co. Inc., and upheld staff action amending FM Table of Allotments by substituting channel 295C2 for channel 295A at Monterey, TN, and amending CP of First Media of Monterey Inc., permittee of WRJT(FM) to specify operation on channel 295C2. (MM docket #86-512, Report DC-2047, action by Commission February 6 by MO&O [FCC 92-50].)



# Fifth Estater

## MYRON LEON WALLACE

It is impossible to describe Mike Wallace's contribution to *60 Minutes* because Mike Wallace is *60 Minutes!*" says Don Hewitt, executive producer of the top-rated CBS newsmagazine. "Everything good that happened to us happened because Mike was here from the beginning."

CBS News correspondent Mike Wallace this fall will mark his 25th year as the aggressive *60 Minutes* journalist whose reporting style has earned him a roomful of honors: his broadcast career spans more than 50 years.

That career began shortly after graduation from the University of Michigan in 1939, when he took an announcing job at WOOD(AM) Grand Rapids. It was one of those jack-of-all-trades jobs: ripping and reading news one day, narrating commercials and providing color commentary the next. The experience led to radio work in Detroit and Chicago, where he divided his time between news reporting and announcing such programs as *The Green Hornet* and *The Lone Ranger*.

Wallace would eventually move over to the developing medium of TV, where he did some developing of his own. Throughout the 1950's, Wallace tried everything from dramatic roles (*Stand by for Crime*, *Studio One*) to game shows (*Guess Again*, *I'll Buy That*, *What's in a Word*, *The Big Surprise*). He also hosted talk shows, such as *Mike and Buff*, one of the first CBS shows to experiment with color. He even appeared on Broadway in *Reclining Figure*, a comedy that ran 94 performances and won him good reviews for his role as a young art dealer.

"Back then you could do—and I did—acting, announcing, narrating and news," said Wallace. "Somehow, back then, it seemed there was nothing wrong with it."

As Wallace describes it, there was not much money to be made in news early in his career, and he counted on entertainment work to bring in a steady paycheck while doing such shows as the Peabody Award-winning



*Biography* and the *PM East-PM West* talk show in the early '60s.

Even so, in 1963, Wallace sent letters to the network news division presidents saying he had "sanitized" himself of his non-news interests and was prepared to concentrate on news. Richard Salant, then president of CBS News, hired Wallace—for a paycheck 65% lower than he had been making in entertainment programming.

Wallace started at CBS News with a five-minute radio show and a local TV documentary series, *Eye on New York*. That led to *The CBS Morning News with Mike Wallace* and a number of other assignments before he finally landed the *60 Minutes* job in 1968.

The origins of *60 Minutes* trace at least as far back as *Night Beat*, the late-night interview series that Wallace hosted on Dumont

flagship WABD-TV New York in 1956. Armed with pages of research and merciless close-up camera shots, it was there that Wallace developed his adversarial style. The format went national in 1957 with *The Mike Wallace Interview*, which ran four years on ABC and in syndication.

When Wallace was hired as a *60 Minutes* correspondent, Hewitt asked him to recreate some of the spirit of those interview shows. Harry Reasoner had already been hired, but it was decided the show needed what Wallace calls "a guy in the black hat" to counter Reasoner's kindly demeanor. The formula worked.

Wallace likes to offer a simple explanation of why *60 Minutes* has been so successful: "We tell stories. I know that sounds simplistic. We do controversies, we do problems, we do issues, but basically, at the bottom, we tell stories."

Looking back on his career so far, Wallace said there are some aspects of the early days of television that he misses, particularly the daily "voyage of discovery" of working in the developing medium. But he is quick to add that a lot of that spirit remains today at the *60 Minutes* shop.

At age 73, Wallace says he has no plans to retire. "I've been able to travel the world with superb colleagues to cover any story imaginable—investigations, profiles, elections, presidents, kings—and I've talked to everyone from Deng Xiaoping to Vladimir Horowitz to the Ayatollah Khomeini....Come on, can there be a better job?"

**CBS News correspondent and co-editor, *60 Minutes*; b. May 9, 1918; B.A., University of Michigan, Ann Arbor, 1939; announcer, WOOD(AM) Grand Rapids, 1939; network radio announcer, Detroit, 1940; Chicago Sun radio reporter, announcer for various entertainment programs, Chicago, 1941-42; naval communications officer, U.S. Navy, 1943-46; reporter and announcer for various entertainment programs, radio and TV, Chicago, 1946-50; news feature and entertainment reporter, CBS TV, 1951-55; host, *Night Beat*, WABD-TV New York, 1956-57; host, *The Mike Wallace Interview*, ABC and syndicated, 1957-60; anchor, *Biography*, syndicated, 1959-61; anchor, *PM East-PM West*, syndicated, 1961-62; CBS News correspondent, various assignments, 1963-68; present position since 1968; m. Mary Yates, June 28, 1986; children: Chris, 44; Pauline, 45.**

# Fates Fortunes

## MEDIA

**Kevin Smith**, VP and general manager, WLLZ(FM) Detroit, moves over to co-owned WNEW-FM New York in same capacity, succeeding **Ted Utz**, named VP, programing, AOR stations for Group W, New York. **"Buzz" Van Houten**, station manager, WLLZ, succeeds Smith.

**Tim McDermott**, business manager, KSBJ(FM) Humble, Tex. (Houston), named general manager.

VP's appointed at WOR(AM) New York: **Edward Walsh**, director of programing and news; **Paul K. Stewart**, chief engineer and director of operations, and **Vincent A. Gardino**, general sales manager.

**José E. Franchi**, VP, station manager, WSCV(TV) Fort Lauderdale, Fla., named VP and general manager, succeeding **J. Manuel Calvo**, VP, programing.

**George Cavender**, film director, WOIO(TV) Shaker Heights, Ohio (Cleveland), named operations manager.

**Sandy Spaargaren**, account executive, WNDU-AM-FM South Bend, Ind., named station manager.

## SALES AND MARKETING

Appointments at ABC-TV, New York: **Daniel Barnathan**, account executive, prime time sales, named VP, director, news, early morning and late night sales; **Brian C. Sikorski**, account executive, sports sales, named VP, director of sports sales, and **Roger L. Sverdlik**, account executive, prime time sales, named VP, Eastern sales.

**Val Maki**, VP, corporate sales development, Emmis Broadcasting, Boston, adds duties as general sales manager, WCDJ(FM) there.

**Greg Pittman**, from WZTV(TV) Nashville, joins KTXA(TV) Dallas-Fort Worth as national sales manager.



Susan Wagner

Appointments at Katz Radio Group, New York: **Susan Wagner**, senior VP, director of Katz Radio Group, named VP, corporate marketing, Katz Communication; **Vic Mataraso**, account executive, Christal Radio, San Francisco, named to same capacity, New York; **Lance Cerutti** and **Jean Donnelly**, account executives, Katz Radio Group Network, named senior account executives; **Margaret Nugent-Sisco**, from Gralla Miller Freeman, joins Banner Radio, as account executive; **Louis Harmelin**, from Martech Data Products, joins Banner Radio, Philadelphia, as account executive, and **Carole Bona-Cassell**, account executive, Katz Radio Group Network, Los Angeles, named account executive, Eastman Radio there.

**David Daniels**, affiliate marketing manager, New England Sports Network, Boston, joins SportsChannel, Cleveland, as director of affiliate sales and marketing.

**Arch S. Chapman**, general manager, WXVT(FM) Greenville, Miss., joins WABG-TV there as general sales manager.

**Alexis Denicke**, senior copywriter, Montgomery Zuckerman Davis Inc., Indianapolis, named associate creative director.

**Jeffrey Stein**, senior account executive, Katz Radio, Atlanta, joins WYBB(FM) Folly Beach, S.C. (Charleston), as sales manager.

**Rick T. Wardell**, general sales manager, KCNC-TV Denver, joins Enterprise Systems Group, Colorado Springs, as VP, sales and marketing.

**Sharon B. Bryant**, from WDEN-AM-FM Macon, Ga., joins WMAZ(AM)-WAYS(FM) there as general sales manager.

**Ted Ruback**, national advertiser,

agency sales manager, Birch/Scarborough Research, joins Media Store Inc., New York, as account supervisor.

**Chris Conway**, formerly with WIL-AM-FM St. Louis, joins KEZK-AM-FM there as general sales manager.

**Charles Sells**, local sales manager, WUSY(FM) Cleveland, Tenn. (Chattanooga), named general sales manager.

**Kurt Mische**, director of station development, Irwin Pollack In-Station Sales Training, joins KRLV(FM) Las Vegas as general sales manager.

**Cindy J. Reid**, director, national accounts, Times Mirror Cable Television, joins New England Cable NewsChannel, Newton, Mass., as general sales manager. **Audrey Trieschman**, marketing manager, Continental Cablevision, joins New England Cable News, Newton, Mass., as affiliate relations and marketing manager.

**Gregory J. Brown**, general sales manager, WKCH-TV Knoxville, Tenn., and **Kelly Kutzer**, account executive, WXXA-TV Albany, N.Y., join Blair Television, Philadelphia, as account executives.

**Christopher Cotugno**, from WTMV(TV) Lakeland, Fla., joins WTOG(TV) St. Petersburg, Fla., as account executive. **Karen D. Kates**, from WTVT(TV) Tampa, Fla., joins WTOG as national sales assistant.

**Greg Siegfried**, from WBRJ(AM)-WEYQ(FM) Marietta, Ohio, joins WDMX(FM) Vienna, W. Va., as account executive.

**Mary L. Broberg**, assistant local sales manager, WLEX-TV Lexington, Ky., named local sales manager.

**Mark Biviano**, formerly with WQAL(FM) Cleveland, joins TCI/Northeast Television Advertising, Madison, Wis., as general sales manager.

**Elizabeth Mason**, senior VP and director of business development, Levine Huntley Vick & Beaver, joins Friedman Benjamin Inc. advertising agency, New York, as president.



## PROGRAMING

**Barbara Lieberman**, VP, production and development, Saban-Sherick Productions, joins ABC Entertainment, Los Angeles, as executive director, motion pictures for TV.



Cheryl Birch

**Cheryl Birch**, director, business affairs, Universal Television, Universal City, Calif., named VP, business affairs.

**Diane Schneiderjohn**, regional marketing director,

Viacom Cable, Pleasanton, Calif., named VP, marketing.

**Annette Handley**, executive director, TV movies, ABC Television, joins The Kushner-Locke Co., Los Angeles, as writer and producer for TV movies and miniseries.

**Bruce Rosenblum**, from Lorimar Television, moves over to Telepictures Productions, Burbank, Calif., as senior VP, and co-owned Warner Bros. Domestic Television Distribution as senior VP, business affairs.

**David Zucker**, manager, current programs, Lorimar Television, Burbank, Calif., named director, current programs.

**Howard Rosenstein**, director of TV development, Aaron Spelling Productions, joins Cosgrove/Meurer Productions, Burbank, Calif., as VP, development.

**Lori Elizabeth Fee**, Western region affiliate relations manager, The Learning Channel, joins American Movie Classics, San Antonio, Tex., as affiliate marketing manager, Western region.

**Susan Pitts**, assistant treasurer, corporate development and planning, COMSAT Corp., Washington, named VP, venture management and development, COMSAT Video Enterprises Inc., there.

**Michael Sullivan**, medical news director, Medstar Communications, Allentown, Pa., named VP, medical news and programing.

**Ford Colley**, program director, Bonneville Broadcasting System,

Northbrook, Ill., adds duties as program director, co-owned WTMX(FM) Skokie, Ill. (Chicago).

**Frederick T. Woskoff**, formerly with WGAL-TV Lancaster, Pa., joins Pennsylvania Cable Network, Hershey, as programing manager.

**Michael McCurdy**, formerly with KRPS(FM) Weir, Kan., joins WGLT(FM) Normal, Ill., as news director.

**Nina Hahn**, manager of program development, HBO Downtown Production, joins Sunbow Productions, New York, as director of development.

**David T. Popovich**, operations manager, WWWE(AM)-WLTF(FM) Cleveland, adds duties as national program director of parent company, Genesis Broadcasting.

**Julie Anne Weitz**, VP, development, von Zerneck-Sertner Films, Los Angeles, joins O'Hara-Horowitz Productions, Studio City, Calif., as president, television.

**Gerard A. Maglio**, senior VP, marketing and programing, United Artists Entertainment, joins Digital Music Express, Los Angeles, as president, residential division.

**John Hagerty**, director, special markets development, Home Box Office Inc., New York, named VP, special markets.

**Gerald Weaver**, partner, Evergreen Associates lobbying firm, joins United Video Inc., Washington, as VP, government relations.

**Don Corsini**, VP, production, Prime Ticket Network, Los Angeles, named executive VP, production.

## NEWS AND PUBLIC AFFAIRS

Appointments at *Dateline NBC*:

**Arthur Kent**, correspondent, NBC News, Rome, named correspondent, Rome; **Deborah Roberts**, general assignment correspondent, NBC News, Atlanta, named correspondent, New York, and **Joe Alicastro**, Rome bureau chief, named senior european producer there.

**Warner Wolf**, sports anchor, WCBS-TV New York, rejoins WUSA(TV) Washington in same capacity.

**Kevin P. Roach**, executive producer, WFSB(TV) Hartford, Conn., joins New England Cable News, Newton, Mass., in same capacity.

**Keith Eichner**, part-time meteorologist, WHEC-TV Rochester, N.Y., named 5, 6 and 11 p.m. meteorologist.

**Tammy Morris**, freelance director, WUAB(TV) Lorain, Ohio (Cleveland), joins WKYC-TV Cleveland as producer and director. **Liz Habib**, weekend anchor and reporter, WTOV-TV Steubenville, Ohio, joins WKYC-TV as reporter and anchor.

**Maggie St. Claire**, senior producer, KSL-TV Salt Lake City, named director of marketing and community affairs.

**Diane Collier Hicks**, from WHMM(TV) Washington, joins WTTG(TV) there as community affairs director.

**Michael F. Carrese**, reporter, WKDR(AM) Plattsburgh, N.Y., joins WAMC(FM) Albany, N.Y., as news director.

**William Brooks**, from KCRA-TV Sacramento, Calif., joins WKYC-TV Cleveland as manager of news operations.

**Dave Cochran**, from WREG-TV Memphis, joins WAPT(TV) Jackson, Miss., as news director.

**Ben Avery**, former executive with Associated Press and Mutual Radio, joins Zapnews, Fairfax, Va., as director of special projects.

**Mark Strehl**, chief meteorologist, KGAN(TV) Cedar Rapids, Iowa, joins WYOU(TV) Scranton, Pa. (Wilkes-Barre), as chief director of weather services.

**Nancy Maurer**, weekend producer, WOTV(TV) Grand Rapids, Mich., named 6 p.m. producer.

**Dan Salamone**, assistant news director, WGGB-TV Springfield, Mass., named news director. **Bob Keating**, producer, WGGB-TV, named senior producer, news and special reports.

**Karin Mason Hawkins**, from *Allied News*, Grove City, Pa., joins WKBN-TV Youngstown, Ohio, as weekend weather person and part-time reporter.

**John Mooney**, from KETV(TV) Omaha, joins KWQC-TV Davenport, Iowa, as 6 and 10 p.m. anchor.

**John Dinges**, managing editor, National Public Radio, Washington, named managing editor, news and information division.

## KMOX(AM)'S ROBERT HYLAND DIES AT 71

**R**obert Francis Hyland Jr., senior vice president, CBS Radio, and general manager, KMOX(AM)-KLOU(FM) St. Louis, the station CBS founder William Paley called the "jewel in CBS's crown," died of cancer March 5 at his home in St. Louis.

Hyland had been with the station since 1951, when he joined KMOX as national sales manager. He began his career in 1941 at WTAD(AM) Quincy, Ill. After serving in the Navy as an ensign, he returned to radio at KXOK(AM) St. Louis in 1946. In 1950 he moved to CBS-owned WBBM(AM) Chicago as an account executive before returning to St. Louis with KMOX(AM).

Working from midnight to 5 p.m., Hyland directed programming "with the self-assurance of a gambler holding four aces," BROADCASTING said of him in 1956, and he was an innovative programmer and marketer. CBS/Broadcast Group President Howard Stringer said, "He was that rare type of executive who gave his all to a vast array of issues and interests simultaneously. We are enriched for having known him, and the industry will always bear his imprint." He pioneered the talk format, editorializing, endorsing candidates, carrying baseball broadcasts of the St. Louis Cardinals and using the Conelrad warning system for severe weather conditions, a plan later adopted nationally by the United States Weather Bureau. He turned down the presidency of CBS Sports and the CBS radio network to stay in his native St. Louis. "It's too easy in this business to get opaquely absorbed in your own little office and completely lose touch with the people you are trying to serve," he told BROADCASTING at the time. Information, he believed, is the "lifeblood of radio."

While leading one of America's top-rated news/talk/sports stations, Hyland earned a reputation as one of St. Louis's outstanding public servants and civic leaders. He incorporated some of that service in KMOX, including *Call for Action*, an off-air volunteer program, and broadcasts from both houses of the Missouri Legislature. He was founder of the Media Club of St. Louis and the Hyland Center for the treatment of chemical dependency within St. Anthony's Medical Center.

He was the recipient of many industry awards, including the National Association of Broadcasters "Broadcaster of the Year" award. He is survived by his wife, Pat; sons Matt and Robert III, the latter an executive with Arbitron, New York, and former general manager of KCBS-TV Los Angeles; a daughter, Molly; his brother, William, and six grandchildren.



## TECHNOLOGY

**Thomas Vaccaro**, audio maintenance technician, ABC Radio Networks, New York, named manager

of data systems.

**Virginia Lee**, general manager, satellite division, Learfield Communications Inc., Jefferson City, Mo., joins Scientific-Atlanta Inc., Atlanta,

as sales and marketing administrator, Broadcast Radio & Data Systems.

**D.L. Bean**, general manager, IPA, Chicago, joins Editel there as general manager.

## PROMOTION AND PR

**Jerry Sherman**, retired VP, corporate communications, Paramount Communications Inc., New York, rejoins as senior VP, corporate communications.

**Robert L. Pini**, senior account executive, Bender Goldman Helper, joins Group W Satellite Communications, New York, as manager, public relations.

## ALLIED FIELDS

**Walter C. Miller**, most recently producer and director, *Saturday Night at the Super Bowl*, has been named executive producer and director of Academy of Television Arts & Sciences' 44th Annual Primetime Emmy Awards. Miller has directed and produced past Emmy programs.

**Robert Johnson**, president, Black Entertainment Television, Washington, will be honored with National Association of Black Owned Broadcasters' Pioneer in Entertainment award.

**John Francois**, territory manager, Radio Advertising Bureau, New York, named director, regional markets.

## DEATHS

**Kenneth Francis Gaughran**, 55, senior editor, ABC Radio Network, died March 3 in New York of cancer. Gaughran was with ABC News since 1966 where he started as radio news writer and editor. He previously worked as news director at Herald-Tribune Radio Network from 1963 to 1966.

**Kenneth Muir Reichenbach**, 73, engineer, died of heart attack Feb. 18 in Portsmouth, Va. Since 1976, Reichenbach worked at WGNT(TV) Portsmouth, Va., most recently as director of engineering. He earlier worked at WNEW(TV) New York, from 1946 to 1976. He is survived by his wife, Camille; daughter, Renee, and two grandchildren.

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# Monday Memo

## *Here's what the future of television news might look like in 2012*

**N**ot too long ago, I was asked to look into my HDCB (high-definition crystal ball) to see what the future of television news might look like. I set the controls for 20 years from now—2012—and an incredible breaking TV news story popped into view. The story hasn't gotten any coverage yet. But if you'll look over my shoulder, you'll be amazed at what the crystal ball is showing.

Look closely as the picture sharpens. The supersonic shuttle, flying between Washington and Tokyo, has just made an emergency landing at Edwards Air Force Base in California. There are injuries, and damage to the plane is visible as Tom Nottingham, full-time personnel clerk at Edwards and part-time reporter, records the frightening landing on his "3D" digital DigiCorder. The passenger evacuation and escape from the smoking plane is spectacular. Tom knows that he has video that's "worth something." He's not talking aesthetics. He's talking cash!

As soon as the evacuation is over, Tom rushes to a ChargePhone, pops in his "News Call" ID, card which automatically dials the CompuServe computer in Columbus, Ohio. While the phone is dialing and the computer link up is being set, Tom plugs his DigiCode into the laser-link coupler on the phone. Immediately, the two-inch floppy disk begins sending 3D digitized high-definition video and the process of selling Tom's disaster video is about to begin.

As Tom's story comes in, the computer's artificial-intelligence program is evaluating it according to criteria established decades ago by famous Iowa news consultant Frank Magid. Judging the video to be "Magid Level VII" on the seven-point Audience Attraction Scale, the computer immediately notifies television news operations all over the world, beginning the automated bidding to see who's going to get to run Tom's story.

While once there were "producers" in news departments, now there are "news buyers." These buyers scan computer screens and video monitors all day long, buying news. These news buyers feed the insatiable appetite of their regional news channels with an uninterrupted stream of the best audience-attracting news stories they can buy.

The news buyers are an elite of the nation's TV news people. They're among the few human beings still around in news operations—along with a few administrators, news writers and lots of computer people. With computers now doing most of the work, about the only place left where there's a significant human presence is out in the

field, where the stories occur. That's where "reprographers" like Tom are found. Repographers are combination reporter-photographers, shooting their own stuff, writing stories if necessary and voicing their reports if they have any talent along those lines. But even writing and presentation skills aren't crucial in the field anymore. It all can be done back at the news center, where a writer puts together a script and a computer adds a synthesized voice narration. Even synthetic "on camera" talent can be created if it's felt a "human being" is needed to deliver a story on screen.

In fact, the introduction of computer-generated anchors was one of the most dramatic developments in TV news since the introduction of the minicam back in the last century.

As Tom finished sending in his material, the computers went wild. Beeping, flashing alarms began warning the news buyers worldwide that the disaster video was available, and they sprang into action, having only 15 minutes to make their bids. If they bid right, they could capture the video exclusively in their territories. If they bid wrong, they could be out of a job this afternoon.

It's now been 20 minutes since Tom fed his video to the computer, and the bids are all in. The sales have been made. The computer has awarded the video to the highest bidders and is sending the digitized story via fiber-optic lines to the winning news departments. Satellites were once used for this type of distribution, but now in 2011, the new, cheap, multipoint fiber lines have virtually put the satellite guys out of business. The fibers also cut down on video piracy—although an occasional "video hacker" does manage to steal something from time to time.

Tom's story is sold for thousands of dollars and is sent by CompuServe to news library computers in countless news departments the world over. Their computers digitally store the video for editing and "air." And, as the story is received in each newsroom, the department is immediately billed and funds transferred automatically.

Within an hour, Tom's cut of the sales is in his VISA credit account. He celebrates his newfound wealth by buying a new red Porsche, with a 5-inch, XA band, pocket satellite dish. With that new "Pocket Dish," the next time there's a big breaking story—and he isn't near a fiber hookup or doesn't have a long enough extension cord—he'll be able to unfold his Pocket Dish, point it at the horizon, plug in his DigiCorder and make the world bid on a live shot. ■



*A commentary by Richard Sabreen,  
VP-GM, Group W News Services*

# In Brief

## The Public Broadcasting Authorization bill (S. 1504) has been delayed indefinitely in the Senate.

Debate on the bill bogged down after the first day last week (see page 36). The Senate moved on to debate a crime bill and is expected to spend this week on tax legislation. The bill's supporters hope to come to a compromise with the seven key conservative Republican opponents within the next few weeks. S. 1504 would authorize \$1.1 billion to CPB in 1994-96.

**An anti-abortion ad campaign broke last week on several cable networks, but at least three networks refused to air it.** Arts & Entertainment and Viacom's MTV and Nick at Nite will not accept the spots, which focus on choosing adoption over abortion. The month-long campaign, paid for by the Arthur S. DeMoss Foundation, is currently running on all four Turner networks, Lifetime, the Discovery Channel and CNBC. Some CNBC staffers are not happy with that decision and held a meeting with CNBC President Al Barber to voice concerns. Sources say the network may ask to run a disclaimer with the ads. Lifetime, the cable channel targeted at women, said it has received some calls on the

commercial, with opinions "balanced between positive and negative," said a spokesperson.

## Nielsen Media Research signed a multi-year contract with the Hearst Broadcasting Group last week.

The agreement covers all six Hearst television stations, including WBAL-TV Baltimore and KMBC Kansas City, which will be metered markets effective November 1992. Also under the contract, WISN-TV Milwaukee will take metered service for the first time, WCVB-TV Boston is renewing its metered service, and WDTN-TV Dayton, Ohio, and WTAE-TV Pittsburgh are renewing the diary service.

**Cox Enterprises has exercised its options to purchase Merrill Lynch & Co.'s remaining 37.6% interest in Teleport Communications Group,** bringing the company's total ownership role to 50.1%. TeleCommunications Inc. last month agreed to buy the remaining 49.9% stake in the telephone company, which provides alternative optical fiber access to long-distance carriers, major businesses and others (BROADCASTING, Feb. 24).

**The Monitor Channel has signed a deal with Super Channel,** a pan-

## KPIX-TV FILES FOR PRIME TIME WAIVER

**K**PIX-TV San Francisco made it official last week and requested a temporary waiver of the prime-time access rule. In its request to the FCC, the Group W-owned station says its experiment will be different from that of KCRA-TV Sacramento because two stations (KRON-TV San Francisco is the other one) will be participating, which will provide the FCC with "even more valid data on the impact of an across-the-board change in the prime time period." Since KPIX-TV airs a one-hour newscast at 10-11 p.m., it does not technically need a waiver. However, citing a competitive market that "requires stations to remain fluid" in their ability to change schedules, the station wants the same flexibility that may be accorded KRON-TV regarding a redesignated PTAR period.

KPIX-TV has been airing CBS prime time programming in the 7-10 p.m. slot since Feb. 8; the same time KRON-TV made its switch. -JF

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 23. Numbers represent aggregate rating average/stations/% coverage)

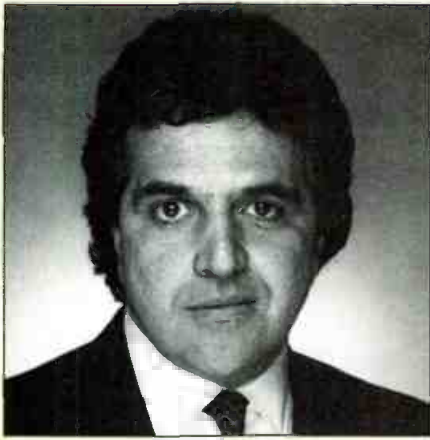
1. Wheel Of Fortune .....	15.5/224/99
2. Jeopardy! .....	13.1/212/97
3. Star Trek .....	12.0/234/98
4. Oprah Winfrey Show .....	11.2/212/96
5. Entertainment Tonight .....	9.4/186/96
6. Current Affair .....	8.4/171/93
7. Married...With Children .....	8.3/174/94
8. Cosby Show .....	7.9/204/97
9. Donahue .....	7.5/220/97
10. Inside Edition .....	7.2/126/85
11. Sally Jessy Raphael .....	6.4/207/97
12. Hard Copy .....	6.3/169/91
13. Wheel Of Fortune-wknd .....	6.0/150/66
14. Street Justice .....	5.7/136/91
15. Love Connection .....	5.2/183/94

European satellite service which beams programs in English from London to 24 countries representing 50 million homes. As planned, a weekly Monitor "mini-newsfeed" will provide Super Channel with 10 stories, each averaging four to seven minutes in length.

**News Corp. said it intends to raise approximately \$300 million** by issuing zero coupon notes due 2002. The company says proceeds would be used "to continue...to reduce indebtedness and to provide funds for general corporate purposes." The notes will be exchangeable into shares of News Corp.

**NBC profit in 1991 plunged 56%, to \$209 million,** on a 4% revenue decline, to \$3.1 billion. The General Electric subsidiary's income would have decreased even further, save for a "gain recorded on the disposition of NBC's interest in the RCA Columbia Home Video joint venture." According to the GE annual report, the NBC Television Network reported a loss, while operating results at the owned TV stations also declined. Contributing to the loss was a write-down of NFL rights.





Twentieth Television has named **James Gianopulos** president of international television, replacing Bill Saunders, who is retiring as president of the overseas sales division as of April 1. Gianopulos comes from Carolo Pictures, where he was executive VP of international sales since 1991. He will now oversee all of Twentieth's international operations, including distribution of feature films and series product, as well as putting together joint venture and co-production arrangements.

Multimedia Entertainment's fall 1992 late night talk show strip entry, **Rush Limbaugh**, has been sold in **90 markets**—covering 60% of the country—for its syndication premiere on Sept. 14.

**Tribune Entertainment's *The Dennis Miller Show* has hired Laurence Ferber**, producer of Tribune's *Joan Rivers Show*, to replace Ken Ehrlich as executive producer of the struggling late-night talk show strip. A Tribune spokeswoman said that Ferber was being brought in to "tweak" the show's comedic elements, broaden the humor and quicken its pacing.

In what may be a first, **independent wsvn(TV) Miami won the early-news household ratings battle in head-to-head competition against all three affiliate stations**, according to Arbitron February rolling averages. The Fox affiliate edged out ABC affiliate WPLG-TV (the standings were reversed in Nielsen), with the two owned stations, NBC's WTVJ-TV and CBS's WCIX-TV, further behind.

**ABC is bringing back *Dinosaurs*** on Friday at 9-9:30 beginning March 20. *Baby Talk*, currently in the time period, moves to 9:30-10, replacing

*Billy*, which will be rescheduled. **ABC also announced it acquired the rights to NBC's *Matlock***. Produced by the Fred Silverman Co., Dean Hargrove Productions in association with Viacom Productions Inc., the show will join ABC's lineup in the fall.

Paramount has confirmed that **Joel Berman** has been promoted to executive VP, Domestic Television, Paramount Pictures, filling the slot vacated by Greg Meidel, who joined Lucie Salhany at Fox (BROADCASTING, Dec. 9, 1991). Berman will be responsible for distribution of the division's product, including first-run and off-network series and feature film packages. Berman will report to Steve Goldman, president, Paramount Domestic Television.

**Comcast Corp. has acquired all of Metromedia Inc.'s cellular telephone interests**, including Metrophone, which serves the Philadelphia metropolitan area, in a transaction valued at over \$1 billion payable in cash and zero coupon notes issued by Comcast's new cellular holding company subsidiary.

**IDB Communications Group agreed to acquire Swiss-based TeleColumbus AG's Satellite Transmission and Reception Specialists (STARS) and World Communications (WorldCom)** in a non-cash, debt-free, stock-for-stock transaction. IDB Chairman Jeffrey Sudikoff said the deal should expand IDB's \$75-million annual broadcast-

related revenues to near \$100 million and create a combined fleet of 24 transportable uplinks (all to be under STARS/Houston International Teleport management). Sudikoff said the WorldCom (formerly ITT-Western Union International) acquisition will make IDB number three in international private line services. IDB expects the deal will add 18-20 cents per share in net income in 1992.

**Cox Enterprises Inc.**—owner of 24 cable systems, 21 radio and TV stations and 17 newspapers—**increased its interest in Teleport Communications Group** from 12.5% to 50.1% for an undisclosed amount. Last month, the nation's largest cable operator, Tele-Communications Inc., purchased 49.9% of Teleport, which owns and operates fiber optic systems in 25 U.S. cities.

Against the wishes of UPI management, and citing a fear that the bankrupt wire service would soon cease to operate, **U.S. Bankruptcy Court Judge Francis Conrad ruled last week that the UPI creditors committee and other interested parties had the right to propose alternate reorganization plans** for the company. Until last week, UPI had the exclusive right to come up with a plan and was in court seeking an extension of that right. Conrad called UPI's mounting losses, at a rate of about \$100,000 per month, "intolerable... There is a very real possibility you won't be in business by the end of April." UPI filed for chapter 11 protection last summer.

## SARNOFF AND PARTNERS PUT ACTV ON HOLD

**T**est data on the analog Advanced Compatible Television (ACTV) system will be analyzed only after analysis of four digital high-definition TV systems and one analog advanced system (NHK's MUSE), said Richard Wiley, chairman of the Advisory Committee on Advanced Television Services. The delay was initiated last week by ACTV's own developers, Sarnoff and Philips Laboratories, Thomson Consumer Electronics and NBC, known collectively as the Advanced Television Research Consortium.

In a letter to Wiley, Sarnoff President James Carnes said "deferring consideration of ACTV [tested last July-September] at this time will help the [advanced TV transmission standards] process reach its goal in the quickest and most efficient way." Carnes said the consortium is devoting 100% of its time and efforts to its Advanced Digital HDTV system, which is scheduled to become the third all-digital system, and fifth of six systems overall, to enter testing in early May. He added: "We now recognize and agree that [analog, enhanced] systems can best be evaluated *after* a simulcast HDTV decision is made...and even then only if considered necessary."

—PDL

# Editorials

## GOOD RIDDANCE

**T**he Supreme Court has dispensed with, once and for all, Jesse Helms's Big Ban Theory: that protected speech could be proscribed entirely. It refused last week to review an appeals court decision that struck down the 24-hour indecency ban and required the FCC to maintain a safe harbor, as well as provide the court with a rationale for its choice of the size of that harbor.

The indecency ban has been dragged over the Hill, through the commission and in and out of the courts, taking broadcasters on a protracted and confusing ride only to deposit them where they stood circa 1988. That is to say, an FCC majority is the arbiter of myriad local tastes according to the "average adult broadcast viewer or listener" test, which we assume is arrived at by adding a 19-year-old southern California health food store manager and a 55-year-old Mississippi farmer and dividing by two. The safe harbor for indecent programs is either midnight to 6 a.m. or 10 p.m. to 6 a.m., depending on what evidence the FCC can provide the appeals court for which-ever it chooses to defend, unless, of course it decides to pick a window of some other duration.

For broadcasters, then, uncertainty still remains the only given in the indecency equation, although the Supreme Court has given them reason to celebrate, at least for today. "It sends a message from the high court to the FCC and, more importantly, the Congress," said RTNDA President David Bartlett of the decision. "There is only so far they can go in controlling what Americans may see and hear on TV and radio.

That "so far" is still too far for us.

## NO PLACE LIKE HOME

**A**mong the dramas being played out in Washington these days is that involving a new FCC headquarters. The agency has narrowly escaped being moved to a roundly criticized site that was too small and too far away, but it remains at the mercy of the General Services Administration, the executive branch's house-keeper that in this case has extended its sway over an independent agency.

Once, the FCC mastered its own fate in determining where its headquarters should be. That authority was signed away after Chairman Charles Ferris moved unilaterally to locate the FCC in Arlington, Va.—a maneuver that might have been a stroke of genius in real estate terms but had the communications establishment up in arms. Now, the Federal Communications Bar Association is petitioning—through Senator Ernest Hollings (D-S.C.),

chairman of the Senate Commerce Committee—to have the FCC made responsible for its own fate, subject to oversight by Capitol Hill. It can be done, virtually, by a wave of the hand, as part of an upcoming FCC authorization bill.

It is in the public's interest—as well as that of those who do business with the FCC—that the agency responsible for the nation's telecommunications future be accorded the resources it needs to do the job well. The FCBA proposal is both prudent and helpful. Congress would do well to pay heed.

## AN UPSIDE DAY FOR RADIO

**R**adio can't lose for winning at the FCC this week. On Thursday, the commission will break new ground on radio station multiple ownership, in ways that will mark a sea change in the way that industry does business. Although it's not yet clear how far the FCC will go, it's certain to be a giant step beyond today.

Many broadcasters don't believe the ownership changes will be a panacea for radio's ills. They're right. But they will surely go a long way in making radio a more attractive investment (by raising the national ownership limits) and will give greater flexibility by allowing strategic consolidations (in changing the duopoly rules).

Should there be any national limits at all? Probably not, but it's heretical to suggest such a marketplace approach—the one that applies to newspapers and magazines and all other media manifestations. The FCC this week will hew to a course that's politically prudent (according to John Dingell) while being as deregulatory as possible (according to George Bush). The resulting loaf will be, we hope, more than half.



Drawn for BROADCASTING by Jack Schmidt

*"The good news is our forecasting model worked beautifully. The bad news is it projected a 20% revenue drop."*



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