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**CABLE READIES FOR TELEPHONY**  
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# Top of the Week



The 'Cable's New Horizons' opening session for NCTA '92 set the tone for an exploration of expanded cable services

## TECHNOLOGY KEY TO BRIGHT CABLE FUTURE

*Malone, Mooney, others tell NCTA convention that fiber/digital combination can open doors to digital telephone, high-speed data, interactive multimedia*

By Peter Lambert

**F**rom start to finish, the National Cable Television Association's '92 National Show in Dallas last week hammered home one central message:

Already reaching the most U.S. homes with the greatest bandwidth, cable operators can prepare to carry mobile and landline telephone services and high-speed interactive data—as well as digital PPV and HDTV—all at little more than standard upgrade costs and, here and there, the purchase of local, alternate access routes to and from long-distance carriers.

With no additional burden on its core video business, TCI President John Malone told the show's opening panel, cable can enhance its position as "the most cost-effective highway to the home" for every imaginable communications service.

NCTA President James Mooney's annual address went further. "The biggest telecommunications story of the decade may turn out to be not telcos creating broadband networks," he said, "but cable technology and architecture proving to be the most efficient means of delivering the next generation of communications services."

Three days' sessions on fiber optics, multi-directional cable architectures, digital compression, high-speed data delivery, interactive multimedia and personal communications services (PCS) sought to give flesh to those claims.

### Wall Street is watching

Industry confidence may have been fired by security analysts, such as Dennis Leibowitz, senior vice president of Donaldson, Lufkin & Jenrette, who said investors now believe cable can meet all comers toe-to-toe.

"There is increasing credibility in this argument that the cable industry is ready to be a video dialtone provider. An infrastructure is being put in place because of pay per view...that can provide other services."

Moreover, he added, many believe "there is nothing to fear from the telephone companies." If cable investors feared telco entry a few years ago, he said, now "the impression has begun to take hold that the cable industry can beat them; that having broadband capacity in the home—that open competition—is not necessarily bad for the cable industry. It may be good."

Addressing FCC policy chief Robert Pepper's contention that the telcos appear "more caretakers than risk-takers," one attendee—taking a session floor microphone to identify himself as the only one of 65,000 Southwestern Bell employees excited

*Continues on page 16.*

# This Week

## CONFIDENT CABLE / 4

Fiber optics and digital compression have positioned cable to best telcos as "the most cost-effective highway to the home," NCTA convention-goers were told last week.

## ABC FALL SCHEDULE DUE / 21

ABC is expected to release its fall schedule Tuesday, May 12, with the makeup of its Tuesday and Wednesday night lineups hinging on the fate of *The Wonder Years*.

## FBI SUBPOENAS L.A. TAPES / 22

As part of its investigation into the police department's response to the riots, and to help it identify those who committed violent acts, the FBI has served subpoenas to Los Angeles TV stations for tapes of their aired coverage. The stations are expected to comply.

## RAB PUSHES AD TASK FORCE / 26

The RAB board has recommitted itself to creating an industry-wide task force to promote radio to national advertisers. The continuing slide in ad revenue, and a sympathetic response from Katz Radio, may boost the plan's prospects.



*Game show host Wink Martindale pitches the Game Channel at NCTA (p. 28)*

## GAME CHANNELS PREVIEWED / 28

Two game show channels, backed by deep-pocketed companies and incorporating interactive technology, are set to launch in 1993. Backers hope the revenue provided by 900-number participation by viewers will entice operators to the service.

## AUTOS FUEL SPOT / 38

National spot spending was up 4.1% in the first quarter, and local was up 5.3%, fueled primarily by a rebound in automobile spending. Food

*Shape of ABC's Tuesday and Wednesday nights hinges on fate of 'Wonder Years' (p. 21)*



and packaged goods lag behind.

## TELCOS WATCH AND WAIT / 41

The possibility that cable reregulation may stall is good news to telephone companies, which believe a telco-cable crossownership provision has a good chance of getting into the next rereg attempt.

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# BHC OFFERS \$310 MILLION FOR WWOR-TV

*Bid tops Disney offer, Pinelands board could still accept better offer*

By Geoffrey Foisie

**B**HC Communications, a low-profile station group, raised its visibility significantly last week by thwarting the proposed merger between Disney's KCAL-TV Los Angeles and Pinelands, parent company of



*BHC Chairman Herbert Siegel: Is he laughing last?*

WWOR-TV New York. By making a \$18-per-share cash offer for the New York station, BHC also may be indicating network-sized ambitions, since it already owns KCOP-TV Los Angeles.

But is last Thursday's agreement the last move? The definitive agreement, expected to be filed with the Securities and Exchange Commission this week, makes clear that Pinelands is still free to accept a better offer.

Those dissatisfied Pinelands shareholders who insisted Disney was really buying Pinelands, rather than the other way around, will now see how interested a purchaser Disney is, if at all. As of Friday, the entertainment company had not responded, having officially been informed of Pinelands' merger agreement with BHC only just before last Thursday's public announcement. Another oft-mentioned potential buyer, Paramount Communications, has yet to be heard from.

BHC said it would begin a tender

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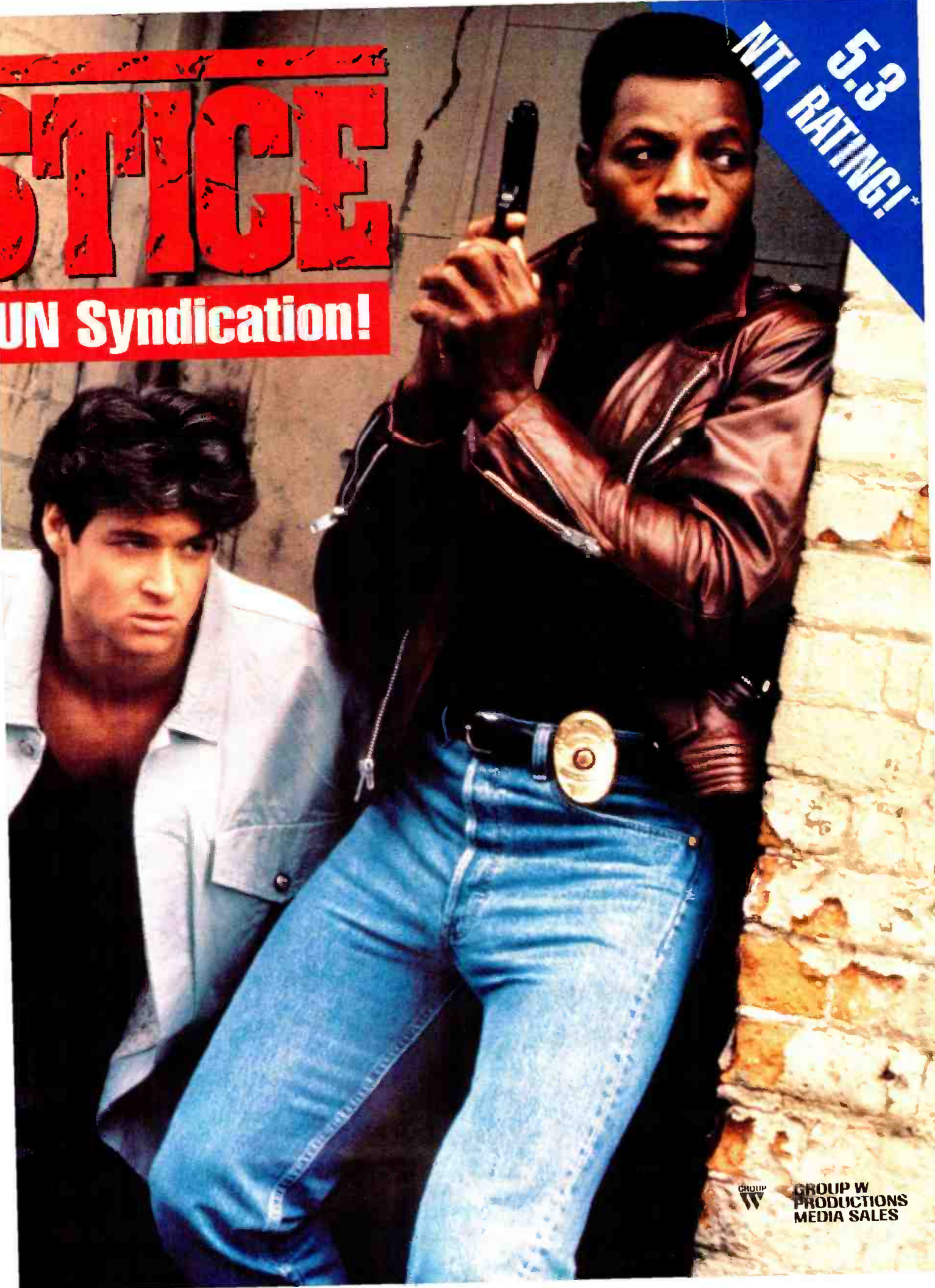
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offer for Pinelands shares no later than Wednesday, May 13. A publicly traded company, BHC is itself linked through common ownership to two other publicly traded companies: Chris-Craft Industries and United Television. Chris-Craft, which owns roughly two-thirds of BHC, also manufactures industrial fibers and films. BHC also owns KPTV(TV) Portland, Ore., and has a 51% interest in United Television, which owns independents KUTP(TV) Phoenix, KBHK-TV San Francisco and KMSP-TV Minneapolis, and affiliates KMOL-TV San Antonio, Tex., and KTVX(TV) Salt Lake City.

The common link for the three companies is the Siegel family. Herbert Siegel is chairman of all three and with his sons Bill and John controls roughly one-quarter of the equity in the combined companies. It was Bill Siegel who was most directly involved in the Pinelands purchase and whose May day phone call got BHC back to the bargaining table with Pinelands. "This acquisition is of great strategic value to the Chris-Craft, United TV station group giving us distribution into nearly 20% of the country's TV households," Siegel, who is BHC's senior vice president, told **BROADCASTING**.

Until the May 1 phone call, BHC had not made an all-cash offer for WWOR-TV, despite having access to more than \$1 billion in liquid assets.

It may be that the Disney deal forced BHC to put a better offer on the table. Or it may be that Siegel was waiting all along for someone else to make the first move. Either way, BHC brought in for the first time the law firm of Cravath Swain and investment banker Stanley Shuman of Allen & Co. to talk with Pinelands and its advisor, Steven Rattner of Lazard Freres.

Another question raised last week is whether BHC has designs beyond the informal programming alliance that already existed between the two.

BHC could think about a network, knowing, as it does, the production side of the business. In the late 1970's, Chris-Craft held a 20% stake in 20th Century Fox, before forcing its sale to Marvin Davis. In the process, Chris-Craft ended up owning Fox's three TV stations, which formed the basis of United Television. Siegel was also for several years a board member of then-Warner Communications (BHC still has a significant ownership interest in Time Warner). ■

## REREG'S \$10-BILLION PRICE

*That's what Mooney says proposed bills will cost cable*



*NCTA President Jim Mooney*

**By Harry A. Jessell**

**P**ending legislation reregulating cable would cost operators more than \$10 billion over five years and ultimately force up the price of subscriber rates, Jim Mooney, president of the National Cable Television Association, told cable executives in his opening address at the NCTA convention.

It would cost more than \$5.5 billion to upgrade all cable homes for addressability in five years and another \$5 billion to compensate local broadcasters for the right to carry their signals, Mooney said.

"Ten billion dollars is real money, even by federal standards, and somebody will have to pay," he said. "That somebody...will be the consumer, and the nasty little secret of this so-called consumer protection legislation is that, if enacted, these bills would probably make cable rates go up, not down."

The bill requires the addressability upgrade in five years so that all subscribers can buy pay movie and PPV services without subscribing to expanded basic tiers. Its retransmission-consent provision would enable broadcasters to charge cable systems for carrying their signals. ■

The \$5.5-billion price tag on the addressability upgrade includes \$4.1 billion for addressable converters, \$1 billion for installing them and \$600 million for headend improvements, Mooney said. CBS Chairman Laurence Tisch testified before Congress that retransmission consent would cost cable operators \$1 billion a year, he said.

"That's a ridiculous argument," said Larry Irving, an aide to Ed Markey (D-Mass.), the author of the House legislation. On "their own volition," Irving said, cable operators have doubled or tripled the number of addressable homes in recent years. But they protest as soon as Congress says "let's bring the benefits of addressability and PPV to all consumers and

give them more choice."

"No industry with total annual revenues could absorb hits of this magnitude to its cost base...and avoid a corresponding upward adjustment in its retail prices," Mooney said.

Mooney's speech opens a new line of attack on the legislation, passed by the Senate in January and by the House Telecommunications Subcommittee last month. The industry believes it is overregulatory and certain to slow the rollout of new programming and services.

Although many cable operators would not object to a moderate measure of regulation to buy peace in Washington and provide regulatory certainty for the industry investors and creditors, neither the Senate nor House measure fits their definition of modest.

When the Senate passed its bill in January, most believed the legislation would emerge from Congress this year. But Mooney said that a new cable law "is no longer a certainty." He cited "deep disagreements" among members of the House Energy and Commerce Committee, which is next to take up the bill, and President Bush's promise to veto measures resembling the current Senate and House bills. ■

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# PROLIFERATING BASIC CABLE TO PROMPT A LA CARTE PRICING

*Adding services, boosting basic rates is politically unwise, says TCI's Malone*

By Rich Brown

**T**he introduction of a number of new basic cable networks by such major players as Turner Broadcasting and USA Network will likely lead to more tiered pricing by cable operators, according to attendees at the NCTA convention in Dallas last week.

Cable network executives were quick to acknowledge it is a tough environment in which to launch new services, but that didn't stop several big introductions at the convention. The Family Channel arrived prepared to make a splash with its plans for The Game Channel, only to find a second planned 24-hour game show network, The Game Show Channel, was also making noise through investors Sony Pictures Entertainment and United Video Satellite Group (see story, page 28). Other major players vying for operator attention on the convention floor included USA's Sci-Fi Channel, set to debut Sept. 24, and Turner Broadcasting's Cartoon Network, scheduled to launch Oct. 1.

If cable operators decide to embrace these new programming services, it could dictate some changes in the way subscribers have traditionally paid for additional basic networks.

For political reasons, cable operators cannot continue to add these basic services and raise basic rates, said John Malone, president, Tele-Communications, Inc., the nation's largest MSO. Rather, cable operators will have to offer additional services on more of an à la carte basis, he said, adding, "I see more and more dollar-a-month kinds of services."

Turner Broadcasting's president and chairman, Ted Turner, agreed



Fixing the stagnant pay-TV market was also on the minds of operators at NCTA

that basic cable subscriptions have been stretched about as far as they will go: "I don't think we can raise the basic fee over \$20, so services will have to be tiered."

As USA Network President Kay Koplitz explained, the second- and third-generation cable networks beginning to make their debut will rely more on subscription revenue than the long-established networks. Those first-generation networks generated about two-thirds of their revenue from advertising, she said.

Many operators on the floor at the NCTA convention were cautious about committing to the many new program services being offered, given the continuing problems of a weak economy, limited channel capacity and regulatory uncertainty.

Malone said there is hope for some of the many new cable networks, par-

ticularly such "well-defined" services as The Cartoon Network and The Sci Fi Channel. Cable networks that are "fuzzy" in their definition will have a tough go of it, he said.

On the pay-TV side, everybody agreed help was needed, but there was considerable debate over how the industry can fix the stagnant category. Much of the debate, which came to a head at a panel session on Monday, focused on the ongoing question of whether the industry will be best served by multiplexing (subdividing services and spreading them over more channels, such as HBO's division into three channels fueled by the same library) or by the addition of new low-priced, pay-TV channels.

HBO is attempting to add value while not reducing its price through multiplex tests, which will expand to an additional 23 sites by next month. That strategy was questioned by Jack Heim, executive vice president of sales and marketing, Showtime Networks, who said that the way to fix the pay-TV business is to add value while at the same time adjusting the price.

HBO's John Billock, executive vice president of sales and marketing, said that multiplexing was not a savior, per se, for the pay-TV business. But he said testing so far has shown that the pay-TV business has turned around in those test markets.

Multiplexing will provide added value to the pay-TV business, said Mark Handler of The Disney Channel, which will begin multiplexing later this summer with a second channel.

As for the low-priced, "minipay" service, Encore, company chairman John Sie contested charges that the add-on service was accelerating the erosion of pay-TV services. "The fear of cannibalization was started by you two," Sie said to Billock and Heim. "It didn't and will not [accelerate that erosion] if it's priced properly." ■



## '92 CONVENTION STATS

Attendance: 13,758

Exhibitors: 263

Exhibit square  
footage: 188,200

# GOING AFTER THE AFTER-CARSON CROWD

*Competitors hope Carson's departure will provide a window of opportunity*

By Steve Coe and Mike Freeman

**A**s Johnny Carson ends his reign as king of late night for most of 30 years, a host of competitors hope to grab a significant piece of the daypart's growing advertising base.

Last year advertisers spent over a half-billion dollars in late night. Although the networks, especially NBC, once controlled much of those dollars, their share has shrunk, thanks in part to some high-profile syndicated shows like *Arsenio* and the romance gamedy *Studs*. Of the half-billion dollars spent, the three networks took in just under \$300 million, a 7% decline from 1990's total, which was itself down 9% from the year before when, not coincidentally, *Arsenio* debuted.

The allure of late night for advertisers is twofold: low cost and an attractive audience, says Gary Carr, manager of national broadcast for Lintas, New York. "If you want a male upscale audience you buy *Nightline*; if you want middle of the road, *CBS Crimetime After Primetime*; if you want real young you can buy *Saturday Night Live* and *Arsenio*."

Competitors are looking at Carson's May 22 exit date as a window of opportunity. NBC's dependence on the *Tonight Show* has been strong. "It's no secret that in the lean years before our prime time success, the *Tonight Show* kept the lights on at NBC Entertainment," says Rick Ludwin, NBC Entertainment.

Opinions are mixed on the degree to which the show will be hurt by Carson's absence. "There's such momentum to the *Tonight Show* franchise," says Rod Perth, vice president, late night programs, CBS Entertainment, "that I don't think he'll [Leno] fail, although he may lose a little." NBC's prime time performance next season, says Perth, will have a clear impact on how the *Tonight Show* performs.

"We're not starting a new face on May 25," says NBC's Ludwin. "This is probably the smoothest transition we could have had. Jay's ratings [as guest-host] were always pretty stable."

Jamie Kellner, president, Fox Broadcasting, is banking on audi-

ences being ready for a change. Fox is planning the fall 1993 launch of a late-night vehicle with Chevy Chase as host. "When you take a Johnny off the air you throw all the viewers up in the air," says Kellner. "I don't think you can say Jay will automatically inherit all of that audience." Fox may be in the best position to launch a late-night show, since its prime time audience, primarily young adults, is the core late-night audience.

CBS, which failed with a Pat Sajak-hosted entry in 1989, has found success in counterprogramming with its checkerboard of action hours, followed by two relationship shows.

Not as willing to jump into the late-night entertainment fray is ABC, which has for the past 12 years provided a news alternative in *Nightline* at 11:30. ABC's most recent venture following the news program was *Into the Night Starring Rick Dees*, which was canceled last year. "I'm not going to put something on just to put something on," says Phil Beuth, president, early morning and late night, ABC Entertainment.

Beuth, however, says he and other ABC executives have been looking at three projects, but no decision has been made. As for rumors linking ABC with David Letterman, Beuth says he has had no conversations with the host or his representatives. But "of course we'd like to talk to him. We have a suspicion that when the time is right we'll be talking to him. It's their timetable," he says.

Carson's departure is not the only factor generating interest in late night. Since *Arsenio* found a successful niche for syndicated talk shows in 1989, late-night candidates such as Ron Reagan Jr., Dees and Sajak have failed to tap into that supposedly available and underserved younger female demographic in late night.

That hasn't discouraged such major distributors as Genesis Entertainment, Multimedia Entertainment and Warner Bros. Domestic Television Distribution from going after the daypart.

Even so, the cost of admission can be high. Tribune Entertainment reportedly invested over \$3 million in the startup of *The Dennis Miller Show* last January, but audience sampling has been weak from day one.

Genesis is following a similar path by investing heavily in launching *The Whoopi Goldberg Show*, having already given Goldberg a reported up-front guarantee of \$4 million to host



Competitors for the \$500 million-plus in late-night advertising hope *Tonight Show's* loss is their gain

the fall 1992 half-hour. One Los Angeles-based syndication executive estimated it will cost \$175,000 to \$225,000 to produce. Wayne Lepoff, president and COO of Genesis, says that if *Whoopi* generates a 2 rating or above, it will be "profitable." Lepoff believes a 3 rating is "attainable."

Warner Bros. Domestic Television Distribution has taken the slow rollout approach to its *Nighttalk with Jane Whitney*. WBTD's Scott Carlin, is pleased with its progress.

In what may be a sign of things to come, an industry source estimates Multimedia's *Rush Limbaugh* will have production costs in the range of \$100,000 to \$125,000 per week. A 2 rating or lower, considered the kiss of death in the days of the unfragmented broadcast television, is considered strong enough today to support lower-overhead talk shows like *Limbaugh*, according to Seltel's Tom Bumbera. ■

## HDTV COMPETITORS REACH ROYALTY-SHARING ACCORD

The likelihood of litigation stalling HDTV implementation after the FCC chooses a transmission standard next year was significantly reduced last week after four major system developers agreed to share royalties if one of their proposals becomes the standard.

A consortium of Zenith and AT&T, developers of the Spectrum-Compatible HDTV system, and a consortium of General Instrument Corp. and the Massachusetts Institute of Technology, developers of DigiCipher and Channel Compatible DigiCipher systems, signed an agreement in principle last Thursday (May 7) to share royalties and some development costs if one of their systems is chosen by the FCC.

The three all-digital systems are to separately complete testing at the Advanced Television Test Center. Zenith/AT&T and GI/MIT will continue to promote their own systems, and the winner is expected to draw a larger percentage of the royalties. There will be no technology sharing until after selection.

HDTV developers have long worried that the losers in the transmission system race would find grounds to delay HDTV implementation by challenging the FCC's selection process in the courts. With the agreement, "I think you reduce the possibility of an adversarial relationship developing," a GI spokesman said.

Other groups proposing transmission systems include Japan's NHK, with its analog Narrow-MUSE system, and the Advanced Television Research Consortium (ATRC), which includes NBC, the David Sarnoff Research Center and European-owned Philips Electronics and Thomson Consumer Electronics, with another all-digital HDTV system.

Thomson Senior Vice President Joe Donahue said the GI-Zenith agreement will not radically change the HDTV selection landscape. There will still be four digital systems under consideration, and ATRC hopes the best system to serve the U.S. for the next several decades is chosen, Donahue said.

-RMS

## CABLE REREG FACES JURISDICTIONAL FIGHT

*Judiciary Committee makes a grab for access-to-programing provision from Commerce*

By Harry A. Jessell

**W**ill the 102nd Congress enact cable legislation this year?

No definite answer came from the lawmakers and congressional staffers at the NCTA convention last week, but enough was said to support NCTA President Jim Mooney's modest claim that enactment was "no longer a certainty" (see story, page 10).

All agreed the legislation faces plenty of difficulties. And at the convention, David Leach, a staffer on the House Energy and Commerce Committee, which is to take up the House version of the bill later this month or early next, unveiled yet another: a jurisdictional dispute between the Commerce and Judiciary committees over the controversial access-to-programing provision in the House bill approved by the Telecommunications Subcommittee last month (H.R. 4850).

That Judiciary would seek a referral of the retransmission-consent provision had been expected. But, according to Leach, when Judiciary staffers met last week with the House parliamentarian, which referees jurisdictional battles, they also made a grab for the access-to-programing provision, which, in essence, requires cable programers to make their services available to cable's

multichannel competitors.

Whatever Judiciary covets is in jeopardy of being cut from the legislation or at least rewritten, Leach told reporters. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) does not want Judiciary tampering with any part of Commerce's legislation.

"If we pass and the President signs into law a provision of the Communications Act that has joint jurisdiction between Judiciary and ourselves," Leach said, "that gives [Judiciary] the ability to get into our act and cause all sorts of mischief" in future communications bills.

The Commerce Committee made its case against referral of the provisions two weeks ago, Leach said. Should the parliamentarian rule against Commerce, he said, the bill will have to be modified. "We will do our best to make sure it does not include provisions that will enable them to meddle," he said.

"We walked away from the meeting [with the parliamentarian] with a much more comfortable feeling about retransmission consent than about access to programing," he said. "But that was all done prior to the Judiciary Committee having the same opportunity to articulate their ideas."

Leach said Judiciary is trying to

latch on to the programing provision through its jurisdiction over antitrust matters. "If you look at [the provision], it is an antitrust statute," he conceded. "If you read the access-to-programing language and the antitrust laws, you will notice a very close correlation between the words on one page and the words on the other."

An aide to House Telecommunications Subcommittee member Billy Tauzin (D-La.), the leading House advocate for program access, said there are strong arguments to block the Judiciary referral. The Energy and Commerce Committee has passed program access before—most recently in the 1990 cable bill passed by the full House—without any objections from Judiciary, he said. "It's sort of funny that all of a sudden they would start jumping up and down about this bill."

The jurisdictional question is a "big factor" in how quickly the bill moves through the House. According to "conventional wisdom," Leach said, if Congress is going to get a bill to the President's desk this year, the House has to act by the Fourth of July. So if it looks as if the bill is going to be referred to Judiciary, he said, Commerce would have to pass it by early June. Commerce would be able to buy itself more time if "we can clean up" the bill to block referral, he said. ■

# So Far 50 Stations

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## 'MELROSE' SLOTTED FOR FOX'S WEDNESDAY

In what turned out to be one of the worst kept secrets in town, Fox announced last Thursday its newest night of programming will be Wednesday and the *Beverly Hills, 90210* spinoff, *Melrose Place*, will occupy one of the two one-hour slots on that night (BROADCASTING, Feb. 10). Jamie Kellner, president, Fox Broadcasting, said the show could lead off the evening at 8-9, depending on what Fox's development yields. However, it is expected that *Melrose Place*, which features a cast portraying characters in their 20's, will have a slightly older appeal than *90210* and is more suited in the later slot.

With Wednesday already expected to be one of the most hotly contested nights of the week (see page 21), Kellner said the scheduling of *Melrose Place* may change in the fall. "We're just not sure yet," he said, if the show will remain on Wednesday when the new season begins. —sc



Fox's 'Melrose Place' anchors expansion to new night

## TECHNOLOGY KEY TO BRIGHT CABLE FUTURE

Continued from page 4.

about telco video dialtone—said of his colleagues: "They wear belts and suspenders."

### Show me

The show evidenced the speed and depth of the cable's telecommunication transformation:

- Cable is laying 74% as many miles of fiber annually as the regional Bell operating companies. TCI, said Malone, is the world's largest single purchaser of fiber.

- MSO's such as Rogers Cablesystems in Toronto are laying fiber in new two-way, multipoint-to-multipoint configurations. And, with Canadian PCS spectrum already allocated, Rogers has also installed an extensive remote PCS antenna system to serve pedestrian pocket phones. "If cable doesn't get its act together and rebuild with the right architecture," said Rogers President Colin Wilson, "we face the danger of being bypassed—if that's the right word—by the telcos." With 20% of its homes addressable, Wilson is convinced "we'll certainly be able to sell video-on-demand [VOD] movies." More "elegant" set-top computer interfaces will follow.

- Holding experimental PCS li-

censes, 31 cable operators, including Comcast, Cox and TCI (conducting a test in Ashland, Ore., with McCaw since February), are building systems to fill the gap between landline and cellular services, eventually interconnecting them with a single phone number. The FCC will propose rules this summer addressing PCS definition, frequency allocations, access technology, service area size and license eligibility. Licensees "will get workable spectrum," said FCC Chief Scientist Tom Stanley. Perceiving "pent-up demand," the FCC is moving with haste, he added.

- Time Warner's Quantum fiber system has doubled PPV buying in Queens, N.Y., with impulse VOD and will soon double its addressable homes (see page 36). Developing long-term plans to deliver specific sets of channels to specific subs, Quantum could eventually handle 75 analog and 200 digital video channels, as well as more than 45 mhz of return spectrum.

- AT&T, US West and TCI will conduct digital service market tests outside Denver this summer. "Cable is making itself the platform for creation of broadband services," said AT&T Consumer Services President Robert Ranalli, who sees two-way multimedia networks riding the coattails of TV. Immediately following Mooney's address, Malone suggested the loyalties of the premiere network switching developer, AT&T's Bell Labs, are "up for grabs, maybe leaning more toward cable." With "no positive cash flow,"

he said, "right now, the telephone companies are probably as scared of us as we are of them. That's better than a few years ago, when they were a bit arrogant."

- IBM is codeveloping a high-speed data experiment with Rogers, aimed at delivering interactive business and consumer services. Lucie Fjelstad, IBM vice president of multimedia applications, told Malone's panel: "Two-way will become important soon, and you have an advantage there."

### New ground, new rules?

Attendees heard regular warnings that demand for new services must be documented and that telephony will require virtually 100% reliability.

They also heard warnings about new regulatory challenges. FCC Commissioner Ervin Duggan agreed cable enjoys competitive advantages over telcos, including operation under fewer restraints. "That puts pressure on us to reshackle cable," Duggan said, adding that the agency has no "inborn desire" to do so.

Duggan portrayed himself as skeptical both about blue-sky cable expansion predictions and about the FCC's ability to erect safeguards to telco entry, terming the agency's 19 accountants a "frail structure" against abuse that could turn rate payers into shareholders. He said cable has the advantage of incumbency plus technological verve and "a degree of innovation almost unmatched."

Suggesting that crossownership rules are the only existing federal impediment to cable telephone, the FCC's Pepper noted those rules have already been raised in the U.S. Telephone Association's petition to deny Cox Cable's purchase of the Teleport on the grounds that Cox already owns a cable system in Staten Island.

At the state level, cross-subsidy is already an issue. New York state is conducting an en banc process to determine how to limit local carriers' ability to cross-subsidize enhanced services. And in Pittsburgh, city officials were negotiating last week with TCI subsidiary Digital Direct to assure that Pittsburgh cable subs do not pay for the Pan Access alternate access route TCI recently purchased. ■

**For More Late-Breaking  
News, See "In Brief,"  
Pages 64 and 65**



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# Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

DALLAS

## DIFFERING RECOLLECTIONS

Cable operators were grumbling about what they saw as FCC Chairman Alfred Sikes's "disingenuousness" during a Q-and-A following Sikes's NCTA convention speech. Sikes denied having ever advocated reregulation of cable. That was not what operators remembered from Sikes's speech at the NCTA convention in Atlanta two years ago. In that address, Sikes blasted cable as an "unregulated monopoly" and said the industry must face either competition or regulation; Sikes urged cable to go for the former (BROADCASTING, May 28, 1990).

## HILL FRIENDS

NCTA got a poor turnout of lawmakers at its convention—11 made it to Dallas, by one unofficial count—but the Capitol Hill contingent included two House leaders, Majority Whip David Bonior (Mich.) and Democratic Caucus Chairman Steny Hoyer (Md.). As the third- and fourth-ranking Democrats in the House, respectively, they could help cable if an excessively reregulatory bill moves to the floor. And Bonior sounded like he was ready to help. Legislation has to be "balanced" so cable operators can "continue to innovate," he told reporters after meeting with cable executives behind closed doors. The Senate bill (S. 12) is "way too regulatory."

WASHINGTON

## REVISITING RADIO RULES

House Energy and Commerce Committee staffers are still making noises about calling the commissioners up to the Hill to testify under oath about their decision to relax the radio ownership rules and possible White House influence in that decision. One said such a hearing was a "probability"; another, a "possi-

## FCC TO EXECUTE HOAXSTERS

Just kidding, but if the commission votes as expected, it will have the discretion it now lacks to levy fines.

The expected rulemaking this week on radio hoax broadcasts will likely be narrowly tailored to apply only to false broadcasts of catastrophes and crimes and not to all false broadcasts. The purpose of adopting new regulations on hoaxes is to give the FCC the authority to fine stations for hoaxes where it is foreseeable that the broadcast could cause or did cause public harm. Currently, FCC reaction to hoaxes is limited to either a slap on the wrist or license revocation, which obviously leaves little room for discretion. Recent hoaxes that helped prompt the commission to revisit the rules include a fake report of a murder that prompted a police investigation, a report that a park was going to blow up and a mock nuclear attack. The rules, if adopted this week, are not as broad as those proposed. One reason, according to commission staffers, is President Bush's recent call for review of all regulations with an eye toward pruning where possible.

Also, as previously reported, the FCC will propose TV ownership rules and further clarify political broadcast rules.

bility." Yet another, Democratic aide David Leach, told reporters at the NCTA convention that stiffening the radio rules was one of two communications priorities for Committee Chairman John Dingell (D-Mich.). (The other is cable legislation.) Asked what he thought about the President's praise for the FCC's radio action, Leach said, "That's a good reason to revisit."

## NEW NEWS TEAM

ABC News is negotiating with Scott Simon, currently a correspondent with National Public Radio in Washington, to join the network's new up-against-60 *Minutes* news magazine, to premiere this summer (see story, page 24). Reached last week for comment, Simon said it was "premature" to discuss the situation, but said he was hoping for a resolution "in the next couple of days." Simon will be hosting PBS's coverage of the so-called Earth Summit ecology conference in Rio de Janeiro next month. Last week, ABC said that Forrest Sawyer would anchor the new program. Talks are also under way with Sheila MacVicar, an ABC News correspondent now based in London, to join the program.

NEW YORK

## TRANSPONDER DEAL

Comsat World Systems asked the FCC last week to let it sell one-quarter transponder services at a part-transponder rate for compressed digital video, but the broadcast networks are still unlikely to support the service at any reduced price. "We're buying bandwidth and power in all our satellite dealings, and what we put in there, whether it's newspaper pages or voice or video, is our business," said one network executive. Comsat is not alone in trying to control the shift to video compression, he said.

LOS ANGELES

## BOOKING BOOST

*The Whoopi Goldberg Show*, whose distribution deal with Genesis was packaged by Creative Artists Agency, is apparently reaping fringe benefits of their association with the talent agency. Among the initial guest bookings for the half-hour fall 1992 syndicated talk show are CAA clients Robert DeNiro, Michael Douglas, Robin Williams, Cher and Ted Danson.

# America's Gone Totally Bogus!

#1 Weekend Syndicated Kid's Show

## Weekend Kid's Shows in Syndication

Rank		Kids 2-11 Rating
1.	<b>MR. BOGUS</b>	<b>6.2</b>
2.	<i>Bucky O'Hare &amp; Toad Wars</i>	5.5
2.	<i>Captain Planet</i>	5.5
4.	<i>Funtastic World-Robin Hood</i>	5.0
5.	<i>Funtastic World-Don Coyote</i>	4.1



The rambunctious Mr. Bogus ranks in the top 10 of ALL kid's shows in syndication!

### All Animated Kid's Shows in Syndication

Rank		Kids 2-11 Rating
1.	<i>Darkwing Duck</i>	10.0
2.	<i>Tiny Toon Adventures</i>	9.0
3.	<i>Tale Spin</i>	8.7
4.	<i>Teenage Mutant Ninja Turtles</i>	7.8
5.	<i>Chip 'N Dale Rescue Rangers</i>	7.5
6.	<b>MR. BOGUS</b>	<b>6.2</b>
7.	<i>Duck Tales</i>	6.1
8.	<i>Dennis the Menace</i>	6.0
9.	<i>Alvin &amp; the Chipmunks</i>	5.6
10.	<i>Captain Planet</i>	5.5
10.	<i>Bucky O'Hare &amp; Toad Wars</i>	5.5

### All Animated Kid's Shows in Syndication

Rank		Kids 6-11 Rating
1.	<i>Tiny Toon Adventures</i>	9.8
2.	<i>Darkwing Duck</i>	9.7
3.	<i>Tale Spin</i>	8.1
4.	<i>Teenage Mutant Ninja Turtles</i>	7.9
5.	<b>MR. BOGUS</b>	<b>7.0</b>
6.	<i>Chip 'N Dale Rescue Rangers</i>	6.6
7.	<i>Bucky O'Hare &amp; Toad Wars</i>	5.7
8.	<i>Dennis the Menace</i>	5.6
8.	<i>Alvin &amp; the Chipmunks</i>	5.6
10.	<i>Captain Planet</i>	5.4

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Source: A.C. Nielsen, Cassandra Ranking Report, Independent Stations  
February 1992 Sweep



# BI-COASTAL

Keeping up with the TV set  
from Burbank to Sixth Avenue

## Is there life after Tonight?

NBC, looking beyond its final *Tonight Show* night, is anxiously awaiting a determination of Johnny Carson's next career move. The network is hoping to lure Carson back in front of the cameras in the fall with a political special poking fun at the upcoming presidential election. A network executive said neither side has ruled out the possibility of Carson coming back on a weekly basis much the same way Jack Paar did for three years after relinquishing the *Tonight Show* desk to Carson.

## The last guests

In what is sure to become the answer to an entertainment question in future editions of *Trivial Pursuit*, the last guests to appear on *The Tonight Show Starring Johnny Carson*, on May 21, will be **Bette Midler** and **Robin Williams**. Falling one day shy of the distinction are comedian **Roseanne Arnold** and actor **Richard Harris**, who appear May 20. The final airing of the show with Carson behind the desk is May 22; it will feature members of the show reminiscing about the past 30 years.

## The winner is...

Competing against 15 other independent producers, Four Point Entertainment has won the 34-state Lottery Innovations Corp. consortium's competition to develop a nationally syndicated game show format for the 1992-93 or 1993-94 seasons by

working athletic elements into the lottery prize competition, according to FPE President **Ron Ziskin**. The only major remaining stumbling block is LIC's ability to attract a major distributor to syndicate the show. Four Point Entertainment produces *American Gladiators* for Samuel Goldwyn Television. Four Point produced a run-through taping two weeks ago, in which two teams of 25 contestants each bet on athletes in various competitions (shooting basketballs or playing volleyball, for example). The team has up to \$100,000 to bet and can double its money by betting on the winning athlete(s), with any winnings evenly divided among the 25 team members. Then, a "Lucky Shot" final drawing is held to pick one contestant who picks four numbers to match those randomly selected by the lottery machine.

The half-hour will be broadcast live, with separate feeds for Eastern/Central and Mountain/Pacific time zones to allow viewers to participate in a national lottery in conjunction with the show.

## Who's paying

The momentous task of complying with the U.S. Attorney's Office's subpoenas for tapes of the on-air TV coverage from the four days of rioting in Los Angeles (see story, page 22) has several news directors questioning who will pick up the tab for the duplication of over 100 hours worth of tape that will have to be com-

pleted by the May 14 deadline. **Roger Bell**, news director, KABC-TV, like other ND's around town, said that it is likely that the ABC O&O will have to "farm out" the copying of tapes to an outside duplication company. "With an order of this size, we're hoping that the FBI or the U.S. Attorney's office will cover the costs," said KABC's attorney, **Jody Zucker**.

## 'Mansion' Movie

*Maniac Mansion*, The Family Channel's offbeat original comedy series, could spawn a theatrical feature in 1993. *Maniac*'s Hollywood based co-producers, **Lucas Films** and **Atlantis**, are said to be seriously considering making a movie based on the show, which itself got its start as a home video game. It is not clear whether Family would get a piece of the profits.

## Weekly Jackie

**Jackie** "The World According to Me" **Mason** is taking his one-man show to television. **WOR-TV** New York's 13-week summer show with **Mason** will air Mondays at 8 p.m. ET starting June 8, and the station is talking with All American Television about testing the show in a handful of markets during the summer run. If successful, a national syndicated rollout would follow in the fall. **Mason** will interact with a studio audience composed each week of a select group, such as lawyers, doctors, police, gays, journalists or clergy.

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# Television

## ABC READY TO ROLL OUT NEW SEASON SLATE

*Fate of 'Wonder Years' among questions to be answered with expected announcement of ABC's new schedule this week*

By Steve Coe

**A**BC's planned release of its fall schedule tomorrow (May 12) will bring an end to the anxiety being felt by many companies, writers and producers.

One high-profile series whose future is being negotiated is *The Wonder Years*, which may not return for the fall. According to sources, the network has given New World a 13-episode order, while the production company is holding out for a full-season order of 22. If the show does return, whether 13 episodes or 22, it is to be its final season.

The decision on *The Wonder Years* is one of many that is expected to alter ABC's Tuesday and Wednesday schedules. Last Wednesday night, ABC gave *Home Improvement* and *Coach* a sample airing, and many observers expect it to move both shows from Tuesday to a Wednesday night berth to anchor that night.

Tuesday continues to be ABC's powerhouse, thanks to the continued strength of *Roseanne* in the 9 p.m. slot. Betsy Frank, senior vice president, Saatchi & Saatchi Advertising, is one of those who expect the network will move *Home Improvement* from Tuesday at 8:30 to Wednesday night. "The question is whether they think *Home Improvement* is strong enough to move to Wednesday at 8 p.m., giving them a hammock at 8:30 on Tuesday between *Full House* and *Roseanne* to launch a new show," she said. In the Tuesday 10 p.m. slot, occupied most of the year by *Homefront*, which is also awaiting its fate, Frank suggested that ABC may schedule *Going to Extremes*, the latest project from Joshua Brand and John Falsey. The hour-drama about a medical school in



*A decision on the fate of 'Wonder Years' is one of many expected to alter the Tuesday and Wednesday lineups when ABC unveils its fall prime time schedule*

the Caribbean has already been given a 13-episode commitment from the network and will debut on Tuesday night in the summer.

Other questions about those two key nights include the scheduling of *The Jackie Thomas Show* (starring Tom Arnold), which the network is apparently excited about, and whether the network will schedule the latest Neal Marlens and Carol Black project, *Laurie Hill*, in the fall. Tom DeCabia, senior vice president, The Paul Schul-

man Company, says that with *Coach* vacating the post-*Roseanne* slot at 9:30 on Tuesday, he expects *Jackie Thomas* to be given that comfortable time period. As a result, he sees *Coach* moving to Wednesday 9 p.m.

Saatchi's Frank, however, expects the network to schedule *Jackie Thomas* in the Wednesday 9 p.m. slot. "Since they're trying to duplicate the success of Tuesday night, they would probably schedule *Jackie Thomas*, which has been described as a noisy

### ABC'S YEAS, NAYS AND MAYBES

#### RENEWED

*Primetime Live*  
20/20  
*Monday Night Football*  
*The Commish*\*  
*Young Indiana Jones*\*  
*Perfect Strangers*  
*Home Improvement*\*  
*Full House*  
*Roseanne*  
*Family Matters*  
*Dinosaurs*  
*FBI: The Untold Stories*  
*American Detective*

*America's Funniest Home Videos*  
*Step by Step*\*  
*Coach*  
*Doogie Howser, M.D.*

*Billy*\*  
*Capitol Critters*\*  
*America's Funniest People*  
*Sibs*\*  
*The Young Riders*

#### UNDECIDED

*Life Goes On*  
*Homefront*\*  
*The Wonder Years*  
*Civil Wars*\*  
*Baby Talk*  
*Room for Two*\*

#### CANCELED

*Pros and Cons*  
*Who's the Boss?*  
*Growing Pains*  
*Good & Evil*\*  
*MacGyver*  
*Anything but Love*

\* Asterisk indicates first-year show

show like *Roseanne*, at 9 p.m. Wednesday."

Aside from Tuesday and Wednesday nights, the network is not expected to do a major overhaul. Monday is expected to be left alone, with the two reality shows, *FBI: The Untold Stories* and *American Detective*, seen as strong lead-ins to *Monday Night Football*.

On Thursday night ABC is expected to schedule *Matlock*, which the network acquired after NBC passed on it. The series is seen as counterprogramming to the younger-appeal shows such as *Cheers* and *Beverly Hills, 90210* on NBC and Fox, respectively. "They [ABC executives] think it's going to be a whole new ballgame [on Thursday because of *The Cosby Show* ending its run] regardless of what NBC puts in to replace *Cosby*," said Frank. "Conventional thinking would be to put programming in from 8-9 that is compatible with *Matlock*. Even when *Cosby* was doing 45 shares on a regular basis ABC was doing pretty good numbers with older-skewing shows like *Father Dowling*."

One suggestion Frank said may complete ABC's Thursday lineup is scheduling *Life Goes On* at 8-9. "That show has been positive for ABC from a public relations standpoint, so maybe they'll try to open up the night with it. It is also somewhat compatible with *Matlock*." ABC ends Thursday night with already renewed *Primetime Live*.

As for Friday, which has been the network's most stable night, ABC is expected to leave the lineup intact. "They probably won't touch Friday night unless they come up with something in their development that can replace *Baby Talk*," said Frank.

Saturday, which the network has juggled for the past two years, anticipates more changes, with the 8-10 block ripe for rescheduling. DeCabia suggests the network will schedule *The Young Indiana Jones Chronicles*, which was renewed last month, in the 8-9 time period, with a new hour show scheduled leading into *The Commish*, which has also been renewed.

The biggest move on Sunday night is the scheduling of the new hour news magazine in the 7-8 time slot replacing *Life Goes On* and going head-to-head with CBS's *60 Minutes*. Also, *America's Funniest People* is not expected to return, and Saatchi's Frank suggests ABC may schedule an *In Living Color*-type variety-comedy show in the 8:30-9 time slot. ■

## LA STATIONS SUBPOENAED FOR RIOT FOOTAGE

*Federal and local authorities are said to be looking to accumulate evidence for grand jury probes of LA police*

By Mike Freeman

**T**he FBI has served subpoenas to at least six Los Angeles TV stations for tapes of their coverage of the nation's largest-ever peacetime civil disturbance. The FBI hopes to use the tapes to mount a federal and/or county grand jury investigation into the Los Angeles police department's response, or lack of it, to initial emergency calls.

All six stations indicated they would comply with the requests,

which were specifically for "aired material," but added they would fight any request for unaired footage.

The U.S. Attorney's office is ordering duplicated tapes of riot-related coverage that aired from April 29-May 3 to be delivered by May 14.

The FBI, U.S. Justice Department, U.S. Attorney's office and other federal, state and local law enforcement authorities are also looking to use the tapes to gather further evidence and identify looters and others involved in the four-day siege, which gutted 5,000



### LORIMAR SIGNS 'NORTHERN EXPOSURE' TEAM

**J**oshua Brand (above right) and John Falsey, creators and producers of CBS's *Northern Exposure* and NBC's *I'll Fly Away*, signed a long-term exclusive deal with Lorimar last week that includes a foray into feature films. The wide-ranging contract for Brand/Falsey Productions will have the two creating, developing and producing all forms of television for network, syndication and cable, as well as developing, producing and directing feature projects for Warner Bros.

The new pact continues a relationship the producers have had with Lorimar since the studio signed them to a two-year deal in September 1990. That contract was due to expire later this summer, says Leslie Moonves, president, Lorimar Television. Moonves would not reveal the length of the deal, saying only that "it'll be in effect for quite a while, hopefully for as long as I'm here."

Under the original two-year Lorimar deal, Brand and Falsey, who created NBC's *St. Elsewhere*, created *I'll Fly Away* and *Going to Extremes*, an hour series given a 13-episode commitment from ABC. The company also has its first half-hour comedy pilot, *Rise & Shine*, under consideration at NBC.

-SC

buildings and caused \$717 million in property damage.

Last Tuesday (May 5), KCOP(TV) News Director Jeff Wald confirmed that his station had been served a subpoena by the FBI on behalf of Los Angeles-based U.S. Attorney Lourdes Baird. Tom Bienert, an assistant U.S. attorney in Baird's office, confirmed that "several" stations were to be served subpoenas "to get as much tape of the coverage for investigations to be conducted in various areas, all of which I cannot comment further about."

KCOP was believed to be a prime target of federal authorities because its helicopter camera crew was the first to arrive above the scene at the intersection of Normandie and Florence streets, where several motorists were pulled from their vehicles and beaten by angry mobs following the news of the acquittal of four LAPD officers charged with using excessive force in the beating of motorist Rodney King. (Its footage of the savage beating of truck driver Reginald Denny became one of the riot's defining images.)

A clearer chronology of the riot's early stages was revealed last Tuesday (May 5) when KABC-TV and ABC News's *World News Tonight* broadcast a home video shot by a University of Southern California student of the April 29 disturbance at Florence and Normandie streets.

The most damning evidence from the home video was footage of police officers apparently retreating from the growing mob scene, apparently responding to radio calls to "disregard any [code] 415 calls [public disturbance calls] to Normandie and Florence," according to a recorded dispatch secured by KNBC-TV and aired last Tuesday. (Embattled LA Police Chief Darryl Gates offered the explanation at a press conference that the police had been instructed to pull out from the initial riot scenes in favor of protecting responding fire department personnel.)

KABC News Director Roger Bell and the station's attorney, Jody Zucker, revealed that the FBI, in addition to turning in a subpoena requesting any "film footage and audio that aired, involving physical damage to property and/or persons," is going to issue a separate subpoena for the USC student's home video. Zucker indicated that if the U.S. Attorney's office is seeking the entire uncut home video

[parts of which did not air on the newscast], the station will fight the request, citing First Amendment provisions and California Shield Laws as protection from attempted government

*"This is the only instance where we have been served subpoenas for material that encompasses over 100 hours of near-continuous coverage."*

**KNBC-TV News Director Nancy Valenta**

seizure of the off-the-record material.

"The FBI seemed to show a particularly keen interest in the home video," said Zucker, who said the FBI

originally attempted to "pencil in" a request for the home video but backed down after the station demanded a separate subpoena.

Subpoenas have also been delivered to KCBS-TV, KNBC-TV, KTLA-TV and KCAL(TV). It was unclear whether Fox O&O KTTV(TV) had also been subpoenaed.

In piecing together the evidence, the FBI effort will likely have an unprecedented wealth of taped material from the seven stations to thoroughly investigate the LAPD's response to the riot situation.

"I have been here for 10 years, and this is the only instance where we have been served subpoenas for material that encompasses over 100 hours of near-continuous coverage," said Nancy Valenta, who is KNBC-TV's news director. "Certainly, it is ironic that a home video of the Rodney King beating would originally draw the LAPD into an extended trial on use of excessive police force, and it now appears that home video and broadcast video will again be used to review their lack of response to the resulting riot." ■

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# COLUMBIA UNVEILS 'CRISTINA' FOR FIRST RUN

*CBS O&O's are among stations signed for slow rollout beginning in June*

By Mike Freeman

Confirming a report in BROADCASTING ("Closed Circuit," April 6), Columbia Pictures Television Distribution officially unveiled *Cristina* last week, an hour talk show strip hosted by Cristina Saralegui that will get a slow market syndicated rollout starting June 22.

CPTD President Barry Thurston, along with the CBS Stations Group vice president of programming, Karen Miller, also confirmed previous reports that CBS O&O's WCBS-TV New York, KCBS-TV Los Angeles and WCIX-TV Miami are the major market stations heading the initial group of eight stations signed to clear the show. The other five signing on: Kelly Broadcasting-owned KCRA-TV Sacramento, KOAA-TV Colorado Springs, KGRV-TV Weslaco-Brownsville, Tex., and Gillett Group stations KSBY-TV San Luis Obispo-Santa Barbara and KSBW-TV Salinas-Monterey, Calif.

Long known as the highly successful syndicator of such off-network sitcoms as *Who's the Boss?* and *Married...with Children*, Columbia's last foray into first-run was the single-market test of game show *Ruckus* on WNBC-TV New York. Slotted in New York's hotly competitive 7:30 p.m. prime access slot, *Ruckus*, which was produced by Columbia-owned unit Merv Griffin Enterprises, ranked last in the time period and was canceled early this season.

Opening sales of *Cristina* last month, Thurston stressed that he anticipates having 15-20 markets signed for the debut of the show, and "if the test is successful," says he is confident of clearing 80% of the U.S. for potential national rollout in the 1992-93 season. By "cherry picking" the three CBS O&O markets with the "largest concentrations of Hispanic viewers," Thurston says CPTD is "trying to get into markets where *Cristina* is best known, because it is much easier to promote her entry and early growth in the marketplace."

Saralegui, who is 44, also currently hosts *El Show de Cristina* on the Spanish-language Univision broadcast network. (Thurston says she will continue to host the Univision series.) In a

four-minute presentation tape, to be shown to interested stations, Columbia focuses on Saralegui's background as a print journalist. She served over 10 years as editor of the Spanish-language version of *Cosmopolitan Magazine*.

Scott Sternberg has been named executive producer of *Cristina*. Previously, Sternberg served as producer of such Chuck Barris game strips as *The Newlywed Game*, *The Dating Game* and *The Gong Show* (Guber-Peters Television and later Columbia Pictures Television absorbed all of Barris Industries' programming assets).

Sternberg most recently served as an executive consultant to the Group W Productions talk show pilot, *Vicki*.

In establishing a "partnership" with CPTD, one in which CBS O&O WCIX-TV Miami will serve as the production hub for *Cristina*, Miller said

Saralegui's "crossover appeal" to the non-Hispanic audience.

Miller and Thurston said the CBS stations have yet to make specific time period commitments to the program, although Thurston said it is likely those stations will air *Cristina* in targeted morning or early fringe time periods.

CPTD is offering the series on an even six minute national/local barter split. Bob Cook, CPTD's senior vice president of marketing, insisted that the small amount of national coverage the eight stations represent (approximately 15%) will not affect *Cristina's* ability to attract national advertisers. Saralegui, he said, is a national spokeswoman for Procter & Gamble's Crest toothpaste, which is likely to attract P&G and other consumer product manufacturers to buy national ad inventory, he says. ■

## SAWYER TAKES ON '60 MINUTES'

*ABC picks him to anchor new Sunday news magazine; Tom Yellin named show's executive producer*

By Steve McClellan

ABC News has named correspondent Forrest Sawyer an anchor of its planned prime time news magazine to debut in the summer at 7 p.m. on Sunday, up against *60 Minutes*. The untitled program is still being developed, and a decision about a possible co-anchor has not been made. Tom Yellin is the show's executive producer.

ABC News has declined to comment on reports that Sheila MacVicar, an ABC News correspondent based in London, is being considered as a correspondent or an anchor.

The program will be ABC's third prime time news magazine, after *Prime Time Live* and *20/20*. CBS has three also: *60 Minutes*, *48 Hours* and *Street Stories*.

Two months ago, NBC launched its most recent attempt at a news magazine, *Dateline*, which got off to a strong start Tuesdays at 10 p.m. In its last several outings, however, the

show has fallen to and remained in third place.

In addition to his reporting duties for various ABC News programs, Sawyer is anchor of *ABC World News Sunday* and is a substitute anchor on *Nightline*.

The new show will face a challenge generating a sizable audience against *60 Minutes*, which this season was the top-ranked prime time program. The new show will replace *Life Goes On*, which tended to draw less than half the audience share of *60 Minutes*.

But Sawyer told BROADCASTING last week that ABC News officials have assured him that they realize the new show will be low rated at the start and that it will take time to build a following.

"Nobody expects high ratings," said Sawyer. "It's just not going to happen. The organization has told us very clearly to worry about covering stories and doing a good broadcast. That allows us to be a work in progress." ■



# Broadcasting's Ratings Week Apr 27-May 3

	<b>ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>
<b>MONDAY</b>	<b>15.7/25</b>	<b>15.9/25</b>	<b>10.7/17</b>	<b>NO PROGRAMING</b>
8:00	37. FBI: Untold Str. 11.1/19	24. Evening Shade 13.5/23	26. Fresh Prince 13.3/23	
8:30	34. Amer Detective 11.6/19	19. Major Dad 14.9/24	28. Blossom 13.0/21	
9:00		5. Murphy Brown 19.0/29		
9:30	8. ABC Monday Night Movie—Stay the Night, Pt. 2	9. Designg Wmn 16.9/25	51. NBC Monday Night Movie—In the Shadow of a Killer 9.5/15	
10:00	17.9/28	16. Northern Exposure 15.4/25		
10:30				
<b>TUESDAY</b>	<b>15.8/26</b>	<b>15.6/25</b>	<b>7.9/13</b>	<b>NO PROGRAMING</b>
8:00	17. Full House 15.3/27	22. Rescue: 911 13.6/23	70. This is Garth Brooks 6.9/12	
8:30	6. Home Improvmt 18.7/30			
9:00	2. Roseanne 21.6/33			
9:30	7. Coach 18.0/27	10. CBS Tuesday Movie—Deliver Them From Evil 16.6/26	62. Law and Order 8.1/12	
10:00	43. Civil Wars 10.7/18		56. Dateline NBC 8.8/15	
10:30				
<b>WEDNESDAY</b>	<b>9.5/15</b>	<b>11.0/18</b>	<b>15.2/25</b>	<b>NO PROGRAMING</b>
8:00	40. Wonder Years 10.9/19		20. Unsolved Mysteries 14.4/24	
8:30	46. Doogie Howser 10.5/17			
9:00	56. Room for Two 8.8/14	38. CBS Special Movie—Batman 11.0/18		
9:30	66. Sibs 7.5/12		14. 27th Country Music Awards 15.6/25	
10:00	50. 20/20 Special Edition 9.6/15			
10:30				
<b>THURSDAY</b>	<b>10.3/17</b>	<b>8.9/14</b>	<b>19.5/31</b>	<b>9.7/15</b>
8:00		64. Top Cops 7.8/12	1. Cosby 28.0/45	59. Simpsons 8.6/14
8:30	66. Columbo 7.5/12		3. Cheers 19.8/30	42. Beverly Hills 90210 10.8/16
9:00		33. Street Stories 11.8/18	18. Wings 15.2/23	
9:30				
10:00	13. Primetime Live 16.0/26	69. Human Factor 7.0/11	29. L.A. Law 12.9/21	
10:30				
<b>FRIDAY</b>	<b>12.5/23</b>	<b>10.3/19</b>	<b>8.2/15</b>	<b>5.0/10</b>
8:00	38. Family Matters 11.0/22	54. CBS News Special: Beyond Rage 9.2/18	52. Matlock 9.4/19	76. America's Most Wanted 5.8/12
8:30	43. Step By Step 10.7/21			
9:00	35. Bush Analysis 11.2/20	40. CBS Friday Movie—The House on Sycamore Street 10.9/20	65. I'll Fly Away 7.7/14	81. Sightings 4.3/8
9:30	48. Baby Talk 10.4/19			
10:00	15. 20/20 15.5/28		68. NBC News Special: City Under Fire 7.2/13	
10:30				
<b>SATURDAY</b>	<b>6.9/13</b>	<b>7.4/15</b>	<b>11.7/23</b>	<b>7.0/14</b>
8:00			22. Golden Girls 13.6/28	72. Cops 6.5/14
8:30	76. ABC Saturday Night Movie—Little Monsters 5.8/11	62. CBS Saturday Movie—Turner & Hooch 8.1/16	45. The Torkelsons 10.6/21	61. Cops 2 8.2/16
9:00			30. Empty Nest 12.8/24	71. Code 3 6.8/13
9:30			32. Nurses 11.9/22	73. AMW Saturday 6.3/12
10:00	55. The Commish 9.1/18	74. Trials of Rosie O'Neill 6.1/12	46. Sisters 10.5/21	
10:30				
<b>SUNDAY</b>	<b>12.8/21</b>	<b>17.1/29</b>	<b>8.3/14</b>	<b>7.4/13</b>
7:00		4. 60 Minutes 19.1/37		80. True Colors 4.4/9
7:30	53. Life Goes On 9.3/18			78. Parker Lewis 5.3/10
8:00	25. Am Fun Hme Vid 13.4/23	11. Murder, She Wrote 16.5/28	78. Disney Night at the Movies—Day-0 5.3/10	49. In Living Color 10.2/17
8:30	27. Am Fun People 13.1/21			60. Roc 8.3/14
9:00				31. Married w/Childn 12.2/19
9:30	21. ABC Sunday Night Movie—Back to the Future Pt. II 14.3/23	12. CBS Sunday Movie—Baby Snatcher 16.3/26	35. NBC Sunday Night Movie—Trial: Price of Passion, Pt. 1 11.2/18	56. Heman's Head 8.8/14
10:00				75. Std by Your Man 6.0/10
10:30				82. Get a Life 4.0/7
<b>WEEK'S AVGS</b>	<b>12.0/20</b>	<b>12.6/21</b>	<b>11.5/20</b>	<b>7.3/13</b>
<b>SSN. TO DATE</b>	<b>12.1/20</b>	<b>13.5/22</b>	<b>12.2/20</b>	<b>8.0/13</b>

RANKING/SHOW [PROGRAM RATING/SHARE]

\*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

# Radio

## RAB PUSHES FOR NATIONAL AD TASK FORCE

*Board meetings tentatively scheduled in Detroit and Los Angeles to woo advertisers*

By Peter Viles

In a determined effort to reverse the decline in national revenues, the Radio Advertising Bureau last week recommitted itself to what has been an elusive goal: forging an industry-wide task force to pitch the medium to national advertisers.

And as if to put pressure on itself to work together to attract national business, the board also voted to switch the site of its fall meeting from San Diego to Detroit, setting the stage for radio to make a united appeal to the auto industry for ad dollars.

Those decisions, reached Sunday and Monday (May 3-4) at the RAB's

board of directors meeting in Amelia Island, Fla., could mark a turning point for radio in its efforts to present a united front to national advertisers.

While it is not clear exactly what form the task force would take, it would presumably combine the marketing resources of the station rep firms and networks to enable the RAB to make a more professional and powerful pitch to national advertisers.

The radio industry—through the RAB—has tried to put aside competitive rivalries and forge such unity before, generally without success. The groundwork for a national marketing task force was laid at the last directors meeting, in Tucson, Ariz., but a

working task force never materialized.

But board members said several factors give them cause for optimism this time, including the severe slide in national spot revenues, the changing of the guard at Katz Radio Group and the emergence of RAB President Gary Fries as a persuasive advocate of industry unity.

In remarks to the board's national marketing committee, Fries conceded that developing a strategy to attract national advertisers has been "the most frustrating area that there is."

While Fries praised the efforts of Judy Carlough, the RAB's recently hired executive vice president for marketing, he appealed to board members to join together to represent radio—not just their own companies—to national advertisers.

"We've got a real problem here," Fries said. "We've got to get our show on the road. The opportunity is there." He later added: "I think what this industry needs is unity. We are perceived as a group of people who spend their time shooting each other in the foot and shooting each other down."

Board members from Katz and the Interep Radio Store both said they agreed in principle with Fries's call for unity. Indeed, Gordon Hastings, the new president of Katz Radio Group, spoke so enthusiastically about the task force during the committee meeting that several board members thought his comments represented a breakthrough.

"I don't care what you call it," Hastings said at one point of the task force. "You can call it Radio 2000 if you want," he said, using the name Interep has already claimed for its own task force.

"Fundamentally, our problem is that we have too much inventory and

### RAB MEMBERSHIP AT TWO-YEAR HIGH AND RISING



First the bad news: nearly 100 stations dropped out of the Radio Advertising Bureau during the first four months of 1992. The good news: 231 new stations have joined RAB, giving the association a net increase of 136 stations in four months and its highest membership total (2,634 stations) since October 1990.

"I think we've turned the corner," RAB President Gary Fries told the RAB board of directors last week in Amelia Island, Fla. Ron Ruth, RAB's executive vice president, stations, told the board that the increase in membership in 1992 had added \$16,100 to RAB's monthly revenue stream.

—PV

not enough demand," Hastings said. "We've got to work together as an industry to increase demand."

But both Hastings and Warner Rush, president of Major Market Radio, an Interep company, told the board they could not fully commit to the RAB task force until they were convinced the effort would be well administered and accountable to the industry and to their firms.

In an effort to force negotiations on that point, and to include radio networks in the talks, Unistar Chairman Nick Verbitsky offered to bring all the parties together for a meeting to discuss the structure of the task force. While no date was set, board members said they were encouraged by Hastings's enthusiasm.

"First of all, we're going to see if we can work together, to try to go in and see the major national advertisers," Verbitsky said later. "The time has come for the networks and the reps to do it together."

Later, during a meeting of the entire board, Fries won unanimous support for his proposal to move the fall board meeting from San Diego to Detroit, which would allow the board to conduct its business and also make a joint sales pitch to the Detroit advertising community.

When Fries cautioned that it might be impossible to schedule a meeting in Detroit after the September NAB Radio Show and before the weather turns cold, Shamrock Broadcasting President Bill Clark suggested a backup

plan, which the board adopted: hold the fall meeting in Los Angeles, to meet with advertisers there, and go to Detroit in the spring of 1993. ■

## REVENUE TRENDS BY MARKET SIZE

Markets	Local	National	Total
1-15	3.0%	-17.1%	-2.1%
16-30	4.2%	-13.8%	0.1%
31-50	4.0%	-2.5%	2.7%
51-75	3.4%	-6.7%	1.5%
76-100	3.0%	-4.0%	2.2%
101-125	7.0%	-3.6%	4.2%
126 and under	-4.4%	2.6%	1.9%

Source: Miller, Kaplan, Arase & Co.  
Markets ranked by Arbitron 12-plus.

# ARBITRON WEATHERS MINOR CRITICISM AT RAB

Monthly trend reports criticized, but some broadcasters come to service's defense

By Peter Viles

Jay Guyther, Arbitron's vice president for radio sales and marketing, found himself in an unenviable position last week.

When he appeared before the Radio Advertising Bureau's board of directors at Amelia Island, Fla., he was speaking to a group of broadcasters who account for roughly half of Arbitron's radio revenues, and he had every reason to expect some trouble. If any group of 40 people could put Arbitron on the spot, this was it.

But the session that followed was relatively polite, and although Arbitron took some criticism, chiefly over the accuracy of its monthly trend reports, no consensus emerged.

Guyther began the session by briefing broadcasters on several changes Arbitron is considering. Those ranged from minor adjustments, such as offering coupons to some listeners instead of diary premiums, to far-reaching technological changes to replace diaries, such as a people-meter that picks up sound waves.

He offered a few non-specific guarantees: "I'll be very honest with you," he said at one point. "There's no way Arbitron is going to double sample sizes and not increase costs." Later he added: "The company's commitment is there. Rates are not

going to double."

The main criticism voiced by broadcasters concerned Arbitron's monthly trend reports, which it issues in larger markets. Paul Fiddick, president of Heritage Media Corp.'s radio group, complained that the monthly ratings

*"There's no way Arbitron is going to double sample sizes and not increase costs."*

Jay Guyther, vice president for radio sales and marketing, Arbitron

are of limited accuracy and were intended to be used only for programing decisions, but that advertisers are buying the trend reports and using them in pricing negotiations, putting new pressures on broadcasters and furthering the impression among advertisers that the medium cannot deliver a guaranteed audience.

"It's part of what's tearing this industry apart right now," said Jerry Lyman, president and chief executive officer, Radio Ventures I, L.P.

Added James Champlin, president, Beck-Ross Communications, "We're putting out unreliable information that makes our industry look like there's

no consistency to it, when in fact there's more consistency to radio listening than there is in other media."

Several broadcasters suggested that, since radio programing doesn't often change on a month-to-month basis, Arbitron could do the industry a favor by simply withdrawing the monthly service entirely. But Guyther's response was a simple no. "Not when 85% of the stations buy it and we're making money off of it," he said.

The monthly trend reports drew qualified support from Randy Bongarten, executive vice president, Emmis Broadcasting, who argued that radio cannot afford to be without timely ratings information. "We need to have better information faster," Bongarten said. "These [advertising] agencies are getting TV data every day."

In defense of Arbitron, Bongarten added: "What they're producing today is what the radio industry asked for."

Later, RAB President Gary Fries tried to shift discussion to Arbitron's advisory council, which he maintained does not reflect the radio industry's interests well enough. "I don't even know who's on your advisory council," Fries said.

But again, Guyther drew support from several board members, who pointed out that they not only knew who was on the council, but felt that the council represented them well. ■

# Broadcasting

# Cable

## TWO GAMES AFOOT AT NCTA

Game show channels from Family Channel and Sony/United Video pitched at convention

By Rich Brown

**T**he race to launch a game show cable network officially got under way last week with the announcement of two new services, The Game Channel and The Game Show Channel, which plan to compete for limited channel space and debut in 1993.

In many ways, the channels are alike. Both channels are backed by companies with deep pockets, and both plan to program the networks with a mix of new and library programming with some telephone-based interactive elements mixed in.

The Game Channel, backed by The Family Channel and an interactive company named Game Technologies Inc., is scheduled to launch Jan. 1. The Game Show Channel, backed by Sony Pictures Entertainment and United Video Satellite Group, is targeted to launch sometime in 1993.

Ron Harris, vice president of new business ventures at The Family Channel, says that he recognized it is a "really tough" environment for an operator to launch a new network. But company executives are hopeful that 24-hour interactive 900-telephone numbers featured on the network will be an attractive additional revenue stream for those operators. Operators giving the channel optimum channel positioning could get as much as 33% of the net revenue from each call, which will be \$1 to \$6 each.

As an added incentive to operators, Family is offering the service free for a year to those operators who help bring in the first 10 million subs. If those operators position the service within channels 2 and 25, they will get another 12 months free.



Veteran game show host Wink Martindale pitched The Game Channel at the NCTA convention in Dallas on behalf of The Family Channel and Game Technologies Inc. The cable service, to feature 900-number interactive technology, is scheduled to launch next Jan. 1.

One way in which the competing Sony venture will entice cable operators will be through giving them equity in the channel, says Roy Bliss, president of United Video, a satellite programming distributor that delivers superstations WGN, WPIX, KTLA and KTVT as well as the Prevue Guide and Sneak Prevue channels. The Family Channel's Harris says the possibility of operator equity in his service is a "confidential" matter.

Through its Sony connection, The Game Show Channel will have access to a library of 10,000 episodes of game shows including those created by Chuck Barris (*The Gong Show*, *The Newlywed Game*) and Merv Griffin (*Jeopardy!* and *Wheel of Fortune*). Bliss says it is not yet clear, however, exactly how soon the new cable network will be able to carry the Griffin shows, which continue to enjoy tremendous success in first-run syndica-

tion. Bliss says The Game Show Channel would likely have some original programming upon launch, which the company hopes to be able to do with 10 million subscribers.

The Family Channel's venture has more than 2,000 game show episodes in its library, and has plans for a number of original series. The company is reportedly budgeting \$50 million in total start-up costs.

In the current economic environment, it is likely to be a tough climb for any new cable network, and particularly difficult for two services trying to launch with the same format, as demonstrated most recently with the comedy channel wars between HBO and MTV. But those factors didn't stop the new game services from pitching their channels to operators last week at NCTA. "The Game Channel will break even with 20 million subs," says Harris. "We anticipate that could happen in a relatively short window because of the revenue it will bring back to the operator." ■

# ABC TAKING COLLEGE FOOTBALL TO SHOWTIME PPV

*Affiliates wary of network's involvement in pay events; congressional scrutiny likely*

By Rich Brown

Showtime Entertainment Television and ABC Sports last week finally hammered out a plan to offer college football on pay per view, a move that immediately raised concerns by House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) and some ABC affiliates.

The agreement allows SET to distribute 30-35 games for one season on pay per view beginning this fall. Each ABC affiliate will continue to air the best game for its particular market, while SET will offer supplemental PPV games from other regions of the country.

ABC and SET had attempted to set such a deal in motion last fall, but the plan was quashed by ABC affiliates. ABC Sports executive Tony Petitti said that a "misunderstanding" had arisen between the network and its affiliates last fall because of the rush in trying to close a deal. "This time we've talked it through," he said. "It should not have a significant impact on any one station."

Markey, a watchdog on any sports migration to cable, said last week the ABC-SET deal will be beneficial as long as it is, as ABC-SET claims,

supplemental regular broadcast programming. "If implemented properly, college football fans should be able to view additional games without having popular regional games siphoned off to pay per view," Markey said. "As ABC's experiment unfolds, I intend to insure that the quality and quantity of sports broadcasting won't diminish for the nation's fans."

Some ABC affiliates are also eyeing the deal with caution. George Couture, vice president and general manager of WDIO-TV Duluth, Minn., and chairman of the ABC affiliates board sports committee, said that "most affiliates do not like to see their network involved with pay per view." Couture also questioned how the network intended to promote the experiment. "I don't think they will find a lot of cooperation from the stations," he said. "They don't want to be in competition with themselves."

According to Jim Coppersmith, president and general manager, WCVB-TV Boston, the long-term implications of the test are both interesting and "frightening" for affiliates. "In a world where television sports are dominated by pay per view, the over-the-air stations might be left with advertiser-supported tractor-pull and drag-racing events," he said.

Coppersmith also said that Markey was "very wise" to scrutinize the test with an eye to the ultimate impact on the consumer.

The network also appears to be sending mixed signals to the industry about its relationship to cable. ABC has several cable ventures, including ESPN and A&E in addition to the football PPV test, but it has also said it will no longer accept cable advertising. "I don't understand it," said Couture.

The games will be offered on pay per view with a suggested retail price under \$10, and there is some talk of also making a season package available. The agreement is termed a one-year test for the 1992 college football season, and will include weekend games from the College Football Association and the Big Ten Conference. ABC is in final discussions with the Pac-10 Conference about joining in.

The PPV telecasts will be produced by ABC Sports, will include ABC Sports announcers and commercials and will be promoted on the ABC network.

Company executives anticipate an audience of 20,000-40,000 out of a potential 18 million-20 million homes for each game. Cable operators will probably keep about 45% of the revenue. ■

## NAMES MAKING PROGRAMING NEWS AT NCTA

**Video Jukebox Network** has shifted its strategy to include a name change for its Jukebox Network (it will now be called The Box); a lower retail price for its interactive video selections; a music video menu that will include more video hits of the past, and its first-ever \$2 million marketing campaign. The service reaches 13 million households nationally.

**Prime Network**, which reaches more than 27 million cable homes nationally through 15 regional sports networks, will expand its daily offerings from 19 to 24 hours, beginning Sept. 1. The network plans to experiment with a sports news concept it began exploring last year.

Eighty percent of those systems carrying the **Summer Olympics Pay Per View** telecast are committed to three-channel coverage of the games, according to sales chief Jim Dolan. Consumer purchases of the PPV package so far have not been significant, said Dolan, but he

added that sales are going as expected prior to the big marketing push, which kicks off June 15. "This will behave much like any other pay-per-view event, in that most of the orders will come in the last four weeks." He said he expects a 4-6 buy rate on the coverage.

**John Walsh**, host of Fox Broadcasting Company's *America's Most Wanted*, will serve as spokesman in a new anti-cable-theft campaign kicked off by Fox and the NCTA.

There was a relatively small turnout at the NCTA convention last week for its first-ever "**Programing Infomart**," designed to give programers an opportunity to showcase their commitment and investment in such issue-oriented and community programing as Cable in the Classroom. Some programers expressed disappointment in the turnout, adding that the 7:30 a.m. session on the final day of the convention might not have been the best time for operators. ■

# FOR HBO SPORTS, THE PLAY-BY-PLAY'S THE THING

*Producer credits advances in editing technology for multiple-Emmy winning performance of two-hour sports history special*

By Peter Lambert

**W**hatever the technology, says HBO Sports producer Rick Bernstein, "you're always going to need the person who knows how to make the good cut."

So it is editor David Salamone's talent to which Bernstein points first and last to explain why HBO's two-hour *Play-by-Play: A History of Sports Television* won three sports Emmy honors this year, including best videotape editing.

But like Salamone himself, Bernstein is happy to concede that, without particular advances in random access, offline editing technology, *Play-by-Play* might not even have come in on time, much less won awards for best editing, best program achievement and best opens/closes and teases.

In HBO's case, it was the Avid 2000 Series Media Composer that helped Salamone make the best of about 260 hours' labor, reducing 500 hours of video to a two-hour documentary he believes incorporates the largest and widest array of source material ever assembled in sports TV.

According to Salamone, Bernstein



*HBO producers believe PC-based, random access, offline editors, such as the Avid Media Composer (above), proved their mettle in the production of Emmy-winning *Play-by-Play: A History of Sports Television*, which featured (l-r) front row: Pat Summerall, Jim McKay and Brent Musburger; back row: Bob Costas, Curt Gowdy and Jim Lampley.*

## PAY FILM FESTIVAL

**I**n an effort to drive up circulation and reduce churn, this summer Cinemax will launch what its executives are claiming is the largest movie marathon in television history. From May 23 to Sept. 21 the Cinemax Summer of 1,000 Movies will have the average number of monthly titles increasing by about 56%, to 250 titles. According to John Gluck, Home Box Office Inc. vice president, program scheduling, the summer marathon is intended to take advantage of the fact the networks are in their rerun modes and viewers have more leisure time and tend to watch pay TV more often. "We want to reinforce the value, variety and choice of Cinemax's movie volume," said Gluck.



and HBO Studio Productions Sales and Marketing Director Judy Glassman, the Media Composer allowed them to assemble the best shots, not just according to memory and notes they'd taken during review of the raw material, but by also allowing Salamone to see any number of shot samples on the screen at any time in something close to nothing flat.

Without the Media Composer, says Salamone, "I don't think we'd have finished on time," under a schedule

that started with three months of archives review and one month locked in one of 10 HBO edit suites. And, he says, "The product wouldn't have been as good. We would have been rushing."

"And making compromises," adds Bemstein.

"Yes," Salamone chimes in. "We'd have been inserting and removing and rewinding tapes forever. Viewing the final product, we almost certainly would have found ourselves

thinking, 'I wish we would have used that shot here.' I'm glad to say that doesn't happen viewing what we did."

HBO Studio Productions has outfitted 10 edit suites over the years. The variety of equipment among them allows HBO to "shepherd a piece through in the most efficient way," says Glassman. She believes the ratio of eight online to two offline edit suites at HBO could reverse in this decade. ■

## MALONE ON DBS: SMART, BUT FAIR TO CABLE

By Peter Lambert

**W**ith an FCC grant of 11 direct broadcast satellite channels finally in hand (BROADCASTING, May 4), Tele-Communications Inc. President and Chief Executive Officer John Malone still believes it's "smart" to use DBS to deliver multi-channel TV to areas of the nation not served by cable.

As for the prospect of cable programmers agreeing to distribution via Hughes Communications' DirecTV DBS (to be launched in late 1993), Malone said he "can't...and wouldn't if I could" stop them. "I only ask that the economics be fair; that that service not ride on [cable operators'] investments."

Two weeks ago, Hughes agreed to negotiate for rights to 20 top cable services in exchange for \$250 million from its new, rural-exclusive distribution partner, the National Rural Telecommunications Cooperative.

Asked for reaction to FCC conditions on the TCI-Tempo Satellite DBS grant—that Tempo not offer DBS primarily as a supplement to cable—Malone said that was never, and is not now, TCI's intention.

FCC Chairman Alfred Sikes, in a press briefing, defended the granting of the permit. The FCC cannot permanently "handicap" TCI because of an antitrust judgment for actions that occurred a decade ago.

Sikes chief aide Terry Haines added that TCI took actions following the judgment to insure against reoccurrences. ■

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# HDTV TEST ANALYSIS OFF TO STICKY START

*MUSE flaws, Zenith delay attributed to implementation, not system, problems*

By Peter Lambert

**T**he task of analyzing data out of the Advanced Television Test Center will prove delicate, judging by two events last week. Both pointed up the difficulty of judging whether poor performance in specific tests will be attributable to fundamental system flaws or to correctable mistakes in hardware assembly.

NHK's analysis of how its Narrow MUSE fared—included in otherwise raw results released by ATTC on May 1—openly concedes that some tests (specifically, phase noise modulation, picture artifacts and channel change and ghost canceling delay) “showed poor results,” others, good.

However, NHK attributes the poor results to implementation problems in receiver, automatic level control and other circuits. “These problems can be fixed without modifying the system itself, and without causing an unfavorable effect” elsewhere, said NHK.

Supporting that view at the NCTA national show in Dallas last week, R. Brian James, director of advanced television testing for CableLabs, said:



*PBS's Mark Richer (center), on behalf of the Advisory Committee on Advanced Television Services, accepts for analysis a bound volume of raw test data on the Narrow MUSE system from NHK Senior Scientist Keiichi Kubota (to Richer's left). Others marking the milestone were Peter Fannon, executive director of the Advanced Television Test Center; R. Brian James, director of ATTC/CableLabs; Paul Hearty, director of the Advanced Television Evaluation Lab, and NHK executives Yutaka Tanaka and Junji Kumada.*

“Some of the shortcomings are just design, not inherent in the proposal. I suspect [NHK] can go back to the labs and create receivers that work.”

On the same day NHK results were released, the system certification working party of the Advisory Committee on Advanced Television Service granted Zenith/AT&T additional testing time—a decision based on Zenith's claim that, if it does not replace

a flawed chip, some tests will not reflect the performance of the Digital Spectrum Compatible HDTV system as it was certified two months ago.

Zenith will cover up to \$200,000 in costs to add five to 10 test days this month. But it remains uncertain whether competing proponents will later raise what one called a “fairness issue,” were Zenith/AT&T to win the HDTV transmission standard race.

Wrote MUSE data compilers: “It is clear from the proponents' comments...that the interpretation of the data will need to be tempered judiciously by consideration of whether deficiencies in performance reflect implementation or system problems.”

## DigiCipher returned

General Instrument, meanwhile, took its DigiCipher HDTV system (whose raw results may be released by June) a little deeper into the real world.

GI, which transmitted DigiCipher 10 miles over the air in Washington March 23, fed encoded, digital HDTV via a return channel in TCI Cablevision of Dallas's plant to a headend, where it was remodulated to an outgoing channel, fed back to GI's NCTA convention exhibit, decoded and displayed.

“This demonstration shows that today's cable system can distribute HDTV signals, and takes it one step further, using a two-way plant,” said Steve Crawford, area manager for TCI's Dallas systems. ■

## CROSSOWNERSHIP ACTION LIKELY IN SUMMER

**I**t's a foregone conclusion the FCC will act sometime this year to relax its now absolute ban on common ownership of broadcast networks and cable systems.

But FCC officials at the NCTA convention were not to be pinned down on when the agency would act or how far it would go in relaxing the ban.

Chairman Alfred Sikes would say only that the FCC “would go to work on the [rules] this summer,” but not necessarily adopt anything that soon.

Sikes denied the FCC has put the rules on a slow track in hopes the networks and their affiliates might come to an agreement on what the new rules should look like.

Fearing cable ownership of their networks, most network affiliates are opposed to elimination of the ban. The networks, particularly Capital Cities/ABC, have been trying to win affiliate support by suggesting “safeguards” designed to protect affiliates from abuses that might arise from crossownership in their markets.

The networks and affiliates have been trying to come up with a mutually acceptable set of safeguards, but have so far failed.

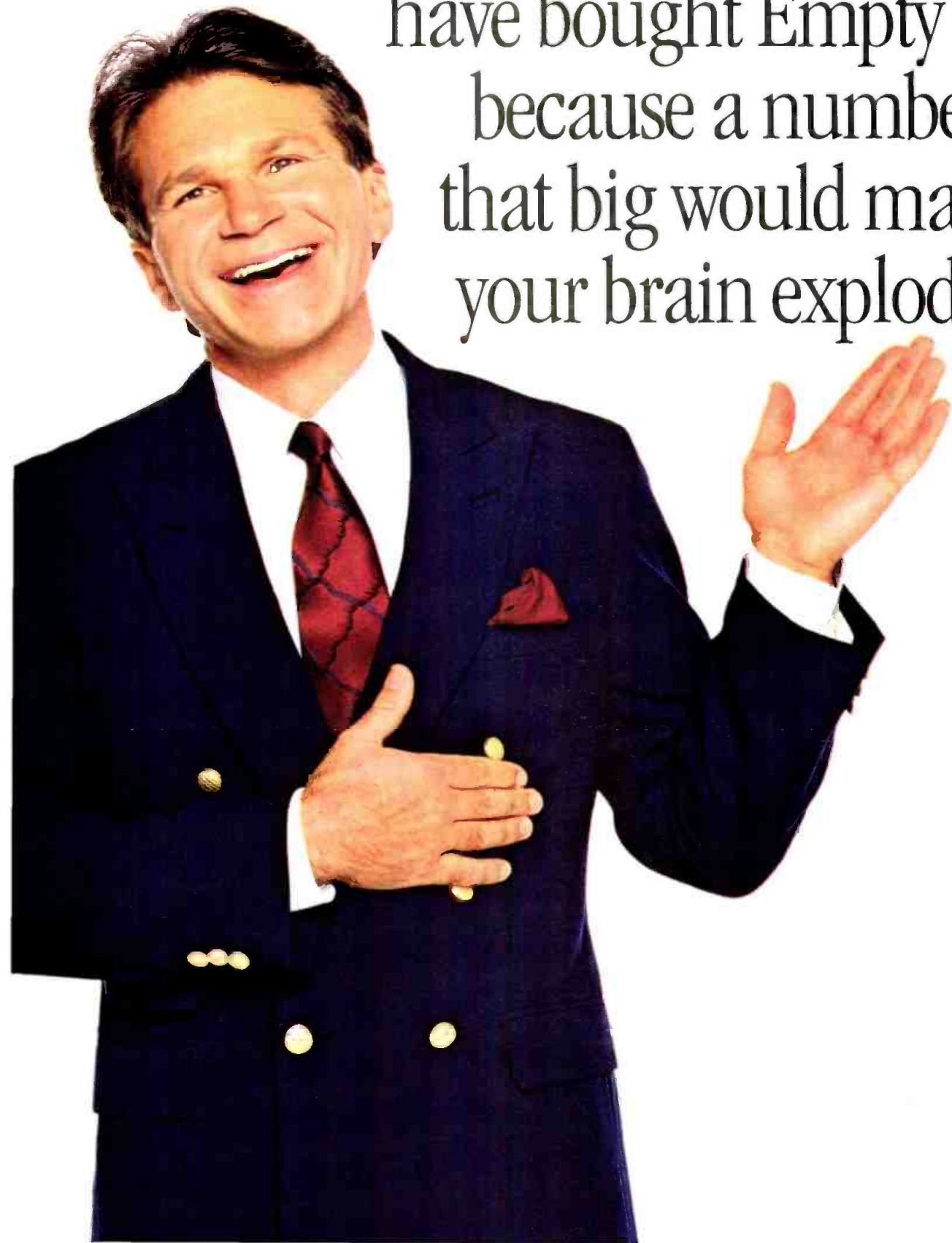
At an NCTA session, Mass Media Bureau Chief Roy Stewart was equally unforthcoming on the timing. Given the interest of the commissioners in at least relaxing the ban, he said, “I wouldn't expect we are too many months away from some commission action in this area.”

John Hollar, an aide to Commissioner Ervin Duggan, said his boss remains hopeful the parties will reach a compromise. But, he said, “the prospects don't seem so good.”

—JF



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WFTS, Tampa-St. Petersburg

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WTAE, Pittsburgh

KDNL, St. Louis

KTXL, Sacramento

KNXV, Phoenix

WJZ, Baltimore

WVIT, Hartford

WOFL, Orlando

KNSD, San Diego

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KPDX, Portland, OR

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# CABLE NETWORK RUNS AFOUL OF FCC KIDS AD LIMITS

*Excess of cartoons puts affiliated systems in technical violation of limits*

By Harry A. Jessell

**T**housands of cable systems may soon become ensnared in the FCC's effort to enforce limits on the amount of commercial time in children's programming.

The FCC, in a January "audit" of 27 cable systems and 141 TV stations, found at least one cable network had telecast "cartoon-type programming" exceeding the limits, said Bill Johnson, deputy chief of the FCC Mass Media Bureau, at the NCTA convention.

That means any of the networks' cable affiliates that carried the programs could be in technical violation of the FCC rules and liable for fines or other sanctions, he said.

"It's unlikely we are going to come down hard on the cable operators," Johnson said. But the FCC is going to have to "do something" to prevent reoccurrences, he added.

Johnson declined to identify the network or networks involved, but he said their names will become public within the next few weeks when letters of inquiry—the first step in the FCC

enforcement process—are sent to those found to have carried the offending programming.

The commercial limits, enacted as part of the Children's Television Act, apply only to cable systems and do not extend to the cable networks. However, as Johnson pointed out, the systems are responsible for the network programming they carry.

The law affords cable operators some protection, according to Johnson. They can indemnify themselves by obtaining written certification from their networks that their programs are

## NAMES MAKING TECHNOLOGY NEWS AT NCTA

**Time Warner** has ordered another 5,000 set-top converters for its 150-channel "Quantum" cable test in Queens, N.Y. So far, the test has found that, among 3,000 subs, those equipped with impulse pay per view are spending about \$5.95 per month on that service; those who must order by phone are spending half that much to choose among the 15 movies a day, some starting every half-hour. Doubling the 10,000-home test area is in the works, and expansion into Manhattan is being discussed.

**Philips** demonstrated its Vector Video Echo Canceler at the convention and hopes to deliver hardware later this year, after it reworks the system to incorporate elements of the Sarnoff ghost canceling system. Philips estimates that 70% of U.S. cable operators pick ghosted signals off air for delivery in their systems. The Advanced Television Systems Committee plans to finalize a standard by mid-June. Philips also announced the buyout of fiber optics and laser manufacturer Orchard Communications (Wallingford, Conn.).

Exemplifying manufacturer efforts to develop compatible cable and consumer electronics equipment, **Pioneer's Cable Systems Division** (1) changed its name to Business Systems Division in anticipation of interactive multimedia forays into cable and broadcast TV, and (2) demonstrated the BA-6710C, 1 ghz, addressable set-top converter being used in Time Warner's 150-channel Queens, N.Y., video-on-demand market test.

Pioneer was among companies demonstrating random access, local ad storage and insertion systems at NCTA. **Channelmatic Inc.** showed its Adcart/D, designed to replace tape-based systems by storing digitized video and audio for analog playback. Others demonstrating ad insertion systems included **AdExpress**, which said its random access, analog laser disc

system can be implemented now and upgraded to any digital recording and playback standard in modular fashion. The system is ready now with computerized demographic targeting, scheduling, trafficking and telecast verification.

Consumer-friendlier and interactive interface dominated exhibit floor pitches on several counts.

Not far from **Zenith** demonstrations of on-screen features to be incorporated into the HT-2000 addressable decoder later this year, partner **Insight Telecast** demonstrated its on-screen-cursor, remote-control-based program selection technology (BROADCASTING, May 4).

In the interactive realm, Montreal-based **Videoway** demonstrated a multimedia system it says will offer two-way home shopping, banking, automation and personal computer interface by 1993. Videoway says its 200,000 subscribers in Canada and Europe spend 5.5 hours on video games, two hours on information services and four hours on interactive TV each week. In 1994-95, the addressable system is expected to go digital.

The high visibility of **IBM** and **AT&T** at NCTA prompted talk of cable-computer and cable-telco co-ventures in the offing, but **TCI** President John Malone said, "I don't know if a partner is what we're after," in discussions "with every company with a name in the computer industry. We're seeking to define what we need to do—what software to develop, what applications to push."

In any case, AT&T will supply equipment for the TCI-US West market test in Denver this summer (see "Top of the Week"). And **Digital Equipment Corp.** sold a refined version of the Wizard cable TV online subscriber billing system it purchased last year to Toledo-based Blade Communications.

—PDL

in compliance, he said.

The FCC's audit showed that at least 95% of the stations were complying with the new regulations that restrict total commercial time to 10½ minutes/hour on weekends and 12 minutes on weekdays. ■

## STOCKS AWAITING REREG ACTION, ANALYSTS SAY

By Harry A. Jessell

If legislation reregulating cable—even the tough Senate bill S. 12—were enacted this year, cable stocks would go up, according to two prominent securities analysts at the NCTA convention.

"One thing the stock market hates is uncertainty," said Barry Kaplan of Goldman, Sachs & Co. "We are at a point now where if any kind of bill is passed, the stocks might go up."

Cable stocks have underperformed since peaking in fall 1989 due, in part, to uncertainty from the "tortuous" legislative process that the industry has had to endure, Kaplan said. "Unfortunately, there is only about a 50-50 chance we are going to get the issue resolved this year."

Dennis Leibowitz, of Donaldson, Lufkin and Jenrette, concurred. Those convinced legislation would cripple the industry are in the position of "not being able to see the forest for the trees," he said. "The forest to us is what's going on on the technology side."

The cable executives on the panel made clear they were not about to buy into legislation like S. 12, regardless of its immediate impact on stock prices.

Cable will not "embrace a bill at any cost," said Julian Brodsky, vice chairman, Comcast Corp., adding that the industry is unified in that position.

"The bill is a bad bill," said Bernard Gallagher, president and CEO, Century Communications. "It's a special-interest Christmas tree."

"We will certainly do our best to convince Congress and the President [not to enact legislation that stunts] the development of the telecommunications network of the next century and ties not only our hands, but our feet, together," Gallagher said. "Wall Street will have to recognize there might not be certainty this year." ■

## ODD COUPLE EYES SHARED CONDO

FCC Chairman Alfred Sikes sees no regulatory or legal barriers to proposed joint ventures between cable operators and telephone companies to build advanced telecommunications networks.

Responding to a question from Tele-Communications Inc. President John Malone at an NCTA breakfast session, Sikes said such joint ventures in which cable operators and telcos share co-owned facilities on a "condominium" basis are probably within the rules.

"As long as the telephone companies stay out of programming and the cable operators stay out of the telephone business, which is prohibited in most states," Sikes later told reporters, "I don't think there are any laws that would impinge those strategic partnerships."

Malone's question is not academic. He told reporters that TCI and other large cable operators have been exploring the condominium-style joint ventures with telcos. "You can do it together a lot cheaper than you can do it separately," he said. "Why have a war; why not work together?"

Malone said he foresees "three-way deals" with telcos. Cable operators would use a portion of the network to deliver entertainment; telcos would use a portion for switched public telephone services, and together they would use a portion for advanced switched broadband services.

Sikes said there is market precedent for such condominium ventures. The nation's long-distance telephone companies compete against each other, he said, yet they have built and now share trans-Atlantic telecommunications cable.

"Over the long haul—my preference would be the short range—[telcos and cable] need to be comfortable competing with each other or sharing facilities in a condominium approach," he said. ■

—HAJ,RMS

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# Business

## AUTOS ARE DRIVING TV'S SPOT MARKET

*Airlines, long-distance telephone, restaurants and political spending have also helped boost overall station advertising revenue in first quarter at both national and local levels*

By Geoffrey Foisie

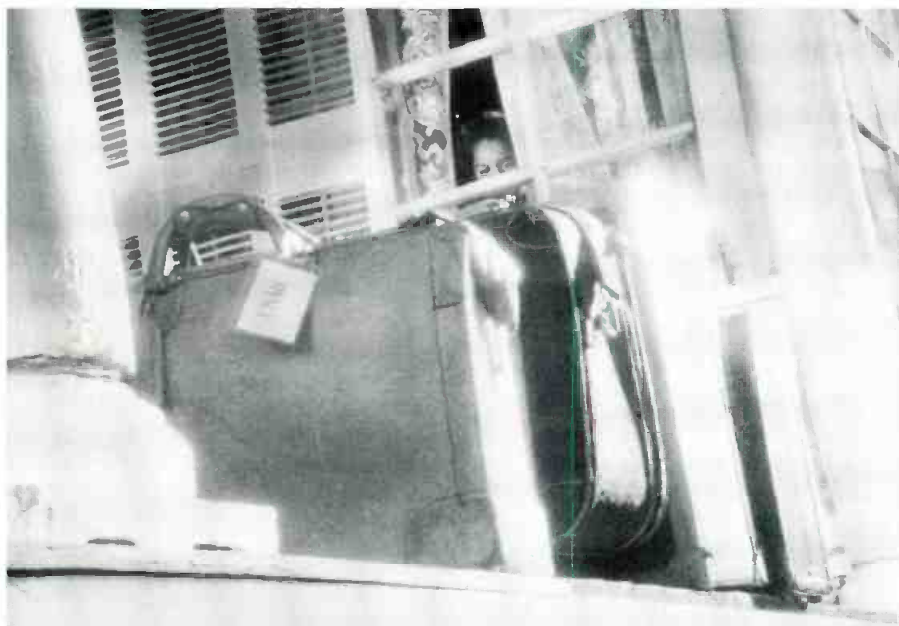
**A** rebound in automobile spending has increased spot TV advertising throughout much of the country, tightening inventory at least in early and late news. Other advertisers have boosted spending as well, although many food and packaged goods products continue to be down.

In the first quarter, total national spot spending was up 4.1%, or \$47 million, estimates Arbitron's MediaWatch. National spot automotive spending was estimated to have gained 12%, or \$32 million. Within that segment, ads for auto leasing programs, such as those for Acura, Honda, Mitsubishi, Nissan and Oldsmobile, more than doubled from 1991's first quarter. A variety of domestic nameplates boosted combined spending by 46%, or \$12 million.

A similar story appears at the local level, up 5.3%, or \$56 million, according to MediaWatch. First-quarter spot advertising revenue from auto and truck dealers jumped 31%, or \$16 million.

Other categories (classified by Arbitron as national) that boosted spending included long-distance telephone services, which almost tripled their first-quarter budgets; games, toys and hobbycraft, up 40%; audio and video recording, up 40%, and airline passenger travel, up 38%. Not surprisingly, political spending, both national and local, jumped sharply (see box).

Other advertisers (classified as local) that boosted first-quarter spending included restaurants and drive-ins, up 12%, or \$23 million; department stores, up 28%, or \$7 million, and



*Airline ad campaigns, such as this USAir spot created by McCann-Erickson, helped lift estimated first-quarter spending in the category by 38%, to \$31 million*

### CANDIDATES BIG SPENDERS IN BOSTON

**B**oston was the big winner from presidential campaign advertising in the first quarter, according to BROADCASTING's analysis of national spot spending estimates by Arbitron's MediaWatch.

In the first three months of the year, that market's stations are estimated to have taken in just over 40%, or \$2.8 million, of the total of \$6.4 million spent by the presidential candidates. Only \$2,000 in national spending was recorded in the first quarter of 1991.

Bill Clinton led all candidates with \$1.6 million in spot TV spending, estimated MediaWatch; Pat Buchanan was next at \$1.5 million, followed by Paul Tsongas at \$1.1 million, Robert Kerrey at \$817,000, President Bush at \$482,000, Tom Harkin at \$396,000 and Jerry Brown at \$340,000.

Other markets with a larger-than-average total of political ad dollars included Denver, Detroit, Atlanta, Chicago and Miami. MediaWatch also recorded \$8.9 million in unspecified local political advertisements—compared with \$3.4 million in 1991's first quarter. Of that, \$2.7 million was estimated to have been spent in Chicago; \$912,000 in Boston, and \$647,000 in Milwaukee.

-6F

discount department stores, up 24%, or \$3 million.

Robert Mitchell, senior vice president, Lintas, says some people are buying now in the hopes of avoiding the marketing blitz during the Summer Olympics. Also, he adds, "Some of the economic indicators are up, and I think a lot of marketers are trying, if not to lead the rebound, at least not to miss it."

If there is a weakness in ad spending it is most noticeable among food and packaged goods companies. MediaWatch estimated that soft drink advertising using spot TV was off 17%; advertising for coffee, tea, cocoa and milk additives plummeted 64%, and household paper products dropped almost 50%. Spot spending on heavy-duty detergents was down 40%, and

the local category of food stores and supermarkets declined 7%.

Peter Ryan, president of TV rep firm Harrington, Righter and Parsons, said major corporate accounts such as those from Procter & Gamble, Kraft and General Foods showed no major increases. He declined to attribute the pattern to anything other than "individual decisions."

Spot television's fortunes continue to vary by region with the Southwest Central looking best while the West Coast is said to be currently weakest. Although results were against an unusually weak quarter in 1991, TVB President Ave Butensky said the industry's recession has bottomed out: "It may have been a scratch single to third, but that still shows up the same as a hard drive to right." ■

## Changing Hands

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

**KLOK(AM)-KBRG(FM) San Jose, Calif.** □ Sold by Bahia Radio Inc. to Metro Mix Inc. for \$11.25 million. **Seller** is headed by Daniel and James Villanueva, and is purchasing KPLS(AM) Orange, Calif. ("Changing Hands," May 4). **Buyer** is headed by Christopher Marks, and is wholly owned subsidiary of EXCL Communications Inc. KLOK has Spanish news format on 1170 khz with 50 kw day and 5 kw night. KBRG has AC, Spanish format on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. **Broker:** Blackburn & Co.

**WDKY-TV Danville (Lexington), Ky.** □ Sold by The Backe Group Inc. to Superior Communications Group Inc. for estimated price in excess of \$9.5 million. **Seller** is headed by John Backe, and has no other broadcast interests. **Buyer** is headed by Perry Sook, former president of Seaway Communications, which owned two TV's. WDKY-TV is Fox affiliate on channel 56 with 3,427 kw visual, 342 kw aural and antenna 1,150 feet above average terrain. **Broker:** The Ted Hepburn Company.

**KOQO(AM)-KQPW(FM) Clovis (Fresno), Calif.** □ Sold by GKC Broadcast-

### PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$602,000 □ 3  
FM's □ \$1,427,985 □ 7  
AM-FM's □ \$14,430,000 □ 5  
TV's □ \$9,500,000 □ 1  
Total □ \$25,959,985 □ 16

1992 to Date:

AM's □ \$33,316,938 □ 65  
FM's □ \$52,552,138 □ 86  
AM-FM's □ \$77,304,925 □ 48  
TV's □ \$261,590,620 □ 20  
Total □ \$424,764,621 □ 219

For 1991 total see Jan. 27, 1992 BROADCASTING.

ing Ltd. to Dwight Case for \$2.055 million. **Seller** is headed by Herbert S. Winokur Jr., and has no other broadcast interests. **Buyer**, Case, is chief financial officer and general partner of assignor, and has no other broadcast interests. KOQO has Spanish format on 790 khz with 5 kw day and 2.5 kw night. KQPW has Spanish format on

## CLOSED!

WINZ-AM/WZTA-FM, Miami, Florida and WWNZ-AM/WZTU-FM, Orlando, Florida from Guy Gannett Publishing Company to Paxson Broadcasting, Inc. for \$18,300,000.

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**KPRB(AM)-KSJJ(FM) Redmond, Ore.**

□ Sold by Redmond Broadcast Group Inc. to Stewart Broadcasting Inc. for \$710,000. Seller is headed by Donald L. McCoun, who heads Dolphin Communications, licensee of KUIK(AM) Hillsboro, Ore. Buyer is headed by Sande Stewart, president of Stewart-Tele Enterprises, TV show producer. KPRB is fulltimer with country format on 1240 khz with 1 kw. KSJJ has country format on 102.9 mhz with 100 kw and antenna 393 feet above average terrain. *Broker: William A. Exline Inc.*

**WMGL(FM) Ravenel (Charleston), S.C.**

□ CP sold by Millcom Inc. to Southwind Communications Inc. for \$400,000. Seller is headed by Don A. Monteith, and has no other broadcast interests. Buyer is headed by William E. Lucas, who has interests in WTMA(AM) Charleston, S.C. WMGL has AC format on 101.7 mhz with 1.32 kw and antenna 482 feet above average terrain. *Broker: William Earman.* Filed April 24.

**WIRE(FM) Lebanon, Ind.**

□ Sold between principals of Boone County Broadcasters Inc. for \$320,000. Seller is David C. Keister, selling his 85%. Keister owns 100% of licensees of WKBV(AM)-WFMG(FM) Richmond, Va.; WBAT(AM) Marion and WCJC(FM) Van Buren, both Indiana, and WRXZ(FM) LeRoy, Ill. He also has interests in

permittee of WVN(FM) Nashville. Buyer is John R. Dotas, who will own, with his wife, 50%. WIRE has C & W format on 100.9 mhz with 3 kw and antenna 300 feet.

**WLLK(FM) Somerset, Ky.** □ Sold by Kerry Rich and Joel Kennamer to Williams Communications Inc. for \$317,735, including assumption of debt. Sale is transfer from partnership to S Corporation. Terms: \$150,000 cash, balance assumption of debt. Kerry Rich has interests in WKXX(FM) Birmingham and WRAB(AM) Arab, both Alabama. Buyer is headed by Walt Williams, and has no other broadcast interests. WLLK has AC format on 102.3 mhz with 3 kw and antenna 328 feet.

**WTRR(AM) Sanford, Fla.** □ Sold by Metro Orlando Broadcasters Inc. to J&V Communications Co. for \$300,000. Seller is headed by W.A. Masi, and has no other broadcast interests. Buyer is headed by Jesus M. Torrado, and has no other broadcast interests. WTRR is fulltimer programed by American Radio Networks on 1400 khz with 1 kw. *Broker: Hadden & Assoc.*

**WWKO(AM) Cocoa, Fla.** □ Sold by Christian Radio Communications to Keith and Kit Walker, husband and wife, for \$267,000. Seller is headed by Regina Wooley, and has interests in WHOF(AM) Wildwood, Fla. WWKO has MOR format on 860 khz with 1

kw. *Broker: Hadden & Assoc.*

**KWEZ(FM) Trumann, Ark.** □ Sold by W-R-1 Enterprises to Eagle Communications Inc. for \$250,000 and assumption of bank debt. Seller is partnership between John J. and John W. Shields, father and son; they have interests in KSRB(AM) Hardy, Ark. Buyer is headed by John J. Shields and James R. Adkins, who have interests in licensees of KDRS(AM)-KLQZ(FM) Paragould, Ark. KWEZ has beautiful music format on 106.7 mhz with 6 kw and antenna 354 feet above average terrain.

**WCND(AM)-WCKP(FM) Shelbyville, Ky.** □ Sold by WCND Inc. to Shelby County Broadcasting Inc. for \$250,000. Terms: 187,500 cash, \$12,500 escrow deposit and \$50,000 noninterest-bearing note. Seller is headed by J.B. Crawley, who has interests in WLBN(AM)-WLSK(FM) Lebanon and WMSK-AM-FM Morganfield, both Kentucky. Buyer is headed by R. Lee Hagan, who, with treasurer Gene W. Edwards, has 60% and 40% interest, respectively, in licensee of WPA-D(AM)-WDDJ(FM) Paducah, Ky. WCND has country format on 940 khz with 250 w day. WCKP has country format on 101.3 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Henson Media Inc.*

*For other proposed and approved sales see "For the Record," page 53.*

## **CBS: PUTTING ON THE RITZ...CRACKERS**

*TV network continues fall prime time promotions with new partner Nabisco*

**By Geoffrey Foisie**

**T**he CBS television network announced last week a major cross-promotion effort with the crackers and cookies division of Nabisco foods group. Taking place during September, the promotion will include on-air promotion, magazine advertising, free-standing inserts in Sunday newspapers, a "watch, match and win" game, a special "fall preview" publication and in-store displays at the roughly 120,000 stores where Nabisco products are sold.

The promotion campaign bears similarities to the CBS/K-Mart promotion of the last three years. George

Schweitzer, CBS/Broadcast Group, senior vice president, marketing and communications, said those campaigns helped the network increase first-week audience sampling by 28% in 1989; helped it win the first week in 1990, and helped it win the first two weeks in 1991. CBS's baseball play-off schedule did not begin until four weeks into last year's broadcast season.

As first reported in BROADCASTING (April 13), K-Mart has reduced its involvement in the CBS prime-time promotion but will still carry signage and displays promoting it in all stores.

It does not appear that the promotion, to be called "America's Favor-

ites," would lead to an increase in Nabisco's overall TV spending. Nabisco's cracker and cookie products had slashed their network TV spending almost in half in 1991, according to estimates by Arbitron's MediaWatch, from \$71.4 million in 1990 to \$39.4 million in 1991. Barbara Thomas, senior vice president, marketing, for Nabisco, said the company had yet to make an upfront commitment to buy time on CBS, and said she expected overall TV spending by the company to be "about where we were" in 1991.

Schweitzer said affiliates will be informed in upcoming weeks of ways to participate in the promotion. ■



# Washington

## TELCOS WAIT IN WINGS FOR REREG DEFEAT

*RBOC's see cable crossownership as likely provision in any subsequent legislation*

By Randy Sukow

Telephone companies are patiently watching and waiting while broadcasters, cable operators and consumer groups battle over the 1992 cable television reregulation bill (S. 12/H.R. 4850). No group would be happier than the telcos if the cable bill fails.

Few in Washington are bold enough to predict failure for the cable reregulation bill, but with the few days left on this year's short legislative calendar dwindling, many will speculate on the provisions likely to appear in a 1993 bill, and telephone-industry entry into the cable business, they say, may be the centerpiece.

Some have even suggested that telco lobbyists are silently doing what they can to stop the cable bill this year to increase the chances for a cable-telco crossownership provision next year.

"I think that's a fair assumption. Telco entry will come up next year if this bill does not go through or it will come up soon—as soon as people realize that this rereg approach didn't solve any of the problems," says Ron Stowe, vice president, Washington operations, Pacific Telesis, who regularly speaks for all seven regional Bell operating companies on matters concerning telco entry into video and other information services.

RBOC representatives deny having any current involvement in the cable issue, and Hill staffers confirm they have had no cable-related telco contacts in the weeks since the RBOC chief executive officers decided not to seek a telco-entry provision in the House Telecommunications Subcommittee markup of H.R. 4850 (BROADCASTING, March 2).

An anti-cable-bill strategy was under discussion by the RBOC's early this year, says Ward White, vice president, government and public affairs, United States Telephone Association, but was rejected out of fear that telco intervention in the bill "would blow up in our faces."

But when asked, the telcos make no secret of their dislike for the cable bill on philosophical grounds and of their

hopes that it will not pass. "There have been different rationales for the regulation of cable in the past. Generally, when it has been tried, whether rate regulation or programing regulation, it hasn't worked very well and the justification for it has been gradually lost," says former House Telecommunications member Tom Tauke (R-Iowa), who is currently vice president, government affairs, NYNEX Corp.

Regulatory approaches are "the old politics. The old regulatory scheme in which you carve out a little fiefdom for yourself and protect yourself against all newcomers," says Stowe. "Technology is moving beyond that now. Cable companies are getting more and more able to provide telephone service, and we're getting more and more able to provide video."

But Tauke and Stowe say no action on their part is needed to stop this year's legislation, which still faces an Energy and Commerce Committee markup, a possible referral battle with the Judiciary Committee, House debate, House and Senate conference and conference-report votes, all to be completed before the scheduled Oct. 2 adjournment. "Every week that passes suggests that it's going to be tougher to get it through the process," Tauke says. "I think there will undoubtedly be a veto, and just making it to the conference is going to be tough.... I give less than 50-50 odds that it will make it to the President's desk."

Congressional staffers contacted last week were in partial agreement with the telco assessment. "I think the cable bill will pass, and I think we will address telco entry next year. I think both will happen," a Senate Republican aide says. "I think the telcos are making progress every

### SHARP INDICTED ON SODOMY CHARGES

Former FCC Commissioner Stephen Sharp was indicted last Monday (May 4) and subsequently arrested on five charges of oral sodomy on three boys and a sixth charge of aggravated sexual battery. He was released on \$7,500 bail. Sharp was an FCC commissioner from 1982 to 1983 and also served as the commission's general counsel in 1981-82. He started at the commission in 1972 and left in 1983. Sharp is currently a lawyer with the Washington firm of Patton Boggs & Blow.



Sharp at the 1983 INTV convention

year with their arguments.”

Powerful Senate Democrats, including Commerce Committee Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) are said to be undecided on how to act on telco entry next year, but may decide to turn to it if frustrated in their attempts to use regulatory methods to introduce competition for the cable industry.

The House “will take a very, very

strong and quick look at telco,” says a House Democratic aide. “A telco bill would probably be one of the first orders of business in the new Congress if a bill were to not pass this year. I think the telcos are primed and ready to do it.”

Tauke says the telephone industry would like to open a dialog with broadcasters over the next six to 12 months to discuss possible alliances should telcos win cable crossowner-

ship. As for broadcasters’ attempts to establish a second revenue stream through the retransmission-consent provision, Tauke says, “broadcasters have a point. If they are going to be carried over a cable system they ought to receive compensation for that programming. I think from the perspective of NYNEX, and I think this would be generally true of the telephone industry, we understand broadcasters’ interest in retransmission consent.” ■

## TV MARTI HAS BIG IMPACT AT HOME, NOT ABROAD

*Clear channel AM's and Florida broadcasters hurt by interference from Cuban broadcasts in reaction to increased TV Marti broadcasts*

By Joe Flint

**C**lear channel and Florida AM stations were again caught in the crossfire of the battle between Voice of America’s TV Marti—a U.S. government-backed programming service—and Cuba’s Radio Havana AM service.

The most recent incident in which U.S. broadcasters suffered interference because of TV Marti’s ongoing struggle to penetrate Cuban audiences took place last month when TV Marti tried to launch broadcasts on Cuba’s spectrum during the daytime—when Cuba’s channel 13 runs a test pattern.

Cuba’s reaction was to have Radio Havana, the country’s medium-wave radio service on 830 and 1100 khz, respond with AM English broadcasts to the U.S. The two transmitters, prior to April 14, had been inactive. Radio Havana’s broadcast opened with: “Cuba says it will respond firmly to the escalation of radio and electronic warfare unleashed by the United States against its territory.”

That firm response was felt in the private sector. Stations as far north as Cleveland suffered interference. In all, at least six stations and probably more throughout Florida are said to have been interfered with.

The response of the affected stations, as usual, was to complain to the FCC, which responded by sending telexes to Cuba’s director of radio frequencies asking that the broadcasts be stopped. Copies were sent to the International Frequency Registration Board (IFRB). Copies were not sent to the VOA, whose daytime attempts at TV Marti broadcasts, Cuba said, were

considered by the IFRB to be a violation of Cuban electronic air space.

For the clear channel stations, this is nothing new. “It definitely causes us problems,” said Dave Szucs, chief engineer, WWWE(AM) Cleveland, adding that he’s heard it and “they are strong.” Roger Turner, WWWE general manager, said there was a period of a week to 10 days when there were complaints of interference.

While interference from Cuban broadcasts is an occasional problem for clear channel stations, for Florida broadcasters it has become almost a daily event. Gary Lewis, president, WYFX(AM) Boynton Beach, said the problem—always present—seems to have gotten worse with the TV Marti situation. “An FCC audit showed [in Cuba] a 300,000 w transmitter at 1040 khz and another one at 1160 khz used at

varying power levels on a daily basis.” Power, he added, is increased during “any holiday or any Castro speech.”

The station, and others in Florida, get complaints not only from listeners, but from advertisers who fear their spots are not being heard. Jim Johnson, an engineering consultant, said the U.S. government has told him it’s an international problem that will be dealt with, but the problem “never does” get dealt with. Said Johnson of the Cuban transmitters: “Once they crank up that big gun, you go away.”

VOA stopped the TV Marti daytime broadcasts after one day, but the interference problem remains. VOA spokesman Joe O’Connell said the agency is “considering what we will do next.” He added that the agency did not hear from the FCC or any broadcasters about the interference. ■

### NAB ASKS FCC TO STUDY CANADIAN RADIO POLICY

**T**he FCC should look at the radio market policy adopted by the Canadian Radio-Television and Telecommunications Commission (CRTC) when contemplating how to help FM stations here, the National Association of Broadcasters says.

In the NAB’s reply to comments on its request for a temporary suspension of new commercial FM allotment and application processing, the association included a Dec. 17, 1990, CRTC radio market policy paper. In that notice the CRTC proposed something similar to the NAB’s proposals regarding new application criteria.

The CRTC took things further, however, by laying out economic criteria that a market must meet before a new station can be approved. One proposal included forming a set of criteria that could be used by the CRTC to “give indications at an early stage of the capacity of markets to support additional commercial radio stations.” The basic criterion was that the introduction of another AM or FM station must not affect the ability of existing stations to “discharge their programming responsibilities.” While commenters argued the criterion was too restrictive, the CRTC said it is “likely to be a more efficient means than unlimited competition to foster a continued, varied and comprehensive service.” ■

# Date Book

■ Indicates new listing or changed item

## THIS WEEK

**May 11-12**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Los Angeles. Information: Brenda Sammons, (703) 691-8875.

■ **May 12**—Local advertising sales presentation sponsored by *Lifetime Television Network*. Boston. Information: AnnMarie Lachina, (718) 482-4264.

**May 12**—"Cable Television: The Evolving Environment," one-day seminar sponsored by *IBC Technical Services Ltd., technology division*. The Portland Inter-Continental Hotel, London. Information: Alison Walters or Tania Starley, 071-637-4383.

**May 12-13**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Kansas City, Mo. Information: Brenda Sammons, (703) 691-8875.

■ **May 13**—"Bernard Shaw and the News," part of the Mark Goodson Seminar Series sponsored by *Museum of Television and Radio*. Museum, New York. Information: (212) 621-6600.

**May 13**—Broadcaster of the Year luncheon sponsored by *International Radio and Television Society*. Recipient: Lorne Michaels, executive producer of Saturday Night Live. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

**May 13**—"Understanding Fiber-Optic Transmission

Systems," meeting sponsored by *Society of Broadcast Engineers, chapter 15 New York area*. Speaker: Pat Gallagher, ADC. Times Auditorium, New York Times Building, New York. Information: David Bialik, (212) 594-1380.

**May 13**—"American Women in Radio and Television, Washington chapter, Esther Van Wagoner Tufty award luncheon. Sheraton Washington, Washington. Information: (202) 632-0935.

■ **May 14**—"An Evening with Betty White," seminar sponsored by *Museum of Television and Radio*. Museum, New York. Information: (212) 621-6600.

**May 14**—"National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Helen Boehm, vice president, Fox Children's Network, Inc. Copacabana, New York. Information: (212) 768-7050.

**May 14**—An evening with Bud Greenspan sponsored by *International Radio and Television Society*. Time-Life Building, New York. Information: (212) 867-6650.

**May 14-15**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Kansas City, Mo. Information: Brenda Sammons, (703) 691-8875.

**May 14-15**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Phoenix, Ariz. Information: Brenda Sammons, (703) 691-8875.

**May 15**—Deadline for entries for *National Association of Broadcasters Service to Children television*

awards honoring locally produced children's programming. Information: Debra Lewis, NAB, (202) 429-5368.

**May 15**—Deadline for entries in "Life in America" television awards, "saluting exceptional achievements in adult values-oriented television programs," sponsored by *Bonneville International Corp. and National Association of Broadcasters*. Information: Debra Lewis, NAB, (202) 429-5368.

**May 16**—Conference for Los Angeles radio producers, funded by *Cultural Affairs Department of City of Los Angeles* and support from *ARTS Inc. through Los Angeles Arts Loan Fund*, and sponsored by *RadioWest*. Hollywood Roosevelt Hotel, Los Angeles. Information: (213) 281-6012.

■ **May 16-18**—Hometown USA Video Festival final judging sponsored by *National Federation of Local Cable Programmers*. Fairfax, Va. Information: Randy VanDalsen, (916) 441-6277.

## ALSO IN MAY

■ **May 19**—Local advertising sales presentation sponsored by *Arts and Entertainment Television Network*. Philadelphia. Information: Genevieve Fablus, (212) 210-9129.

**May 19**—"Women in Sports Media," luncheon sponsored by *American Women in Radio and Television, New York City chapter*. Intercontinental Hotel, New York. Information: Linda Pellegrini,

## MAJOR MEETINGS

**May 27-30**—*American Women in Radio and Television* 41st annual convention. Phoenix. Information: (202) 429-5102

**May 28-30**—*CBS-TV* affiliates meeting. Waldorf-Astoria, New York. Information: (212) 975-8908.

**June 2-4**—*ABC-TV* affiliates meeting. Century Plaza, Los Angeles. Information: (212) 456-7777.

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

■ **June 12-13**—Ninth annual *BROADCASTING-Tai-shoff Foundation* seminar sponsored by *Society of Professional Journalists* and the *Sigma Delta Chi Foundation*. Richmond, Va. Information: (317) 653-3333.

**June 12-16**—*American Advertising Federation* national advertising conference. Portland, Ore. Information: (202) 898-0089.

**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 22-23**—*Fox-TV* affiliates meeting. Los Angeles. Information: (213) 203-3036.

**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. Informa-

tion: (202) 863-8000.

**Aug. 6-8**—*Satellite Broadcasting and Communications Association* summer trade show. Baltimore Convention Center, 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. 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.

■ **Oct. 21**—*BROADCASTING* magazine and *Federal Communications Bar Association* "Broadcasting/Cable Interface" and "Hall of Fame" dinner and

ceremony. Omni Shoreham Hotel, Washington. Information: (in New York) Joan Miller, (212) 340-9866; (in Washington) Pat Vance, (202) 659-2340.

**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. 14-16, 1993**—*Satellite Broadcasting and Communications Association* winter trade show. San Diego. Information: (703) 549-6990.

**Jan. 24-30, 1993**—*NATPE International/Association of Independent Television Stations* 30th annual convention. San Francisco Convention Center, San Francisco. Information: (213) 282-8801.

**Feb. 5-6, 1993**—*Society of Motion Picture and Television Engineers* 27th annual Advanced Television and Electronic Imaging conference. Sheraton Hotel and Towers, New York. Information: (914) 761-1100.

■ **Feb. 24-26, 1993**—*Texas Cable Show* sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Information: (512) 474-2082.

(212) 572-5234.

■ **May 19**—*Southern California Cable Association* fifth annual cable feud for non-management personnel of southern California cable systems. Airport Marina Hotel, Los Angeles. Information: Kathie Delkos. (310) 398-2553.

■ **May 20**—*Women in Cable, mid-south chapter*, golf tournament. Nashboro Village Golf Course, Nashville. Information: Kathy Taylor. (615) 244-7462.

■ **May 20**—*Electronic Industries Association* fourth annual five-year forecast conference of Federal Information Systems Needs. Keynote speaker: Senator Al Gore (D-Tenn.). J.W. Marriott Hotel, Washington. Information: Mary Lamb. (202) 457-4943.

■ **May 20**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Raymond E. Joslin, vice president, Hearst Corporation. Copacabana, New York. Information: (212) 768-7050.

■ **May 21**—"Peter Arnett: Reporting on the World,"

## ERRATA

Report in the May 4 BROADCASTING on the winter Arbitron ratings incorrectly identified the format of KRX(FM) Dallas-Fort Worth as urban, rather than adult contemporary.

seminar sponsored by *Museum of Television and Radio*. Museum, New York. Information: (212) 621-6600.

■ **May 21**—Local advertising sales presentation sponsored by *Arts and Entertainment Television Network*. North Carolina. Information: Genevieve Fablus. (212) 210-9129.

■ **May 21**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in breakfast. Speaker: Marcie L. Setlow, president, Setlow

Media Inc. Copacabana, New York. Information: (212) 768-7050.

■ **May 21**—*Federal Communications Bar Association* luncheon. Speaker: Brit Hume, ABC White House correspondent. Washington Marriott, Washington. Information: Mary Blasinsky. (202) 833-2684.

■ **May 21**—*Radio-Television News Directors Association, region 13* luncheon featuring regional winners of the Edward R. Murrow competition. National Press Club, Washington. Information: (202) 467-5200.

■ **May 21**—Radio Day 1992 sponsored by *Advertising Club of Metropolitan Washington*. Washington Hilton, Washington. Information: (301) 907-3307.

■ **May 31**—Deadline for entries in 1992 Crystal Radio Awards sponsored by *National Association of Broadcasters Radio Department*. Information: William Peak. (202) 429-5422.

■ **May 31-June 3**—35th annual *Canadian Cable Television Association* convention and cablexpo. Vancouver. Information: (613) 232-2631.

# Open Mike

## LACK OF RESPECT

EDITOR: In an April 6 "Open Mike," Charles T. Jones laments the lack of professional courtesy in broadcasting. His legitimate complaint is merely one symptom of a sick industry. After more than 40 years in radio, I am saddened by the sorry condition of the business. I know too many good broadcasters, some with decades of service, who are out of work. Radio, once proud of its service to the public, is now busy servicing debt.

Since the Fowler FCC allowed radio to become a commodity to be bought and sold like pork bellies, and since the regulators seemingly want an FM station on every other street corner, radio is ill-equipped to deal with competition and declining advertising budgets. The ad agencies have radio trapped in their cost-per-point buying trap and are insatiable in their demands for "value added" promotions. Is there any other industry that allows its customers to set the price of its product?

As we decimate our staffs and reduce news and other services to the public in a struggle to survive, what about the future? How do we go about attracting quality young people to uncertain and unrewarding careers in radio? How do we maintain any respect for the industry? When a brokerage firm distributes invitations con-

taining a \$1 gambling chip redeemable for a door prize, shot of tequila or an AM daytimer, isn't it obvious Rodney Dangerfield isn't the only one with a respect problem?—*Harry R. Shriver, president, The Baltimore Radio Show Inc., Towson, Md.*

## TOUGH ON THE LITTLE GUYS

EDITOR: I am writing this letter in disapproval of the recent FCC ruling regarding multiple ownership of broadcast properties in the same market. Although I support continued acquisitions by major companies, I do not feel they should own an entire market, and this is just what the new law permits. I am a 35-year-old owner/operator of a small radio station licensed to Susquehanna, Pa., a community of about 1,900 in a very rural county of 40,000. In order for us to survive we must compete with a nearby city (Binghamton, N.Y.) and its 11 radio stations (three of which are class B's!). WKGB-FM signed on the air in February 1989, and in a little less than three years we have accomplished what many people felt a "drop-in" station could never do—grab optimum ratings in the market (number one, men 18-plus; number one, adults 18-34; number three, 12-plus, according to Birch). We did it all with a 6,000 w class A signal and our own marketing, programming and positioning philosophies.

My personal goal is to someday become a group owner, but I guess I was born too late; I should have been born in the 1940's so that by now I would have a group. I am happy that our little company was done right. We looked for an area that needed a radio station, found it, got some financial backing, applied for it, did not use a high-leverage transaction but worked slowly to build up to a level where we could cost effectively win, along with supplying our city of license with much needed public service (we were nominated for an NAB Crystal Award last year). I am frightened by this new ruling (I feel a little like Preston Tucker right now) because it may not give young entrepreneurs with more ideas and dreams than dollars the wherewithal to compete with major operators or even become major operators someday. Am I wrong? Are not these ideas and philosophies consistent with what the FCC wanted from the beginning, especially with Docket 80-90 diversity of ownership?

Yes, I admire all the great media companies. I continue to look up to them for insight in continuing my quest for excellence in broadcasting. With a winning attitude, radio can stay alive and prosper, and many small-market owners already know this.

I feel the new ruling was not well thought out, and people who support it really support major companies eat-

ing up all the advantages of small-market radio. Small-market radio as well as owner/operators can make it in today's economic climate only if they strive to be the best and have the knowledge to do it. The new ruling just stops dreams in their tracks.—*Ben Smith, general manager/president WKGB-FM Susquehanna, Pa.-Binghamton, N.Y.*

### CONCENTRATION PROBLEM

EDITOR: In your April 20 editorial ("The Sky Isn't Falling!") you say: "...the [radio] rule changes are no more likely to lead to a radical centralizing of radio power or a diminution of localism than did the radio-television cap increase from 7-7-7 to 12-12-12."

Of course not. And so long as you continue to talk only about deregulation that permits increased ownership throughout the United States, you're on safe ground. Localism and diversity aren't especially imperiled by allowing individual companies to own 42 or 30 or even 50 radio stations. It's only when that ownership is allowed to concentrate in individual markets that localism and diversity are endangered. Yet, this is the second editorial in which you speak only of the anticipated result of permitting group owners to operate in a larger number of markets—the second editorial in which you curiously omit comment on what happens when financial giants gain concentrated power in individual markets.

Stop giving the 7-7-7 or 30-30 as examples and take a good long look at the inevitable result of a little old 2-2 in an individual market. Give some thought to what would happen, for example, in a market like San Jose, Calif., if one company were to acquire (through in-market purchases) a 25% share of listeners. Consider what would happen to the other stations. Consider what would happen to the causes of localism and diversity if, as the commission seems to desire, the acquisitions were made by a powerful national chain.

So long as you continue to concentrate on the 30-30 aspect of the commission's intended rulings, you'll continue to demolish your straw man. But you'll also continue to miss the whole point of this problem.—*Robert S. Kieve, president, Empire Broadcasting Corp., San Jose, Calif.*



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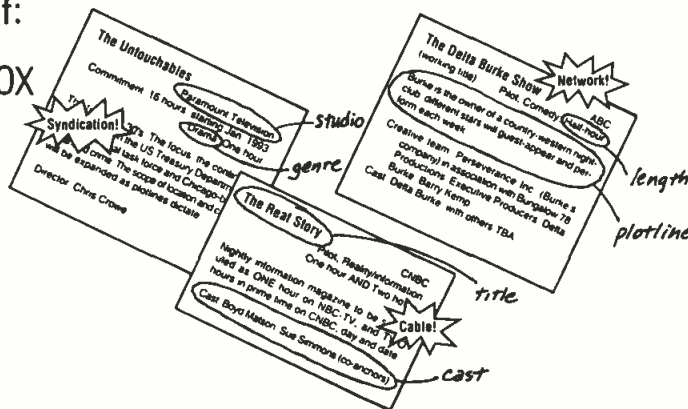
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# Classifieds

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

## RADIO

### HELP WANTED MANAGEMENT

**Wanted general manager:** WWGS/WSGY Tifton/Albany GA. If you have what it takes, I've got \$50,000 base plus bonus and perks for you. Call Mike Levine 915-570-8833. EOE.

**Mid-Atlantic FM** needs a general manager who trains, leads and sells on the street everyday. Near a major market, but it's a small-market, retail-driven station. Not a ratings pitch. Not for everybody—but if you can make sure the logs and bills get done, the PD runs promotions right—sell a ton of orders yourself, and make a profit—let's talk. Write Box L-37. EOE.

**Loyalty, dedication, detail,** organization, teacher, professional, salesperson (CRM), competitive, these are some of the qualities I look for in a management person. We have a management opportunity and the challenges in a very sound and growing economic area. Integration of ownership/management possible. Replies strictly confidential. Reply to Box C-1. EOE.

**Sales manager:** WBUX-AM, Doylestown, Penna. (suburban Phila. market) seeking aggressive sales manager to double billing in 1992. New ownership w/ support of nationally-known consultant. New "90's" format. Upscale with lots of business and 1/2 million population! Send resume to: M.M. Wesley, President, Network Broadcasting Corp., PO Box 689, Newtown, PA 18940. EOE.

**Key person, coordinator/assistant mngr.** for commercial/inspirational non-profit religious stations. V. Baker, Box 889, Blacksburg, VA 24063. 703-552-4252. EOE.

**You're tired of metro madness** and want to do good radio where you make a difference. We need small market radio station general manager/sales manager to work closely with on-site active CEO who has other interests. Best of both worlds: Aggressive, progressive, professional broadcasters who enjoy rural village lifestyle. Our goal: To become the West's best station; profits, service. Must be proven street fighter, sales leader, community and bottom line oriented. Salary negotiable, incentives, including specific future sweat equity possible. Resume to President, KMER, Box 432, Kemmerer, WY 83101. 307-877-4422. EOE.

**General sales manager:** WKPE AM & FM Cape Cod's only CHR radio stations. We're looking for a high energy person to train, manage and lead by example. Prior radio sales management experience necessary. If you have the track record send resume to Peter S. Crawford, Executive V.P. & Group Manager, Roth Communications, 3 Woodland Road, Suite 412, Stoneham, MA 02180. EOE.

**General manager/GSM position:** Start-up. Adult target. Central California. Top 75 market. Top notch sales person only. EOE. Reply to Box C-31.

### HELP WANTED SALES

**Radio advertising salesmanager:** South central Iowa AM/FM radio station, part of a 5 property company is now looking to hire a selling salesmanager. Previous successful salesmanager earned \$40,000 plus and has been promoted to general manager. What can you do? Only persons with proven track record in radio sales need apply. Call 515-842-3161 ask for Jim. Immediate opening. EOE.

**Account executives** for three Florida FM radio stations in Gainesville, Fort Myers and Daytona Beach. Send resume and salary history to Heritage Broadcast Group, PO Box 5069, Gainesville, FL 32602. EOE.

**Mass appeal financial features:** Professionals to acquire prime sponsors and negotiate clearances. Full/part time. No relocation. Compensation by performance. Contact Box 23, New York, NY 10163-0023. EOE.

**Radio station managers:** Are you tired of the headaches of running a radio station? Join us and sell our products to radio stations and large companies. Weekends free of hassle! Travel the state and receive excellent commission! You need radio station management experience and the desire to earn a high income. Send your resume to: International Broadcast Services Inc., 167B Belle Forest Circle, Nashville, TN 37221. EOE. Fax: 615-646-3628. No phone calls, please.

**Sales leadership for Christian network.** New digital music network seeks proven performer. Strong track record with some national sales experience. Must be able to plan, motivate and sell. Familiarity with evangelical business community essential. Good compensation and benefits with excellent growth incentives. Call M. Miller, Morningstar Radio Network, 713-871-8485. EOE.

**Florida suburban small market station** looking for salespeople to develop new business. Relaxed lifestyle. Management possibilities. Closers only! Call 813-782-1418. EOE

### HELP WANTED ANNOUNCERS

**Skyview Traffic Watch** is looking for experienced broadcasters for airborne and ground traffic reporting in great SW markets. Send tape and resume to: 14605 North Airport Drive, Suite 200, Scottsdale, AZ 85260. EOE.

### HELP WANTED TECHNICAL

**Chief engineer needed** for Class C FM WUSY, US-101, Chattanooga, Tennessee. Applicant must have 5 years experience with R.F. Studio, computers. Must understand FCC rules and be a team player. Send resume, references and salary requirements to: Sammy George, WUSY FM, PO Box 8799, Chattanooga, TN 37411. Fax 615-899-7224. No phone calls please. WUSY and Colonial Broadcasting is an equal opportunity employer.

**Immediate opening** with a major communications company for a seasoned chief engineer in desirable Western market. The successful candidate will have held the position of "chief" or as a major market assistant. Demands a knowledge of high power AM/FM transmitters, directional antennas, and the ability to work with state-of-the-art broadcast equipment. Familiarity with current FCC rules and regulations. Must have FCC General Class license and SEB certification. If you meet the credentials, respond with resume and references ASAP, to Box C-12. EOE.

### HELP WANTED NEWS

**Full-time local news,** with sports/talk show potential. Scenic northern California. News/talk format. 35 year commitment to format. EOE. Send tape and resume to Hugo Papstein, General Manager, KINS Radio, 1101 Marsh Road, Eureka, CA 95501.

**WHBC award winning** computerized newsroom needs another aggressive self-starter reporter/anchor. Experience/college preferred. T&R to ND, Box 9917 Canton, OH 44711. EOE.

**Assistant editor/editor:** Full & part time. WTOP Newsradio 15 has two immediate openings for an assistant editor/editor. Applicants should have prior major market news experience. Candidates must have excellent written communications skills, be detail oriented, and well developed people skills. College degree desired, preferably in journalism, mass media, or English. No calls please. Send resumes and writing samples to: Pat Anastasi, Managing Editor, WTOP Newsradio 15, 3400 Idaho Avenue, NW, Washington, DC 20016. EOE. M/F.

**News anchor/reporter** needed for competitive medium market in Midwest. Two years on-air competitive experience. Aggressive regional AM/FM Country/Christian Contemporary music. Station operation follows Biblical principles. Send resume and tape: WCMR/WFRN, PO Box 307, Elkhart, IN 46515. EOE.

**Morning news anchor:** KINK FM 102. No. 1 rated adult morning radio show in Portland seeks news anchor/reporter. Brains, integrity and a great voice required. Should enjoy live interviews and banter with D.J. Five years newsroom experience in a comparable market a must. EOE. Send tape and resume to KINK FM 102, 1501 S.W. Jefferson, Portland, OR 97201. No phone calls, please.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Production/copy department director** with one year competitive experience. Must also have one year competitive on-air experience. Will coordinate and team with 8 air production staff. Aggressive regional AM/FM Country/Christian Contemporary music. Station operation follows Biblical principles. Send resume and tape: WCMR/WFRN, PO Box 307, Elkhart, IN 46515. EOE.

### SITUATIONS WANTED MANAGEMENT

**General/national sales manager,** currently employed-large market-major group-20 year-CRM/broadcaster, desires to bring proven sales track record, sales promotion, training and management skills to Southern or Caribbean market. Reply to Box L-17.

**Bottom line oriented GM** seeking managers position. 24 years experience in small, medium and large markets. Call Jack Inman - 919-642-8292.

**John Chanin:** Innovative, creative, bottom-line savvy. Experienced major market: Network, local AM, state, syndication, satellite distribution. Reply to Box C-4.

**Why would I leave** this top 15 GSM slot with Miller Kaplan leader for a smaller market? To raise my family in a Mid-Atlantic or SE medium market; help make you rich, and live the good life. Reply to Box C-15.

**Absolutely the best:** Called "one of the top ten medium/small market broadcasters in the country." GM, group exec, consult or short term fix. Always top ratings/revenues in 6 to 12 months. Currently top 50-75 completing 8th successful turnaround or startup; station being sold. Worked Rockies, West, Southwest, Gulf. Consider all challenges. Call 214-994-7738.

**Bill James**, your next GM 15+ years radio management Can do all! Sales/programming/management Cost-efficient — great track record. 804-232-5197

**Sales manager**, 19 years radio sales experience in small and medium markets 7 in management Recruiting skills, sales training, motivator, goal oriented, reliable Lets match my qualifications with your needs Reply to Box C-13.

**GM. 25 years**, 10 with last group Solid background includes managing top 5 to medium markets Excellent sales, programming, administrative background. Available now Reply to Box E-54

**Ten years GM experience**. Bottom line oriented, take charge manager Interested in North Carolina, Florida, or other eastern states, but all opportunities explored. Reply to Box C-14.

**Employed GSM**. Top 15 market Miller Kaplan leader looker for medium market SE, Mid-Atlantic home CRMC with solid references and results proven track record. If your market is a family oriented one and your property is underachieving, you must see this resume Reply to Box C-16

**General manager**, currently employed, medium market Over 10 years of proven success in sales, turnarounds, programming, budgets, and leadership Looking for equity-building opportunity in medium or large small-market. I've made a lot of money for other owners... would like my own "piece of the rock" I can make a winner of your station Reply to Box C-17

### SITUATIONS WANTED PERSONALITY/TALENT

**Radio personality**: Over 20 years experience in all areas of radio, looking for AM or PM drive...also interested in talk radio. Mad Hatter. 319-752-0394

### SITUATIONS WANTED NEWS

**Veteran news pro**: Network and local experience Management anchor, reporter looking for major market spot Call Mary 708-256-6337

**Veteran play-by-play & news** wants to relocate NW Dick Shilvock 605-348-1100 or Box 8205, Rapid City, SD 57709.

**News director** for major all-news, news-talk or full service Energetic veteran, leader, frugal National reputation Reply to Box C-18

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Let's make \$\$\$!** PD seeks to help you increase your audience and revenue Call Robert Marlowe Schweighauser today! 217-483-3960 An equal opportunity employee

**12 year New York metro veteran**, with experience in all phases — network, on-air, programming, management, production, syndication, marketing and promotions development, seeks related position with management possibilities in Northeast. AOR, Modern Rock, AC, News/Talk. 516-596-9180

### MISCELLANEOUS

**Want a job in radio news?** What does a news director look for? How can you stand out? Unique suggestions on cassette. Broadcast Horizons, PO Box 458, Tranquility, NJ 07879-0458 \$10 pp/NJ res 7% tax.

## TELEVISION

### HELP WANTED MANAGEMENT

**Local sales manager**: Successful small market indy seeks experienced management professional. Requires a teacher with creative selling skills and a hands-on approach Apply in confidence to Box C-5 EOE

**Assistant general manager** for PA public TV network Highly responsible executive/administrative position assisting the general manager in the operations of the network, representing the network to state government and the nonprofit and private sectors and planning and development responsibilities. Knowledge of broadcasting or public television program production, development, scheduling and operations is required. Bachelor's degree required, Master's preferred, in the field of Communications, Business Administration or Public Administration. 5 years experience in broadcasting or public television management and 2 years of government experience. Qualified persons should submit resume and salary history by June 11, 1992 to Steven J Schaeffer, PPTN, PO Box 397, Hershey, PA 17033 Competitive salary and benefits package. EOE

**Local sales manager**: Wanted local sales manager for West Coast ABC affiliate in a beautiful market Must be creative, strong and show excellent judgment Only the best! No phone calls, please. Send resume to General Sales Manager, KEYT-TV, PO Box 729, Santa Barbara, CA 93102. EOE

**Director of corporate video center**: A senior management position reporting to president/CEO of dynamic public broadcasting network is being sought to direct statewide telecommunications for-profit subsidiary In addition to revenue generation and development of a solid client base, the director is responsible for the application of new technologies and development of new business ventures. The qualified individual must demonstrate leadership, creativity, energy and vision Highly developed sales expertise, knowledge of new technologies and trends in broadcasting and a bottom-line approach are essential. Please send resume, references and salary history to Connecticut Public Broadcasting, Attention Heather Kelsey, POB 6240, Hartford, CT 06106-0240. EOE M/F.

### HELP WANTED SALES

**Local sales executive position open**. KLAX-TV is a small market ABC affiliate looking for high energy, hard working salespeople. We need aggressive sales reps who will fit in with our aggressive team Selling experience is a must Broadcast experience is desirable. We have the tools to make you successful If you're qualified, we need you to help us be more successful KLAX offers excellent benefits and an opportunity to make money We offer contests, bonuses, sales prizes, trips; anything you need to be a success and have fun doing it Our (5) person sales team is highly motivated and challenging. We are expanding. Radio sales reps and other media reps are encouraged to apply Send me your resume, references, samples of your successful sales presentations to: Keith Smith, KLAX-TV, PO Box 8818, Alexandria, LA 71306 EOE. No phone calls, please.

### HELP WANTED MARKETING

**Promotion director**: KLAS-TV, Las Vegas, CBS affiliate in the fastest growing market in the country, has an opening for a director of marketing. Applicant should have a minimum of two to three years experience as a promotion director with excellent editing, communications and creative skills. Send resume and non-returnable tape to: Dick Fraim, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. M/F/EOE.

### HELP WANTED TECHNICAL

**Assistant chief engineer**: 3 years broadcast maintenance to component level on UHF transmitter, Sony, Hitachi and Sharp equipment. Call Chief Engineer, KPEJ Fox 24, 915-337-2424. EOE

**Assistant chief engineer**: Burlington, VT. Applicant must have a minimum of five years of television maintenance experience. Sony 3/4" experience a plus. UHF and/or TCR knowledge helpful. Send resume to Director of Broadcast Operations, WVNY-TV, 100 Market Square, Burlington, VT 05401. WVNY-TV is an EOE.

**Supervisory, TV master control**: Need highly motivated, self starter to coordinate and oversee technical aspects of television engineering control room. Will act as liaison with U.S. Department of Defense military personnel for a nationwide, video-interactive network. Thorough knowledge of TV video, audio and computer equipment is necessary. Must be familiar with all aspects of C. Ku, V-SAT and compressed video systems. Requires FCC Radiotelephone license or SBE certification, two years college or technical training in electronics or related area and 3-4 years experience. Some travel required in connection with defense contract. Send letter, resume and three references no later than May 22 to Supv., Master Control Search, Educational Television Services, Telecommunications Center, Oklahoma State University, Stillwater, OK 74078. Screening of applications will begin immediately. EOE.

**Assistant director of engineering**: Opportunity for experienced broadcast engineer with supervisory and training skills and background in production to manage daily operations in major market TV station. Send resume and salary information to: Box C-19. EOE.

**Associate director**: WVIT, Connecticut's NBC station. Applicant should be experienced with on-line computerized editing, switching, Chyron Super-scribe and directing. Send resume and tape to: Bill Mendoza, WVIT, 1422 Britain Avenue, West Hartford, CT 06110. EOE.

**Senior programmer/analyst**: Required by established broadcast automation firm Position includes application development, customer support and travel; clients include ABC, CBS and NBC The successful applicant must have significant experience in BASIC programming, and TV production or engineering. Preference will be given to applicants with one or more of the following A thorough understanding of IBM compatible microcomputers, MS-DOS, data communications, NOVELL, 80X86 Assembler, COBOL or C Send resume with salary requirements to: Personnel, PO Box 55315, Phoenix, AZ 85078 EOE.

### HELP WANTED NEWS

**78th market CBS affiliate** needs an innovative and creative news producer Minimum 3 years show producing experience. Resumes only to Matt Malyn, News Director, KOLD-TV, 115 W Drachman, Tucson, AZ 85705 EOE.

**Wanted: Two of the best!** Anchor to replace our front line female anchor Reporter—great job for creative broadcast journalist Resume and non-returnable tape to: Dean and Bob's News Haven, KCRG-TV 9, PO Box 816, Cedar Rapids, IA 52401. EOE.

**Bureau reporter** for dominant NBC affiliate in beautiful Salinas/Monterey market. Need a solid, energetic journalist with excellent writing skills, a good storyteller with strong live reporting ability. Minimum one year on-air experience required; Spanish-speaking ability a plus Send non-returnable tape to: Maria Barrs, KSBW-TV, PO Box 81651, Salinas, CA 93912 No phone calls, please. EOE.

**News reporter**: Indpls Fox affiliate, must have 2 years TV news experience Develop, write and report daily and special assignment news stories. Send resume and non-returnable tape to: Jim Sanders, WXIN-TV, 1440 N Meridian, Indianapolis, IN 46202, by 5/26/92 No phone calls. EOE.

**Sports director**: Must be authority on Central Texas sports. Able to reach non-sports viewer with compelling stories Experienced anchor/reporter with comfortable delivery. Non-returnable tapes and resumes to Sports Search, KWTX-TV, PO Box 2636, Waco, TX 76702 EOE.

**News promotion manager**: Midwest medium-market station needs creative idea person with marketing experience to conceive and produce series and image promotion. Resume and letter to Box C-22. EOE

**Assistant news director:** Market-leading, South-eastern, 100+. CBS affiliate seeks hands-on assistant news director to guide day-to-day newscast operations. Seek detail-oriented, computer-capable, efficiency-minded, self-starter with proven leadership ability and effective energizing skills. Minimum ten years commercial television news experience. Previous newscast supervisory experience required. Send cover letter, resume and a statement of your news philosophy to Box C-20. Equal opportunity employer.

**Anchor/producer:** #1 rated CBS affiliate needs energetic anchor/producer for 6:30am newscast. 2+ years TV news experience gets your resume reviewed. Send best stuff to: News Director, Box 12, Wichita, KS 67201. EOE.

**News anchor/producer** position open in 100+ market, network affiliate. Minimum of two years of television reporting experience and a year of anchoring and producing experience. Minorities encouraged to apply. EOE/MF. Send replies to Box C-21. EOE.

**News anchor:** KTVN-TV has an immediate opening for the position of news anchor. Position requires previous anchoring experience, 3-5 years preferred. Reporting and live field skills a must. Send tapes and resume to Steve Kremer, News Director, PO Box 7220, Reno, NV 89510. No phone calls please. Tapes will not be returned. KTVN-TV is an equal opportunity employer.

**WRDW-TV has immediate opening** for news videographer; must have experience shooting with 3/4" cameras and recorders and strong desire to be a great news photographer. Send non-returnable 3/4" tapes and resumes to: Brian Trauring, News & Operations, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

**Assignment editor:** Opening for a dayside assignment editor who can generate story ideas and move crews on breaking news in an aggressive manner. Opportunity to work on desk with 5 other assign editors and a growing staff. Must have 2-3 years experience on assignment desk. Apply by sending resume and references to Mark A. Toney, KFOR TV, PO Box 14068, Oklahoma City, OK 73113. No calls. EOE.

**Weekend anchor/reporter:** Responsible for writing and delivering on set the weekend newscasts, special news reports and special news programs. Must have strong writing and on-camera skills and be able to communicate to audience in clear and concise manner. College degree in journalism or mass communication. Minimum two years reporting at a commercial television station. Anchoring experience a plus. Please apply in person, if possible to WVEC-TV, 613 Woodis Ave., Norfolk, VA 23510 or at our Peninsula Bureau located at 744 Settler Landing Road, Hampton, VA 23669 by May 15, 1992. 3/4" non-returnable tape required. Applicants will not be interviewed at time of application. EOE.

**Reporter:** WSMV is seeking a reporter with strong enterprising skills. Minimum two years experience. Must be able to develop superior stories of all kinds. Send non-returnable tape and resume to Alan Griggs, News Director, WSMV-TV, 5700 Knob Road, Nashville, TN, 37209. No phone calls please. EOE.

**Top 20 net affiliate** is looking for talented and aggressive news managers: Executive producer: The EP will oversee the content and production of our newscasts. A key requirement is a demonstrated sense for the elements that make a program both interesting and memorable. At least 5 years management experience required, as is a college degree and a solid background in all areas of TV news. Assistant news director: This person will have broad management, administrative and editorial responsibilities in this department of 80. Previous experience as a ND or #2 is preferred. Send resume, references, salary requirements and your management philosophy to Box C-23. Women and minorities are especially encouraged to apply. EOE.

**Major market station needs news producers** and an investigative reporter. Producers must be outstanding conversational writers who know how to produce—not process—the news and how to target their audiences. Your programs must show creativity and a willingness to work outside the traditional boundaries. We also need an experienced investigative reporter to head our established, award-winning investigative unit. College degrees and at least 3 years experience in these particular specialties are the minimum requirements. Send resume, references, salary requirements and news philosophy as it relates to the position to Box C-24. EOE.

**News director:** West Coast, affiliated medium market station has opportunity for experienced broadcast news manager. Minority applications encouraged. Reply with resume to Box C-26. EOE.

**Two openings:** We have powerhouse client in medium market looking for two powerhouse people. If you're an anchor, dazzle us with your performance and journalistic skills. If you're a meteorologist, impress us with your on-air and production talent. Send resume and tape to News Director, c/o Media and Marketing, Preston Suite, 4201 Edmondson Avenue, Dallas, TX 75205. EOE.

**Reporter:** Responsible for gathering, writing and reporting news stories for daily newscasts. Must be able to cover beat, general assignment and feature news. Must have strong writing and on camera skills and be able to communicate information to the audience in a clear and concise manner. College degree in journalism or mass communications. Minimum two years reporting at a commercial television station. BASYS knowledge a plus. Please apply in person, if possible, to WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510 or at our Peninsula Bureau located at 744 Settler Landing Road, Hampton, VA 23669 with a 3/4" non-returnable tape no later than May 15, 1992. Applicants will not be interviewed at time of application. EOE.

**Nightside assignment editor:** Opening for an assignment editor with 2-3 years experience on the assignment desk. Want a person who can generate stories, aggressively react to breaking news and work with a growing night side staff. Apply by sending resume and references to Mark A. Toney, KFOR TV, PO Box 14068, Oklahoma City, OK 73113. No calls. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Senior producer for programing:** KPTS seeks qualified television producer/director to fill position of senior producer for programing, a management position, responsible for production of all KPTS locally-produced programs (not including contract production). Plans, writes, organizes programs, supervises all production staff on the job, hires outside talent/staff as necessary, recruits volunteers. Ancillary directing will be necessary. QUALIFICATIONS: Minimum five years experience producing/directing public affairs, cultural programs. College degree needed, preferably in a discipline that requires research, analysis, writing and thinking skills. Demonstrated command of such skills. Understanding and commitment to principles of journalistic integrity. Personal interest in the arts, literature, history, culture. Interest in management and desire to be part of management team. Salary negotiable. Send inquiry or application to Jim Lewis, Director of Programing, KPTS, PO Box 288, Wichita, KS 67201 along with resume, samples of writing and research, resume tape, names of three references cleared to evaluate. No open letters of reference. Telephone inquiries: Jim Lewis, 316-838-3090. Applications taken through May 31. EOE/AA.

**Broadcast artist** for top 20 CBS affiliate. Need previous television experience producing on-air graphics for news and promotion. Must have working knowledge of electronic graphics and Macintosh computers. Print experience and strong design skills are necessary. Send letter/resume to Box C-27. EOE.

**Creative producer/writer** for award winning, full service national communications company. Conceive, write, produce high quality full length documentaries, VNRs, and other video for broadcast and non-broadcast. Minimum 5 years network or major market experience, strong writing skills and proven ability to plan and manage projects from start to finish are essential. Full-time position. Work in Chicago or Washington. Travel. Resumes, references to: Box C-9. 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.

**Producer, news promotion** (and other good stuff). Looking for energetic, creative, experienced hotshot whose primary responsibility will be all news promotion at this aggressive network affiliate. Send resume and tape to David Bieber, Promotion/Program Manager, 17WJKS, PO Box 17000, Jacksonville, FL 32245. EOE.

**Commercial director/production manager:** We have an immediate opening for a hands-on type manager. Candidate must have at least three years experience producing and directing in a commercial television station. We are a small-market station in a beautiful southern West Virginia community. We are a market leader who wants someone who believes in community involvement and has the desire to be the best. Excellent fringe benefits package. EOE/MF. Send resume to: Larry Roe, Operations Manager, WVVA Television, Inc., POB 1930, Bluefield, WV 24701. 304-325-5487. EOE.

**WRIC TV8 is seeking** a graphic artist with at least 2 years experience in 2-D and 3-D computer graphics to include news, promotion and station programing. Position requires extensive design and illustration background. Knowledge of Microtime and Lumena Paint Box preferred. Send resume to Personnel, WRIC-TV, Arboretum Place, Richmond, VA 23236. No phone calls please. WRIC-TV is an equal opportunity employer; women and minorities encouraged to apply.

**Production manager:** KTVN-TV is seeking a television production manager to join its department head team. Will manage and schedule work duties of production department staff of 17 in support of the news, promotion and sales departments. Must focus efforts of department on achievement of station goals. Will prepare and administer departmental budget. Must have understanding of Grass 300, Betacam, 1", ADO, Grass 141 Editor, Dubner 30K and Still Store. Two years experience in television production supervisory position, with five years total television production experience required. High school diploma required, college preferred. Apply in writing to Lawson Fox, General Manager, KTVN-TV, PO Box 7220, Reno, NV 89510. No phone calls please. KTVN-TV is an equal opportunity employer.

**Public affairs director:** The fastest growing station in one of America's most liveable cities seeks exceptionally talented public affairs director. Successful candidate must be an excellent communicator, outstanding writer and creative producer. Minimum 3-5 years producing experience required. No beginners please. Send tapes and resumes to: Mark Barash, Program Director/Operations Manager, WPXI-TV, 11 TV Hill, Pittsburgh, PA 15214. EOE.

**Film editor:** Indianapolis Fox affiliate; prefer experienced off-line editor to edit, dub and transfer television programing. Send resume: George Boggs, WXIN-TV, 1440 N. Meridian, Indianapolis, IN 46202. by 5/29/92. No phone calls. EOE.

**Director on-air promotion:** Responsible for development, production (Beta shoot/edit) and presentation of on-air promotion and public service. Resume and demo tape to HR Manager, WSAZ-TV, Box 2115, Huntington, WV 25721. WSAZ-TV is an EOE/M-F.



**Promotion writer/producer:** Seeking an enthusiastic individual to write and produce on air, radio and print promotion for an extremely ambitious creative services department. Excellent writing and production skills a must. If you can edit, that would be extra special. Send tape and resume to Bill Manning, Director of Creative Services, WHIO-TV, 1414 Wilmington Ave., Dayton, OH 45420. Equal opportunity employer.

**Graphic artist:** WABC-TV, NY seeks highly qualified computer graphic artists to work in the art department. Artists interested only in per diem daily hire situations on a regular ongoing basis need apply. Experience with Quantel paintbox, AVA and Harris Still Store is required. News graphics experience is a must. Send resume and reel to: Karl Hassenfratz, Art Director, WABC-TV, 7 Lincoln Square, NY, NY 10023. No telephone calls please. We are an equal opportunity employer.

**On-line editor for production house:** Experience with Sony 9100 editor, GVG 200, Abekas A53D w/Warp, Dubner 20K, 1" Beta SP and D-2 desirable. Experience with demanding clients a must! Send tape and resume to Ralph Guardiano, Sonalysts, Inc., 215 Parkway North, Waterford, CT 06385. No calls please. Tapes will not be returned. EOE.

### SITUATIONS WANTED NEWS

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

**Gordon Barnes:** Former CBS (New York) and WUSA-TV (Washington, DC) meteorologist. Now in Florida seeks challenging opportunity. Available late June. Telephone 813-495-0818.

**Longtime national and international journalist** seeks challenging opportunity as TV anchor in nice community. Excellent teacher of news writing and broadcasting skills. Reply to Box C-25.

**Help! I need work!** Experienced photographer/editor, barely surviving as a freelancer, seeks full-time staff position. Any size market. 818-891-1168.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Star-Day Productions:** Associate producer/researcher available for long and short-term projects. Reasonable rates. Call 718-857-7863. Fax 718-857-4251.

**Talented man seeks station** needing skilled writing, voicing, and production. 13 years in broadcasting. Stable, computer-literate. Jim Ayers, 912-729-1616.

**Sports production assistant:** Ex-engineer and NCAA athlete, experienced writer, researcher, creator and leader, willing to relocate. Call Mike at 301-773-1362.

### MISCELLANEOUS

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

### ALLIED FIELDS HELP WANTED INSTRUCTION

**Assistant professor,** graphic design and video graphics: Full-time teaching position. M.F.A. or M.S., computer design experience required. Write/Call for full job description: Dean of Academic Affairs, Lyndon State College, Lyndonville, VT 05851. EOE.

**Assistant/associate professor,** Department of Communication: Communication department needs faculty member for Fall 1992 to advise university newspaper and yearbook, also teach journalism courses. Doctorate preferred, masters required. Salary and rank are "open." Professional and teaching experience desirable. Computer and desktop publishing ability required. The Department of Communication is located in modern Self Hall, which houses production facilities for the newspaper and yearbook, two TV studios and post-production facilities, two audio production rooms, and an FM radio station affiliated with NPR. The department has 200 majors in communication and a minor in journalism. Send letter of application, resume and three current letters of reference to: Personnel Services, Jacksonville State University, 700 Pelham Road, N. Jacksonville, AL 36265-9982. Deadline for applications: May 25, 1992, or until suitable candidates are selected. EEO/AA employer.

**The Missouri School of Journalism** is seeking applications for one, and possibly two, assistant professors on professional practice appointments, to act as newsroom supervisors in the university's NPR-affiliated radio station and teach courses in the broadcast news department. The openings are for news director or executive producer of the station's local, nightly public affairs program. Ability to work well with students a must. Master's degree and teaching experience preferred, but will consider B.A. with significant professional experience at a high level. Women and minorities are encouraged to apply. Deadline: May 15, 1992. Send cover letter, resume and tape to Rod Gelatt, Chair, Broadcast News Department, University of Missouri School of Journalism, 281 Gannett Hall, Columbia, MO 65211. EOE.

### EMPLOYMENT SERVICES

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

**Broadcast jobs:** Opportunities in Public Affairs has 30-40 broadcasting jobs in Washington, DC area bi-weekly. \$29/8 week subscription. Call 301-986-5545 for more information. Money back guarantee.

**Looking for a position** in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$250.00 for 1 year job search. Free information. Bill Elliott, Consultant/Headhunter, 6709 Ridge Road, Suite 300-B, Port Richey, FL 34668.

### EDUCATIONAL SERVICES

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

### WANTED TO BUY EQUIPMENT

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

### FOR SALE EQUIPMENT

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

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

**FM transmitters:** RCA 20kw. CCA 2.5kw. Collins/Gates 1kw. Transcom 800-441-8454.

**FM 25/30KW:** 1981 BE-30, 1988 TTC/25kw. 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.

**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.

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

**AM transmitters** Gates BC5P2. Good condition. 1380Khz. CCA 2.5 kw AM on air 1040Khz. V. Baker, Box 889, Blacksburg, VA 24063. 703-552-4252.

### TELEVISION SOFTWARE

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Please send resume to Box C-30.

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 AM-750 WSB  
 1601 W. PEACHTREE ST.  
 ATLANTA, GA 30309 EOE**

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Some computer experience, perform well under pressure, but keen attention to detail, motivation and positive attitude a must.

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 NEW YORK, NEW YORK 10006**

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- |                                      |   |
|--------------------------------------|---|
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| <input type="checkbox"/> Anchor      | <input type="checkbox"/> Sports           |
| <input type="checkbox"/> Weather     | <input type="checkbox"/> Producer         |
| <input type="checkbox"/> Entry-Level | <input type="checkbox"/> Photographer     |
|                                      | <input type="checkbox"/> Program Director |
|                                      | <input type="checkbox"/> Disc Jockey      |
|                                      | <input type="checkbox"/> Radio Sales      |
|                                      | <input type="checkbox"/> Radio News       |

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AM'S	FLA. GREAT MARKETS	\$65K-\$500K
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AM/FM'S	FLA. SELLER'S MOTIVATED	\$850K-\$1.2M
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Nice Southern market, off air. Excellent facility, building, land. Low price, good terms, owner will hold note.

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**WANTED TO BUY STATIONS**

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CLASS B FM IN TOP 200 MARKET IN THE MIDDLE ATLANTIC OR NEW ENGLAND STATES.  
**WE HAVE CASH**  
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**BROADCASTING CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. (202) 659-2340, for information—ask for Mitzi Miller)

**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. Blind Box: \$15 weekly.

**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: \$130 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**EARLY DEADLINE NOTICE**

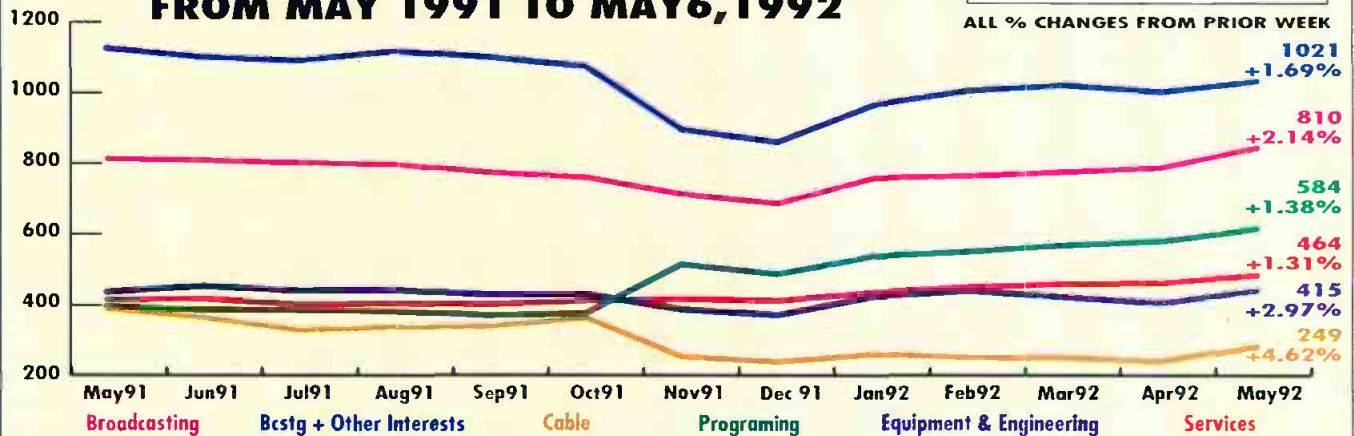
Due to the Memorial Day Holiday the deadline for the June 1, 1992 issue is Friday, May 22, 1992.

# Broadcasting's By The Numbers

## STOCK MARKET PERFORMANCE AVERAGES FROM MAY 1991 TO MAY 6, 1992

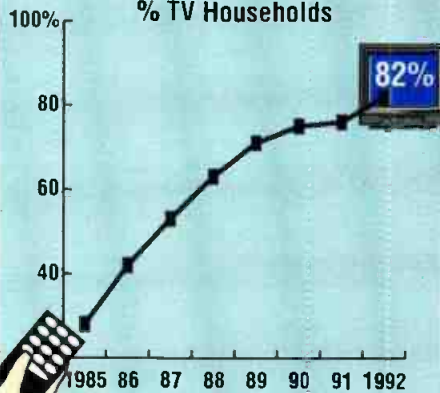
NASDAQ: 589.36 (+3.40%)  
S&P Ind.: 493.50 (+1.11%)

ALL % CHANGES FROM PRIOR WEEK



## TV REMOTE CONTROL PENETRATION

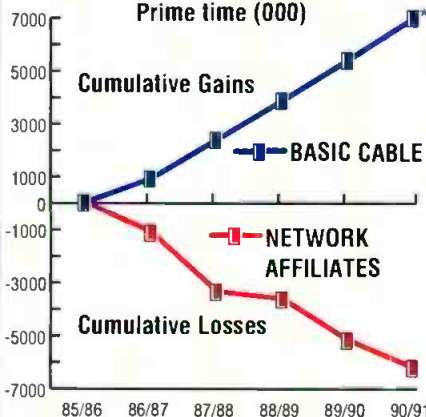
% TV Households



Source: TV Audience/Nielsen Media Research.

## CUMULATIVE GROWTH/DECLINE IN AVERAGE MINUTE AUDIENCE DELIVERY

Prime time (000)



\* To be read as: From 85/86 to 90/91 the basic cable networks have gained in aggregate 6,999,000 homes during the average minute in prime time. Source: Cabletelevision Advertising Bureau

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

Service	ON AIR	CP's <sup>1</sup>	TOTAL*
Commercial AM	4,982	233	5,215
Commercial FM	4,625	1,013	5,638
Educational FM	1,522	321	1,843
<b>Total Radio</b>	<b>11,129</b>	<b>1,334</b>	<b>12,463</b>
Commercial VHF TV	557	13	570
Commercial UHF TV	581	168	749
Educational VHF TV	124	5	129
Educational UHF TV	234	10	244
<b>Total TV</b>	<b>1,496</b>	<b>201</b>	<b>1,697</b>
VHF LPTV	446	151	597
UHF LPTV	785	858	1,643
<b>Total LPTV</b>	<b>1,231</b>	<b>1,009</b>	<b>2,240</b>
FM translators	1,887	360	2,247
VHF translators	2,509	76	2,585
UHF translators	2,336	399	2,735

### 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 92.1 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.

# For the Record

As compiled by BROADCASTING from April 27 through May 4 and based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

### Applications

- **KWEZ(FM) Trumann, AR** (BALH920416HC; 106.7 mhz; 6 kw; ant. 354 ft.)—Seeks assignment of license from W-R-I Enterprises to Eagle Communications Inc. for \$250,000 and assumption of bank debt. **Seller** is partnership between John J. and John W. Shields, father and son; they have interests in KSRB(AM) Hardy, AR. **Buyer** is headed by John J. Shields and James R. Adkins, who have interests in licensees of KDRS(AM)-KLQZ(FM) Paragould, Ark. Filed April 16.
- **KWYN-FM Wynne, AR** (BTCH920423HQ; 92.7 mhz; 3 kw; ant. 328 ft.)—Seeks transfer of control of East Arkansas Broadcasters Inc. for \$250. **Seller** is Hannah M. Raley, selling 100% of licensee. **Buyer** is Bobby Caldwell, who also owns 50% of licensee of KWAK(AM)-KXDX(FM) Stuttgart, AR. Filed April 23.
- **KOOQ(AM)-KQPW(FM) Clovis (Fresno), CA** (AM: BAL920416HH; 790 khz; 5 kw-D, 2.5 kw-N; FM: BALH920416HI; 101.9 mhz; 2.25 w; ant. 1,948 ft.)—Seeks assignment of license from GKC Broadcasting Ltd. to Dwight Case for \$2.055 million. **Seller** is headed by Herbert S. Winokur Jr., and has no other broadcast interests. **Buyer**, Case, is chief financial officer and general partner of assignor, and has no other broadcast interests. Filed April 16.
- **KKLC(FM) Susanville, CA** (BAPH920417HB; 96.3 mhz; 25 kw; ant. 328 ft.)—Seeks assignment of CP from Antelope FM Partnership to Dale A. Ganske for \$100. **Seller** is headed by Larry G. Fuss, who also has interests in KBLT(FM) El Dorado and KWLT(FM) North Crossett, both Arkansas; WDTL-AM-FM Cleveland, MS, and KZQB(FM) Davenport, WA. He is permittee of KOOZ(FM) Great Falls, MT. **Buyer** is partner in assignor; he is also permittee of WYZM(FM) Waunakee, WI, and has interests in applicant for new FM at Laramie, WY. Filed April 17.
- **WTRR(AM) Sanford, FL** (BAL920421EB; 1400 khz; 1 kw-U)—Seeks assignment of license from Metro Orlando Broadcasters Inc. to J & V Communications Company for \$300,000. **Seller** is headed by W.A. Masi, and has no other broadcast interests. **Buyer** is headed by partners Jesus M. Torrado and Virgen Torrado, and has no other broadcast interests. Filed April 21.
- **WEWZ(FM) Elwood, IN** (BALH920424HR; 101.7 mhz; 3 kw; ant. 141 ft.)—Seeks assignment of license from Joel Schneider Broadcasting Inc. to Phoenix Broadcasting Corp.; for \$80,000. **Seller** is headed by Joel Schneider, and has no other broadcast interests. **Buyer** is La Mar E. Hughes, and has no other broadcast interests. Filed April 24.
- **WIRE(FM) Lebanon, IN** (BTCH920420GZ; 100.9 mhz; 3 kw; ant. 300 ft.)—Seeks transfer of control of Boone County Broadcasters Inc. for \$320,000. **Seller** is David C. Keister, selling his 85% of licensee. Keister owns 100% of licensees of WKBV(AM)-WFMG(FM) Richmond, VA; WBAT(AM) Marion and WCJC(FM) Van Buren, both Indiana, and WRXZ(FM) LeRoy, IL. He also has interests in permittee of WVN(FM) Nashville. **Buyer** is John R.

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—presurprise 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.

Dotas, who will own, with his wife, 50%. Filed April 20.

■ **WCND(AM)-WCKP(FM) Shelbyville, KY** (AM: BAL920408EF; 940 khz; 250 w-D; FM: BALH920408EG; 101.3 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from WCND Inc. to Shelby County Broadcasting Inc. for \$250,000. **Seller** is headed by J.B. Crawley, who has interests in WLBN(AM)-WLSK(FM) Lebanon and WMSK—AM-FM Morganfield, both Kentucky. **Buyer** is headed by R. Lee Hagan, who, with treasurer Gene W. Edwards, has 60% and 40% interest, respectively, in licensee of WPAD(AM)-WDDJ(FM) Paducah, KY. Filed April 8.

■ **WKGG(FM) Cape Vincent, NY** (BAPH920416HG; 102.7 mhz)—Seeks assignment of CP from Cape AL Broadcasting Ltd. to Cape AL Broadcasting Inc. **Seller** is headed by David J. Alteri, who is selling 49% of licensee to create partnership with buyer. Upon consummation of agreement, partnership will borrow \$130,000 from bank for construction of station. Alteri also has interests in licensees of WATN(AM)-WTOJ(FM) Watertown, WLKC(FM) Henderson, WCDO-AM-FM Sidney and WZOS(FM) Oswego, all New York. **Buyer** is David Mance; he has no other broadcast interests. Filed April 16.

■ **WLLK(FM) Somerset, KY** (BTCH920401HE; 102.3 mhz; 3 kw; ant. 328 ft.)—Seeks transfer of control from partnership of Kerry Rich and Joel Kenamer to Williams Communications Inc. for \$317,735, including assumption of debt. Sale is transfer from partnership to S Corporation. **Seller**, Kerry Rich has interests in WKXX(FM) Birmingham and WRAB(AM) Arab, both Alabama. **Buyer** is headed by Walt Williams, and has no other broadcast interests. Filed April 1.

■ **WUCO(AM) Marysville, OH** (BAL920424EA; 1270 khz; 500 w-U)—Seeks assignment of license from Sara J. Daneman, trustee, to Union Broadcasting Co. for \$35,000. **Seller** has no other broadcast interests. **Buyer** is headed by Charles H. Chamberlain. Vice president Charles H. Hutchinson owns WBUK(FM) Fort Shawnee, OH. Filed April 24.

■ **KRAF(AM)-KXKY(FM) Holdenville, OK** (AM: BAL920424EB; 1370 khz; 500 w-D, 77 w-N; FM: BAPH920424EC; 106.5 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license [KRAF] and CP [KXKY] from Creech, Livingston and Hill Co. to Hughes County Broadcasting for \$165,000. **Seller** is headed by Jeremiah T. Creech, and has no other broadcast interests. **Buyer** is headed by George L. Chambers, who has interests in KHJM(FM) Taft,

OK; KGBM-FM Randsburg, CA, and KWQA(AM) Hawley, TX. Filed April 24.

■ **WMGL(FM) Ravenel (Charleston), SC** (BAPLH920424HS; 101.7 mhz; 3 kw; ant. 482 ft.)—Seeks assignment of CP from Millcom Inc. to Southwind Communications Inc. for \$400,000. **Seller** is headed by Don A. Monteith, and has no other broadcast interests. **Buyer** is headed by William E. Lucas, who has interests in WTMA(AM) Charleston, SC. Filed April 24.

■ **KZZB(FM) Beaumont, TX** (BALH920424HT; 95.1 mhz; 100 kw; ant. 500 ft.)—Seeks assignment of license from Triplex Communications Inc. to Gulfstar Broadcasting for \$425,000 ("Changing Hands," May 4). **Seller** is headed by Charles P. Frischmann, and has no other broadcast interests. **Buyer** is headed by R. Steven Hicks, and is licensee of KLVI(AM)-KYKR(FM) Beaumont, TX. Hicks also has interests in licensee of KVET-FM Austin, TX. He also owns Capstar Inc., ultimate licensee of WJDS(AM)-WMSI(FM) Jackson, MS, WSSL-AM-FM Greenville, SC, WSIX-FM Nashville. Capstar is part of merger forming CF Media, consolidation of broadcast interest of Robert F.X. Sillerman (see BROADCASTING, March 23). Filed April 24.

■ **KXGM(FM) Muenster, TX** (BTCH920416HJ; 106.5 mhz; 6 kw; ant. 328 ft.)—Seeks transfer of control of licensee Gain-Air Inc. for \$10,000. **Seller** is Robert H. Wurst, transferring 41% interest. **Buyer** is Charley Henderson, who will own 90%. Principals have no other broadcast interests. Filed April 16.

### Actions

■ **WGTT(AM) Alabaster, AL** (BAL920312EA; 1500 khz; 1 kw-D)—Granted assignment of license from Fanning Broadcasting Co. Inc. to WGTT Inc. for \$17,500. **Seller** is headed by Robert R. Fanning, and has no other broadcast interests. **Buyer** is headed by John Sides Sr., and has no other broadcast interests. Action April 21.

■ **WABF(AM) Fairhope (Mobile), AL** (BAL920309EB; 1220 khz; 1 kw-D)—Granted assignment of license from Bee Cee Broadcasting Inc. to Jubilee Broadcasting Co. Inc. for \$350,000. **Seller** is headed by Robert A. Clark, and has no other broadcast interests. **Buyer** is headed by John W. Hinds Jr., who is currently announcer at station. Action April 20.

■ **KHPY(AM) Yucaipa (Moreno Valley), CA** (BAL920313EA; 1530 khz; 10 kw-D)—Granted assignment of license from Delbert L. Van Voorhis to KHPY Hispanic Radio Inc. for \$1 million. **Seller** has no other broadcast interests. **Buyer** is headed by Ruben O. Chavez Sr. and has no other broadcast interests. Action April 23.

■ **WPKN(FM) Bridgeport, CT** (BAPLED920303GF; 89.5 mhz; 10 kw; ant.: 550 ft.)—Granted assignment of CP from University of Bridgeport to WPKN Inc. for \$10; in added consideration, WPKN Inc. will broadcast University of Bridgeport basketball "away" games and will provide facilities for university credit courses and narrowcasts for university course offerings. **Seller** is headed by university president Edwin G. Eigel, and has no other broadcast interests. **Buyer** is headed by Stephan A. Allison, and has no other broadcast interests. Action April 16.

■ **WBMW(FM) Ledyard, CT** (BTCH920221HB; 106.5 mhz; 6 kw; ant. 91 m.)—Granted transfer of control from Red Wolf Broadcasting Corp. to John J. Fuller for assumption of debt. **Seller** is headed by Gloria E. Fuller, and has no other broadcast interests. **Buyer** is 100% stockholder of licensee of WPJB(FM) Narragansett Pier and WJFF(AM) Hope

Valley, both Rhode Island. Stockholder Arthur V. Belenduk (44%) has interest in permittee of new FM at Charlotte Amalie, VI, and is general partner of permittee of WRAV(FM) Ravena, NY. Action April 22.

■ **WVKY(AM) Louisa, KY** (BAL920309EA; 1270 khz; 1 kw-D, 100 w-PSSA)—Granted assignment of license from Lawrence County Broadcasting Corp. to Walter E. May for \$1; most of assets of station have previously been sold; instant application is for right to station license. Seller is headed by David C. Stratton, and is licensee of WFTG(AM)-WWEL(FM) London, KY. Shareholders Herman G. Dotson and Theimer Colley have interests in WNRG(AM)-WMJD(FM) Grundy, VA. Buyer is headed by Walter E. May, who is 100% stockholder of licensee of WPKE(AM)-WDHR(FM) Pikeville, KY. Action April 20.

■ **WTHU(AM) Thurmont, MD** (BAL920311EA; 1450 khz; 500 w-D, 400 w-N)—Granted assignment of license from Western Maryland Radioway Corporation to Charles R. Walmer for \$125,000. Seller is headed by Michael H. Boder and Larry D. Summerville, and is licensee of WCBG(AM)-WGLL(FM) Chambersburg-Mercersburg, PA. Buyer has no other broadcast interests. Action April 20.

■ **WKZO(AM) Kalamazoo and WJFM(FM) Grand Rapids, both Michigan** (WKZO: BAL920225HC; 590 khz; 5 kw-U; WJFM: BALH920225HD; 93.7 mhz; 320 kw; ant. 780 ft.)—Granted assignment of license from Felzer Broadcasting Service Inc. to Radio Associates of Michigan Inc. for \$4.625 million. Seller is headed by Carl E. Lee, and has no other broadcast interests. Buyer is headed by Kenneth V. Miller, who, with owners Jerry L. Miller and Robert M. Salmon, are officers, directors and stockholders in licensees of KMIX-AM-FM Turlock and KEWB(FM) Anderson-Redding, both California, and KHIT(AM)-KIIQ-FM Sun Valley-Reno, NV. Action April 15.

■ **KASM-AM-FM Albany, MN** (AM: BAL911223EL; 1150 khz; 2.5 kw-D, 23 w-N; FM: BAPH911223EM; 105.5 mhz; 3 kw; ant. 100 ft.)—Granted assignment of CP from Stearns County Broadcasting Inc. to KASM of Minnesota Inc. for \$750,000. Seller is headed by Barbara Gretsche, and has no other broadcast interests. Buyer is headed by Robert E. Ingstad, and is 100% shareholder of licensee of KGFX-AM-FM Pierre, SD; is general partner of licensee of KBUF(AM)-KKJQ(FM) Holcomb-Garden City, KS; 80% shareholder of licensee of KKO(A)-AM-FM Kearney, NE; 100% shareholder of licensee of KDHL(AM)-KQCL(FM) Faribault, MN, and applicant for new class C2 FM at Faribault, MN. Action April 24.

■ **WCJU(AM) Columbia, MS** (BTC920304EC; 1450 khz; 1 kw-U)—Granted transfer of control of WCJU Inc. for \$80,654 in foreclosure. Transferor is The Broadcasting Co., headed by Marion E. Bullcock, et al., and has no other broadcast interests. Transferees are Thomas F. McDaniel and Keith Bridges. McDaniel is 100% owner of licensees of WJDR(FM) Prentiss and WCHJ(AM)-WBKN(FM) Brookhaven, both Mississippi, and WBOX-AM-FM Bogalusa-Varnado, LA. Action April 22.

■ **WMER(AM) Meridian, MS** (BAL920311EB; 1390 khz; 5 kw-D, 250 w-N)—Granted assignment of license from Charisma Communications Co. to New Life Outreach Ministries Inc. for \$42,500. Seller is headed by Donald R. Depriest, and is licensee of WXHT(FM) Meridian, MS. Depriest has interests in permittee of WKIR(FM) Columbus, MS, and in licensee of WKOR-AM-FM Starkville and WPMX(AM)-WWZD(FM) Tupelo-New Albany, both Mississippi. Buyer is headed by Ronald D. Jones, trustee, and has no other broadcast interests. Action April 20.

■ **WNDN-FM Salisbury, NC** (BALED910412HA; 102.5 mhz; 9W; ant. 20 ft.)—Granted assignment of license from Catawba College to New Horizons Foundations Inc. as donation. Donor has no other broadcast interests. Donee is headed by York David Anthony, who is 100% owner of WKTD(AM) Wilmington, NC and 100% stockholder of Paw

Creek Broadcasting Co. Inc., licensee of WWFQ(AM) Paw Creek, NC, and 4.9% general partner of WRPL Partners, licensee of WRPL(FM) Wadesboro, NC. Action April 15.

■ **KSLM(AM) Salem, OR** (BAL920226ED; 1390 khz; 5 kw-D, 1 kw-N)—Granted assignment of license from 1010 Broadcasting Inc. to K - Salem Communications for \$151,000. Seller is headed by John E. Grant, and has no other broadcast interests. Buyer is headed by Greg Fabos, and has no other broadcast interests. Action April 6.

■ **KPLO-FM Reliance, SD** (BALH920302GG; 94.5 mhz; 95 kw; ant. 1,000 ft.)—Granted assignment of license from Midcontinent Radio of South Dakota Inc. to MAS Communications Inc. for \$250,000. Seller is also licensee of KELO-AM-FM Sioux Falls and KDLO(FM) Watertown, both South Dakota, and is subsidiary of Midcontinent Media, headed by Joseph H. Floyd, and has interests in licensees of KELO(TV) Sioux Falls, KDLO(TV) Florence, KPLO(TV) Reliance and KCLO(TV) Rapid City, all South Dakota; WTSO(AM)-WZEE(FM) Madison, WI; KFH(AM)-KXK(FM) Wichita-Haysville, KS, and WDGW(AM)-KDFW(FM) St. Paul-Richfield, MN. Buyer is headed by Mark A. Swendsen, and has no other broadcast interests. Action April 22.

■ **KTSW(FM) New Braunfels, TX** (BAPED920304GE; 89.9 mhz; 7 kw; ant. 91 m.)—Granted assignment of CP from Southwest Broadcasting of New Braunfels Inc. to Southwest Texas State University for \$150,000. Seller is headed by Tim Walker, and has no other broadcast interests. Buyer is headed by Daniel N. Matheson III. Board of Regents for Southwest Texas State University also governs Sam Houston State University, licensee of noncommercial KSHU(FM) Huntsville, TX. Action April 16.

## NEW STATIONS

### Applications

■ **\*Greenfield, CA** (BPED920427MA)—Prunedale Educational Association seeks 88.5 mhz; 1.35 kw; ant. 727 m. Address: 8145 Prunedale North Rd., Salinas, CA 93907. Applicant is headed by E. L. Moon, and is licensee of KLVW(FM) Salinas, CA, and FM translator K220BV at San Jose and Coyote, both California. Filed April 27.

■ **Brunswick, GA** (BPH920423MA)—D.S. Graham seeks 104.1 mhz; 6 kw; ant. 78 m. Address: 2317 Starling St., Brunswick, GA 31520. Applicant has no other broadcast interests. Filed April 23.

■ **Brunswick, GA** (BPH920423MB)—CGB Inc. seeks 104.1 mhz; 6 kw; ant. 100 m. Address: 612 King Cotton Row, Brunswick, GA 31525. Applicant is headed by Thomas W. Fuller, and has no other broadcast interests. Filed April 23.

■ **\*Fort Kent, ME** (BPED920424MB)—Maine Public Broadcasting Corp. seeks 106.5 mhz; 25 kw; ant. 92 m. Address: 65 Texas Ave., Bangor, ME 04401. Applicant is headed by Robert L. Woodbury, and has no other broadcast interests. Filed April 24.

■ **\*Del City, OK** (BPED920422MA)—Everlasting Gospel Lighthouse Inc. seeks 91.7 mhz; .15 kw; ant. 44 m. Address: 5800 South Sunnylane, Oklahoma City, OK 73115. Applicant is headed by John L. Harrell, and has no other broadcast interests. Filed April 22.

■ **Antigo, WI** (BPH920422MB)—Norwis Communications seeks 106.1 mhz; 25 kw; ant. 100 m. Address: 802 Vista Lane, Antigo, WI 54409. Applicant is headed by Donna Brettingen, and has no other broadcast interests. Filed April 22.

### Actions

■ **Merced, CA** (BPH910116MT)—Granted app. of Mail Broadcasting for 94.1 mhz; 3 kw; ant. 100 m. Address: 2201 Barrington St., Suite 9, Bakersfield, CA 93309. Applicant is headed by Elizabeth K. Jackson, who is producer at KDOB-TV Bakersfield, CA. Action April 13.

■ **Mount Morris, IL** (BPH910514MC)—Granted

app. of Golf Media Inc. for 95.7 mhz; 2.7 kw; ant. 151 m. Address: P.O. Box 9089, Downers Grove, IL 60515. Applicant is headed by Daniel G. Dobrowolski, who owns licensees of W54BH, Madison, WI, and W68CF Tampa, FL. He is also permittee of W34AW Sarasota, FL; K15DB Santa Barbara, CA, and W11CE Madison, WI. Action April 23.

■ **\*Pittsfield, IL** (BPED920213MA)—Returned app. of Sangamon State University for 89.3 mhz; 42 kw; ant. 150 m. Address: South Shepherd Rd., Springfield, IL 62794. Applicant is headed by James A. Newbanks, and is licensee of noncommercial educational WSSU(FM) Springfield, IL. Action April 10.

■ **Asbury, IA** (BPH901214MB)—Granted app. of Tri-State Broadcasting for 103.3 mhz; 25 kw; ant. 100 m. Address: 876 Arrowhead Circle, Sun Prairie, WI 53590. Applicant is headed by Susan F. Timm, and has no other broadcast interests. Filed April 13.

■ **\*Salina, KS** (BPED901105MK)—Granted app. of Central Florida Ed Foundation Inc. for 90.7 mhz; 1 kw; ant. 77 m. Address: 400 West Lake Brantley, Altamonte Springs, FL 32714. Applicant is headed by James S. Hoge, and has no other broadcast interests. Action April 15.

■ **Westwood, KY** (BPH901115MH)—Granted app. of Cope Communications Inc. for 99.7 mhz; 3 kw; ant. 100 m. Address: 2809 Lexington St., Ashland, KY 40351. Applicant is headed by James L. Powell Jr., and has no other broadcast interests. Action April 14.

■ **Westwood, KY** (BPH901115MD)—Granted app. of James C. Slinger for 99.7 mhz; 3 kw; ant. 100 m. Address: P.O. Box 986, Athens, TN 37303. Applicant has no other broadcast interests. Action April 14.

■ **Beulah, MI** (BPH900419MV)—Granted app. of Roger L. Hoppe II for 92.1 mhz; 1.65 kw; ant. 135 m. Address: 8420 Deadstream Rd. Box 51G, Honor, MI 49640. Applicant has no other broadcast interests. Action April 15.

■ **Coleraine, MN** (BPH910515MC)—Granted app. of Latto Northland Broadcasting Inc. for 96.1 mhz; 100 kw; ant. 176 m. Address: 419 W. Michigan St., Duluth, MN 55802. Applicant is headed by Lew Latto, who is 100% owner of licensees of WAKX(FM) Duluth and WEVE-AM-FM Eveleth, both Minnesota, and KXTP(AM) Superior, WI. Action April 21.

■ **Columbia, MO** (BPH880531MZ)—Granted app. of Nicdem Media Inc. for 93.9 mhz; 3 kw; ant. 100 m. Address: 2165 E. Raynell, Springfield, MO 65804. Applicant is headed by Richard L. Nichols, and has no other broadcast interests. Action April 22.

■ **Eunice, NM** (BPH920127MA)—Returned app. of Nolte Broadcasting Corp. for 100.9 mhz; 3 kw; ant. 90 m. Address: 1350 Walnut Hill Lane, #135, Irving, TX 75038. Applicant is headed by Mark C. Nolte, and is permittee of KGZG(FM) Burnet, TX. Action April 15.

■ **Arthur, ND** (BPH901218MG)—Granted app. of Mid-Valley Broadcasting Co. for 96.7 mhz; 5 kw; ant. 110 m. Address: P.O. Box 194, Arthur, ND 58006. Applicant is headed by partners Jeffrey N. Otte, Charles C. Rutledge and Valotta H. Seibel. Rutledge has interests in licensee of WCQO(AM) Blairsville, PA. Action April 15.

■ **Dickinson ND** (BPH910201ML)—Granted app. of Roughrider Broadcasting Co. for 99.1 mhz; 100 kw; ant. 217 m. Address: P.O. Box 1478, Dickinson, ND 58602. Applicant is headed by Ray David. He and principals Marguerite Kleven, Duane Liffing and Dana Caldwell have interests in licensee of KLTC(AM) Dickinson, ND; David also has interests in licensee of KCLL(FM) Clinton, OK. Action April 21.

■ **Tusculum, TN** (BPH920123ME)—Returned app. of Roger D. Bouldin and Raymond Deakins for 103.1 mhz. Address: 410 West Locust St. #2, Johnson City, TN 37604. Applicants have no other broadcast interests. Action April 17.

■ **Amarillo, TX** (BPH900625MO)—Granted app. of Westwood Two for 96.9 mhz; 100 kw ant. 613 m. Address: P.O. Box 7147, Amarillo, TX 79114. Appli-

cant is headed by C.K. Adams. Action March 9.

■ **Brownfield, TX** (BPED900629MJ)—Returned app. of Southwest Educational Media Foundation of TX Inc. for 103.9 mhz; 3 kw; ant. 100 m. Address: 2921 Brown Trail, Suite 140, Bedford, TX 76021. Applicant is headed by T. Kent Atkins, and holds CP for noncommercial educational station at Lake Charles, LA. He also has interests in licensee of KENT-AM-FM Odessa and permittee of KAMY(FM) Lubbock and KLMN(FM) Amarillo, all Texas. Atkins is licensee of KRGN(FM) Amarillo, TX, and is president of permittee of KTHP(TV) Longview, TX. Principal Mary Helen Atkins is licensee of LPTV K56DF Amarillo, TX. Action April 15.

■ **Deltaville, VA** (BPH890609MH)—Granted app. of Deltaville Communications for 92.3 mhz; 3 kw; ant. 100 m. Address: 2567J Mountain Lodge Circle, Birmingham, AL 35216. Applicant is headed by general partners William J. Pennington III, Thomas A. Dibacco and Robert L. Germain Jr. Pennington has interests in WOOG(AM)-WZRZ(FM) Ridgeland, SC. He is also 50% owner of CP for WPNI(FM) Kentland, IN. and has interests in applicant for new FM at Saltville, VA. Action April 10.

## FACILITIES CHANGES

### Applications

#### AM's

■ **San Mateo, CA** KOFY(AM) 1050 khz—April 20 application of Pacific FM Incorporated for CP to increase nighttime power to 10 kw.

■ **Decorah, IA** KWLC(AM) 1240 khz—April 20 application of Luther College for CP to correct coordinates to 43 18 35 - 91 48 30.

■ **Billings, MT** KCTR(AM) 970 khz—April 20 application of Citadel Asso. Montana Ltd. for CP to correct coordinates to 45 44 35 - 108 32 37.

■ **Lake Oswego, OR** KLV5(AM) 1290 khz—April 20 application of KLV5 Radio Inc. for CP to increase day power to 25 kw.

■ **Celba, PR** WFAB(AM) 890 khz—April 20 application of Aerco Broadcasting Corp. for mod. of CP (BPB40914AA) to change TL to Road #3, Nayuabo, PR. 18 12 16 - 65 42 40.

■ **San Juan, PR** WVOZ(AM) 970 khz—April 17 application of Aerco Broadcasting Corporation for mod. of CP (BPB41219AB) to change TL to Calle Andino Rd., Van Scoy, PR, and make changes in antenna system.

■ **Gallatin, TN** WAMG(AM) 1130 khz—April 20 application of Southern BCasters Inc. for CP to change SL-TL: Dobbins Pike, Gallatin. 36 24 25 - 86 26 51.

■ **Cheyenne, WY** KFBC(AM) 1240 khz—April 20 application of Capitol Radio Inc. for CP to change TL to 1370 Southwest Drive, Cheyenne, and make changes in antenna system.

#### FM's

■ **Burney, CA** KNCA(FM) 89.7 mhz—April 22 application of State Board of Higher Education of Oregon for mod. of CP (BPED-890427MB) to change ant.: 446.7 m.; TL: Hatchet Mtn., 9.3 km from Burney, on bearing of N26SE 40 52 30 - 121 46 14.

■ **West Covina, CA** KGRB(FM) 900 mhz—April 20 application of Robert Burdette and Associates Inc. for mod. of CP (BP870506AE) to increase night power to 1 kw and make changes in antenna system.

■ **Cape Coral, FL** WXKB(FM) 103.9 mhz—April 9 application of WRCC Partners for CP to change ERP: 100 kw (H&V), ant.: 299 m.; class: C1.

■ **Marianna, FL** WJNF(FM) 91.1 mhz—April 20 application of Marianna Educ. BCng Foundation for mod. of CP (BPED-870518MH) to change ERP: 4 kw (H&V), ant.: 42 m.; freq.: 89.7 mhz.

■ **Sandpoint, ID** KPND(FM) 95.3 mhz—April 16 application of Blue Sky Broadcasting Inc. for CP to change ERP: .095 kw (H&V); ant.: 716 m.; TL:

bearing 345 degrees 12 km from Sandpoint, near Chair 4, upper terminal, Schweizer Ski Area.

■ **West Union, OH** WRAC(FM) 103.1 mhz—April 17 application of Ohio River Broadcasting Assoc. Inc. for CP to change ERP: 3.3 kw (H&V), ant.: 130 m.: correct coordinates.

■ **Union City, TN** WKWT(FM) 104.9 mhz—March 31 application of Reelfoot Broadcasting Inc. for mod. of CP (BPH-900510IG) to change ant.: 87 m.

■ **Mayville, WI** WMVM(FM) 98.7 mhz—April 20 application of Moly E. Huth for mod. of CP (BPH-880217MJ) to change ERP: 6 kw (H&V), TL: west-central portion of northwest quarter of section 28, town 12 north, range 17 east, Dodge County, WI, change from omni-directional to directional antenna.

#### Actions

■ **Searcy, AR** KWCK(AM) 1300 khz—Granted app. of CLASS Inc. (BP-920305AC) for CP to change TL to .48 mi N of Pace Street (Main Street), Searcy, make changes in antenna system. 35 15 27 - 91 43 49. Action April 23.

■ **Rancho Cordova, CA** KRDX(AM) 650 khz—Granted app. of Minority Comm of California Inc. (BMP-910318AD) for mod. of CP (BP-810410AB) to augment day and night patterns. Action April 20.

■ **Santa Monica, CA** KBLA(AM) 1580 khz—Granted app. of BNN, California Ltd. Partnership (BP-911022AC) for CP to augment nighttime standard pattern. Action April 20.

■ **Ocilla, GA** WSIZ(AM) 1380 khz—Granted app. of Osceola Communications Inc. (BP-920130AB) for CP to correct coordinates to 31 38 01 - 83 14 49. Action April 15.

■ **Honolulu** KZOO(AM) 1210 khz—Granted app. of Polynesian Broadcasting Inc. (BP-920310AB) for CP to relocate TL to site of KGU and KQMO on Ahui Street. 721 m. (.45 mi) SW of Honolulu. 21 17 41 - 157 51 49. Action April 21.

■ **Hailey, ID** KSKI(AM) 1340 khz—Granted app. of Silver Creek Communications Inc. (BP-920113AC) for CP to correct coordinates to 43 33 27 - 114 19 45. Action April 20.

■ **Huntington, IN** WPDJ(AM) 1300 khz—Granted app. of Williams Radio Inc. (BP-900405CX) for CP to reduce power to 250 w and make changes in antenna system. Action April 9.

■ **Union City, IN** WBNN(AM) 1030 khz—Granted app. of Union City Radio (BMP-910222AD) for mod. of CP (BP821122AG) to reduce power to .33 kw; make changes in antenna system; change TL to Worth Rd and Dismal Creek, adjacent to sewage disposal plant. Union City. 40 11 32 - 84 47 58. Action April 22.

■ **Washington, IN** WAMW(AM) 1580 khz—Granted app. of Greene Electronics (BMP-911220AF) for mod. of CP (BP890730AE) to make changes in antenna system. Action April 20.

■ **Cloquet, MN** WKLK(AM) 1230 khz—Granted app. of WKLK Inc. (BP-920130AC) for CP to make

changes in antenna system (incrise hght. by addition of FM antenna). Action April 20.

■ **New York** WMCA(AM) 570 khz—Dismissed app. of Salem Media Corporation (BMP-900405DI) for mod. of CP (BP-900405CB) to change antenna system and modify daytime directional antenna pattern. Action April 7.

■ **Blennerhassett, WV** WRRD(AM) 940 khz—Dismissed app. of Minority Christian Radio of WV (BMP-881201AB) for mod. of CP (BP-860407AC) to change TL: .1 km north of eastern ramp to Ohio River Memorial toll bridge, Parkersburg, WV; 39 17 01 - 81 33 18 (MEA). Action Feb. 25.

#### FM's

■ **Oneonta, AL** WKLD(FM) 97.7 mhz—Granted app. of Blount County Broadcasting Service (BPH-910107IA) for CP to change ERP: 6 kw H&V; ant.: 80 m. Action April 10.

■ **Mountain Home, AR** KPFFM(FM) 105.5 mhz—Granted app. of Mountain Home Radio Station Inc. (BPH-920309IA) for CP to change ERP: 33.4 kw (H&V); ant.: 180 m.; TL: proposed site is 4 km northeast of Three Brothers Church on State Route 5 in Three Brothers, Baxter County, AR; change class to C2 (per MM docket #90-598). Action April 15.

■ **Murfreesboro, AR** KMTB(FM) 95.3 mhz—Granted app. of Mediatronics Broadcasting Inc. (BPH-910320IB) for CP to change ERP: 4.68 kw H&V, ant.: 110 m. 34 03 07 - 93 51 45. Action April 9.

■ **Sacramento, CA** KEDR(FM) 88.3 mhz—Granted app. of Family Stations Inc. (BMPED-910531MF) for mod. of CP (BPED-861023MB) to change ERP: 50 kw (V only); ant.: 144 m. (V only); TL: .78 km NE of Meiss Rd., 245 km W of Lone Rd., 6 km SE of Rancho Murietta, Sacramento County, CA; class: B; and to change city of license from Lone to Sacramento. Action April 8.

■ **Tahoe City, CA** KRZQ-FM 96.5 mhz—Granted app. of Mid-South Broadcasting Company (BPH-911202IC) for CP to change ERP: 4 kw (H&V); change to class C1 (per docket #89-565). Action April 10.

■ **Miami Beach, FL** WLVE(FM) 93.9 mhz—Granted app. of Gilmore Broadcasting Corporation (BPH-911213ID) for CP to change ERP: 100 kw (H) 82 kw (V); change to class C (per MM docket #91-178). Action April 15.

■ **Sarasota, FL** WKZM(FM) 105.5 mhz—Granted app. of Christian Fellowship Mission Inc. (BPH-890929IF) for CP to change ant.: 100 m., TL: near intersection of Ashton Rd. and McIntosh Rd., Bee Ridge, Sarasota Co., FL; 27 16 30 - 82 28 54. Action April 15.

■ **Athens, GA** WUOG(FM) 90.5 mhz—Granted app. of University of Georgia (BPED-910531IC) for CP to change ERP: 26.0 kw; ant.: 54.6 m.; TL: intersection of Church and Baxter Streets. Athens. Action April 15.

■ **Hilo, HI** KAOE(FM) 92.7 mhz—Granted app. of Visionary Related Entertainment Inc. (BMPH-



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920129IC) for mod. of CP (BPH-841228MH as mod.) to change ERP: 16 kw (H&V); ant.: -48 m.; TL: 2.9 km due south of General Lyman Field; antenna site of KAHU(AM) Hilo, HI; change class to C3. Action April 21.

■ **Dixon, IL** WIXN-FM 101.7 mhz—Granted app. of Farm Belt Radio Inc. (BMLH-910822KH) for mod. of license to increase ERP: 6 kw H&V (per docket #88-375). Action April 22.

■ **Princeton, IL** WZOE-FM 98.3 mhz—Granted app. of WIDE Inc. (BPH-911125IF) for CP to change freq.: 98.1 mhz; ERP 6 kw H&V; TL near Princeton, 4.8 km east, .8 km south of U.S. Rte 6, Bureau County, IL (per MM docket #89-397). Action April 14.

■ **Brookston, IN** WEZV-FM 95.3 mhz—Granted app. of Bomar Broadcasting Company (BPH-911104IL) for CP to change ERP: 2.3 kw; ant.: 154 m., TL: .4 km ESE of intersection of county rds 900 N. and 275 E, near Ash Grove, Tippecanoe County, IN, change community of license (per docket #89-614). Action April 13.

■ **Waukon, IA** KNEI-FM 103.9 mhz—Granted app. of David H. Hogendorn (BPH-910515IB) for CP to change freq. 103.5 mhz; ERP: 30 kw H&V; ant.: 150 m.; TL: Cemetery Road. .5 km west of Highway 76. 2.1 km northwest of Waukon; class: C2 (per MM docket #89-257). Action April 10.

■ **Medicine Lodge, KS** KREJ(FM) 95.9 mhz—Granted app. of Florida Public Radio Inc. (BPED-911115IE) for CP to change ERP: 50 kw; ant.: 150 m.; TL: TBD; change freq. from 95.9 to 101.7; change to class C2. Action April 9.

■ **Breaux Bridge, LA** KFTE(FM) 96.5 mhz—Granted app. of JBC Inc. (BMPH-910612IE) for mod. of CP (BPH-851115NL) to change ERP: 22.5 kw H&V; TL: .4 km NE of Youngsville at 0 degrees true; class C3 (per docket #89-507). Action April 9.

■ **Natchitoches, LA** KDBH-FM 97.3 mhz—Granted app. of Cane River Communications Inc. (BPH-920131II) for CP to change freq: 97.3 mhz; ERP: 11 kw H&V, class to C3 (per MM docket #91-109), TL: St. Maurice Lane. Natchitoches. Action April 22.

■ **Talulah, LA** KBYO-FM 104.5 mhz—Granted app. of Sharing Inc. (BPH-911231IH) for CP to

change: ERP: 25 kw; TL: Barnes, Madison County, LA.; 3.22 km; 217 deg.; freq: 104.5 mhz; class: 283C3 (per MM docket #91-211). Action April 13.

■ **Biddeford, ME** WSTG(FM) 94.3 mhz—Granted app. of Gold Coast Broadcasting Inc. (BPH-911126IF) for CP to change ERP: 12 kw H&V, ant.: 144 m.; TL: .67 km east of intersection U.S. Rte. 1 and Rte. 98, Saco City, York County, ME. Action April 23.

■ **Howland, ME** WPVM(FM) 103.9 mhz—Granted app. of Bay Communications Inc. (BMPH-911017MB) for mod. of CP (BPH-881201MI) to change ERP: 54 kw H&V; ant. 468 m.; TL: atop Passadumkeag Mountain, 6 miles SE of Burlington, ME (Penobscot County), 45 07 47 - 68 21 32; class: C (per MM docket 90-539). Action April 8.

■ **Old Town, ME** WUMC(FM) 107.3 mhz—Granted app. of Penobscot Indian Nation (BMPH-911108IC) for mod. of CP (BPH-871026MO as mod.) to change ERP: 50 kw (H&V); ant.: 94 m.; TL: 925 m. W of Rte. 116, 2.1 km S of Argyle, ME. Action April 9.

■ **Thomaston, ME** WAVX(FM) 106.9 mhz—Granted app. of Northern Lights Broadcasting Company (BMPH-920110ID) for mod. of CP (BPH-880208MI) to change ERP: 29.484 kw (H&V); ant.: 193 m. Action April 13.

■ **Bethesda, MD** WLTT(FM) 94.7 mhz—Granted app. of CBS Inc. (BPH-920124IG) for CP to change ERP: 20.5 meters (H&V); ant.: 235 m. Action April 21.

■ **Ocean Pines, MD** WZJO(FM) 97.1 mhz—Dismissed app. of Ocean Pines Broadcasting Company (BMPH-911203IC) for mod. of CP (BPH-870406KH) to change ERP: 2.30 kw (H&V); ant.: 114 m.; TL: at intersection of Rte. #589 and Highway 90. Action April 10.

■ **Saginaw, MI** WUVE(FM) 104.5 mhz—Granted app. of Thomas M. Eells (BMPH-910830IH) for mod. of CP (BPH-880825ND) to change ERP: 2.45 kw (H&V); ant.: 143 m. Action April 13.

■ **Southfield, MI** WSHJ(FM) 88.3 mhz—Granted app. of Bd. of Educ. of Southfield (BPED-911011IE) for CP to change TL: 24675 Lahser Rd. Southfield. Oakland Co., MI, change trans-

mission line length. Action April 13.

■ **Ely, MN** KQEK(FM) 92.1 mhz—Granted app. of B.J.L. Broadcasting Corporation (BMPH-911205IC) for mod. of CP (BPH-891204MJ) to change TL: east end of Allaire Street, between First Avenue East and Third Avenue East, Ely. Action April 16.

■ **Princeton, MN** WQPM-FM 106.1 mhz—Granted app. of P. M. Broadcasting Company (BPH-910918IE) for CP to change freq: 106.1 mhz; ERP: 32.43 kw; ant.: 184 m.; TL: 22727 176th Street, Big Lake, Sherburne County, MN; change to class C2 (per MM docket #87-483). Informal objection granted 4-16-92. Action April 16.

■ **El Dorado, MO** KESM-FM 105.5 mhz—Granted app. of Wildwood Communications Inc. (BMLH-910808KC) for mod. of license to increase ERP: 4.5 kw H&V (per docket #88-375). Action April 21.

■ **Deer Lodge, MT** KDRF(FM) 96.7 mhz—Forfeited and cancelled app. of Deer Lodge Broadcasting Inc. (BPH-850712E1) for CP for new FM on: freq.: 96.7 mhz; ERP: 3 kw H&V; ant.: -490.5 ft., TL: .75 mile north Deer Lodge; SL-RC: T.B.D. 46 24 26 - 112 43 08. Action April 17.

■ **McCook, NE** KFB(FM) 93.9 mhz—Forfeited and cancelled app. of Franklin Broadcasting (BPH-870105MB) for CP for new FM on: freq.: 93.9 mhz; ERP: 50 kw H&V; ant.: 149.8 m., TL: west 3.5 mi on US 6 and 34, right .2 mi. from School No. 23, McCook, NE; SL-RC: to be determined. 40 13 04.5 - 100 43 14.5. Action April 17.

■ **Laughlin, NV** KLUK(FM) 107.9 mhz—Granted app. of H & R Broadcasting Inc. (BPH-910917IC) for CP to change ERP: 16.9 kw. Action April 13.

■ **Hampton, NH** WZEA(FM) 102.1 mhz—Granted app. of Coastal Broadcasting Corporation (BMPH-911211ID) for mod. of CP (BPH-880505OY) to change TL: approx. 22 mi NE of intersection of Locust Street and State Rte. 107, Seabrook, Rockingham County, NH. Action April 9.

■ **Hanover, NH** WFRD(FM) 99.3 mhz—Granted app. of Trustees of Dartmouth College (BMLH-910730KD) for mod. of license to increase ERP: 3.4 kw H&V (per MM docket #88-375). Action April 15.

■ **Liberty, NY** WVOS-FM 95.9 mhz—Granted app.

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of Mountain Broadcasting Corporation (BPH-910813IG) for CP to change ERP: 6 kw; ant.: 100 m. Action April 15.

■ **Little Falls, NY** WOVW(FM) 105.5 mhz—Granted app. of Towpath Communications Ltd. (BPH-910123IC) for CP to change ERP: 2.897 kw H&V; ant. 142 m.; TL: Quinn Rd, 7.5 km from Little Falls on bearing of 214 degrees true (per MM docket #88-375). Action April 20.

■ **Mechanicville, NY** WVYD(FM) 104.5 mhz—Granted app. of Achilles Inc. (BMPH-910820IF) for mod. of CP (BPH-880825MQ) to change ERP: 5 kw; ant.: 107 m.; TL: WVKZ-FM tower, 705 Waite Road, Clifton Park, New York. 42 52 44 - 73 51 47. Action April 9.

■ **Port Henry, NY** WMNM(FM) 92.1 mhz—Granted app. of Pro-Radio Inc. (BPH-911209IH) for CP to change ERP: 18 kw; ant.: 3 m.; change to class C3 (per MM docket #90-509). Action April 2.

■ **Oriental, NC** WZYH(FM) 94.1 mhz—Granted app. of Conner Media Corporation (BMPH-911125IG) for mod. of CP (BPH-871008ME as mod.) for new station; change ERP: 11 kw H&V; ant. 148 m.; TL: 2.9 km south of intersection of Neuse Rd and Point Rd, Oriental, NC; class C3. Action April 16.

■ **Milford, OH** WAQZ(FM) 107.1 mhz—Granted app. of Richard L. Plessinger Sr. (BPH-911217IB) for CP to change ant.: 96 m.; TL: one mile south on Little Dry Run Rd., from Rte. 32: 1.5 miles south southeast of Newton, OH. Action April 15.

■ **New Philadelphia, OH** WNPQ(FM) 95.9 mhz—Dismissed app. of Tuscarawas Broadcasting Company (BPH-900424IE) for CP to change ERP: 2.61 kw H&V, ant.: 152 m. Action April 20.

■ **West Union, OH** WVXM(FM) 89.5 mhz—Granted app. of Xavier University (BMPE-901029IC) for CP to change antenna supporting-structure height. Action April 15.

■ **Woodward, OK** KWFX(FM) 100.1 mhz—Granted app. of Fuchs Communications Inc. (BPH-911220IE) for CP to change ERP: 100 kw (H&V), ant.: 299 m.; TL: 5.6 km southwest of Woodward; class: C1 (per MM docket #90-286). Action April 22.

■ **Myrtle Point, OR** KNAR(FM) 94.1 mhz—Forfeited and cancelled app. of Parke-Reyes Company (BPH-881109MC) for CP for new FM on: freq. 94.1 mhz; ERP: 2.222 kw, ant.: 114 m., 43 01 05 - 124 10 27. Action April 17.

■ **Mechanicsburg, PA** WTPA(FM) 93.5 mhz—Granted app. of Quaker State Broadcasting Corp. (BPH-920228IO) for CP to change ERP: 1.25 kw; ant.: 219 m. Action April 15.

■ **Williamsport, PA** WWAS(FM) 88.1 mhz—Granted app. of Pennsylvania College of Technology (BMLED-900924KS) for mod. of license (BLED-851121KF as mod.) to change from guyed tower to self-supporting tower. Action April 15.

■ **Garden City, SD** KEJA(FM) 89.3 mhz—Forfeited and cancelled app. of South Dakota State University (BPED-820507AM) for CP for new educ. FM on: freq.: 89.3 mhz; ERP: 84.81 kw H&V; ant.: 1415.25 ft.; TL-SL: 5 mi N. Garden City, SD. 44 57 56 - 97 35 22. Action April 17.

■ **Cookeville, TN** WTTU(FM) 88.5 mhz—Granted app. of Tennessee Technological University (BPED-920203IA) for CP to change ERP: 2 kw (H only), ant.: 50 m.; TL: atop plant operations warehouse, corner of North Whitney Ave. and University Drive, Cookeville. Action April 22.

■ **Robstown, TX** KSAB(FM) 99.9 mhz—Granted app. of KDOS Ltd. (BMPH-910723IC) for mod. of CP (BPH-870326IC as mod.) to change directional antenna pattern. Action April 13.

■ **Rosenberg, TX** KMIA(FM) 104.9 mhz—Granted app. of Roy E. Henderson (BPH-901114IC) for CP to change ant.: 154 m.; TL: 4 mi. north of Morton Road on Skinner Road. 29 39 54 - 95 45 28. Action April 15.

■ **Texarkana, TX** KTXK(FM) 91.5 mhz—Granted app. of Texarkana Community College (BPED-920129IA) for CP to change ERP: 5.2 kw (H&V).

Action April 22.

■ **Neillsville, WI** WCCN-FM 107.5 mhz—Granted app. of Central Wisconsin Broadcasting Inc. (BPH-891227IB) for CP to change ant.: 179 m., TL: south Mound Road, 8 km west of intersection with Langs Road, near Neillsville. Action April 14.

■ **Rhineland, WI** WRHN(FM) 100.3 mhz—Granted app. of Northwoods Broadcasting Inc. (BPH-890131IB) for CP to change ERP: 100 kw H&V, change ant.: 299 m.; TL: atop Lookout Mtn., near fire tower, 2.2 km west of State Highway 17; change class: C1 (per docket #87-280). Action April 21.

■ **Whitewater, WI** WSLD(FM) 104.5 mhz—Granted app. of SLD Broadcasting Ltd. (BMPH-92012718) for mod. of CP (BPH-880825MO) to change ERP: 100 kw (H&V), TL: approx. 1.4 km north of Richmond, Walworth County, WI. Action April 22.

#### TV's

■ **McAllen, TX** KMZS(TV) ch. 48—Granted app. of Valley Channel 48 Inc. (BMPCT-920107KG) for mod. of CP (BPCT-820315KI) to change ERP (vis): 3,162 kw. Action April 16.

■ **St. George, UT** KUSG(TV) ch. 12—Granted app. of KUTV Inc. (BMPCT-910415KE) for mod. of CP (BPCT-870812KG) to change ERP (vis): 9.8 kw; ant.: 42 m.; TL: Webb Hill, approximately 4.5 km south of St. George. antenna: Dielectric THP-C1-4-1(DA). 37-03-49 - 113-34-20. Action April 16.

## ACTIONS

■ **Big Bear Lake, CA** Affirmed decision by Mass Media Bureau, which denied applications of PZ Entertainment Partnership Ltd. for modification of facilities of unbuilt station KBBL-TV, television booster station to operate on same channel near Fawnskin, CA. (By MO&O [FCC 92-186] adopted April 16 by Commission.)

■ **Los Angeles** Ordered hearing on revocation of CP of Black Television Workshop of Los Angeles Inc. for KEEF-TV channel 68, Los Angeles, to be expedited, and ordered parties to direct any exceptions to initial decision to Commission, rather than Review Board. (MM Docket 88-420 by Order [FCC 92-199] adopted April 23 by Commission.)

■ **Sebastopol, CA** Denied Russian River reconsideration of staff action dismissing its application for new FM station on channel 229A. (By MO&O [FCC 92-188] adopted April 16 by the Commission.)

■ **Philpot, KY** Denied River Valley Radio Inc. reconsideration of Report and Order, which allocated channel 234A to Philpot as its first FM service. (MM Docket 88-126 by MO&O [DA 92-486] adopted April 15 by Chief, Policy and Rules Division, Mass Media Bureau.)

■ **Sumter, SC** Affirmed Initial Decision of ALJ and granted application of Iris Communications Inc. for new FM station on channel 234A at Sumter and denied application of Sumter Radio Partners. (By decision [FCC 92R-32] adopted April 14 by Review Board.)

## CALL LETTERS

#### Applications

#### Existing AM's

- WFLP(AM) WEHN Heart Broadcasting Inc.; North East, PA  
WSKN(AM) WQBS Radio Cadena Informativa Inc.; San Juan, PR  
WTTW(AM) WACB Vernal Enterprises Inc.; Kittanning, PA  
WWEV(AM) WAVO Curriculum Development Found. Inc.; Decatur, GA

#### Existing FM

- WRNN(FM) WKOA Kings Road Radio Inc.;

Murrell's Inlet, SC

#### Existing TV

- WMFD-TV WCOM Mid-State Television Inc.; Mansfield, OH

#### Grants

#### New FM's

- KARP(FM) John Linder; Hampton, IA  
KNTI(FM) Jeff Joel la Thomas, Joint Tenants; Kirtland, NM  
KTWM(FM) Jubilee Radio Network of Montana; Laurel, MT  
KVUQ(FM) Marianne S. Harbart; Olathe, KS  
WJCK(FM) Immanuel Educational Broadcasting Inc.; Cedartown, GA  
WUAE(FM) Amerzine Broadcasting Ltd.; Wakefield-Peacedale, RI  
WUAF(FM) Pearce Broadcasting Partnership; Valley, AL  
WXXZ(FM) STS Broadcasting Ltd.; Port Matilda, PA

#### Existing AM's

- KFFR(AM) KCFA Prevailing Word Broadcasting Inc.; Eagle River, AK  
KFGI(AM) KKMJ Amarturo Group Ltd.; Rollingwood, TX  
KKIC(AM) KWIV Fireside Broadcasting Co.; Douglas, WY  
WCRJ(AM) WJGC Christian Voices. Texas Ltd. Pship: Jacksonville, FL  
WCRY(AM) WNBR Cedar Raleigh Ltd.; Fuguay-Varina, NC  
WDSY(AM) WEEP Entertainment Communications Inc.; Hampton Township, PA  
WKGf(AM) WOKD Gulf Dunes Broadcasting Inc.; Arcadia, FL  
WKKP(AM) WZAL Henry County Radio Co. Inc.; McDonough, GA  
WMRE(AM) WKHL North Penn Broadcasting Inc.; Hughesville, PA

#### Existing FM's

- KFGI-FM KFGI New Thinking Inc.; Luling, TX  
KFMG(FM) KDMG-FM Intergalactic Communications Inc.; Pella, IA  
KHWK(FM) KPAA Western Adventure Radio Network; Tonapah, NV  
KKIC-FM KATH-FM Fireside Broadcasting Co.; Douglas, WY  
KLRZ(FM) KMZM Electronics Unlimited Inc.; Larose, LA  
KPEL-FM KKKW Solo Music Co. of Louisiana Ltd.; Erath, LA  
KQRC(FM) KVRK-FM WTMJ Inc.; Leavenworth, KS  
WDSY-FM WDSY Entertainment Communications Inc.; Pittsburgh  
WFXK(FM) WCAS Great American East Inc.; Tarboro, NC  
WLMS(FM) WDSB Bishop of the Diocese of St. Petersburg, FL; Lecanto, FL  
WMRE-FM WKHL-FM North Penn Broadcasting Inc.; Salladasburg, PA

#### Existing TV's

- KYOU-TV KOIA-TV Public Interest Broadcast Group Inc.; Ottumwa, IA  
WOOD-TV WOTV LCH Communications Inc.; Grand Rapids, MI

#### Certifications

- KHDT-TV Schuyler Broadcasting Corp.; Caldwell, ID  
KHRT-FM Faith Broadcasting Inc.; Minot, ND

# Fifth Estater

## JOSEPH JOHN SULLIVAN JR.

In November 1976, at age 40, Joe Sullivan Jr., then an executive with the Television Bureau of Advertising, got the itch to start his own business. A veteran TV sales executive, Sullivan saw a need for a top executive recruiter and found the right man for the job: himself. Hundreds of executive placements later, New York-based Joe Sullivan & Associates took on its most visible assignment last year—the five-month search that netted Gary Fries to fill the top post at the Radio Advertising Bureau.

"You can't find anyone out there who has anything bad to say about Joe Sullivan as a recruiting professional," says Paul Fiddick, president of the radio group of Heritage Media Corporation and a member of the RAB search committee. "He was on a list of one to get [our] assignment."

In the process that culminated with the selection of Fries, Sullivan recommended the finalists submit an audiotape "selling themselves" for the job. "It unquestionably saved time and RAB expenses but also was extremely effective in identifying the truly interested, high-quality candidates," says Fiddick.

It was business as usual for Sullivan, who points out that as an executive recruiter, he represents the firm, not the individual, adding that a successful search begins with a thorough research of the firm.

JS&A maintains a computer database of more than 3,000 names. For a particular search, "I might screen 100 to 150 resumes, I might talk with 50 to 60 potential candidates, I might interview 20 to 25, and narrow down to four or five nominees," he says. And it doesn't end with the final selection; a recruit is warranted for up to six months.

Sullivan's initiation in sales came selling peanuts as a teenager at New York's Yankee Stadium and Polo Grounds. A position at Fordham University's WFUV(FM) doing "everything from sending out press releases to narrating the Mass for homebound listeners" was his initiation into broadcast-



ing. He combined the two as an account executive at CBS-owned affiliate WBBM-TV Chicago in 1963.

His most exciting sales effort, he recalls, was creating and then selling out the "moon package" covering the first manned moon landing in July 1969 from takeoff to splashdown as director of sales for WCBS-TV New York. After catching wind of it, the ABC and NBC affiliates scrambled to come up with their own packages. "We had priced ours in such a way that theirs sold out first," says Sullivan. "they were cheap, but we held the rates." The two and a half hours surrounding the actual landing attracted the largest American audience for a television event up to that time—125 million.

Sullivan was recruited by the Television Bureau of Advertising after three years as director of sales for Corinthian Broadcasting Corp., operator of five TV stations. As TVB's first executive vice president of sales, "We converted it from a public relations trade association to an industry sales organiza-

tion...a sense of mission was created," he says.

Sullivan first dreamed of owning his own radio station while still in college. His goal was to serve the eastern end of Long Island, virtually devoid of signals in the late 1950's. In 1972, he formed Peconic Bay Broadcasting to begin his search for an FM allocation in the area: 13 years later, he put WBAZ(FM) Southold, N.Y., on the air; it was in the black in nine months, he says.

WBAZ has suffered more recently—along with the rest of the industry—from the current recession, but was up 30% in the first quarter of 1992. Sullivan has found over the years that the broadcasting industry tends to be hit by a recession first, but recovers first, as well. JS&A has followed the trend, with business picking up since the start of the second quarter.

Sullivan's radio station serves as the summer headquarters of JS&A. The arrangement works well; the former Fordham University sailing team captain can race his Sunfish sailboat on the Peconic Bay while overseeing the station and conducting recruiting searches.

In order to take on projects like finding the new head of LIN Broadcasting's television group, or like the just completed search for a new president and CEO of Washington International Teleport, JS&A remains Sullivan's first priority.

"It's what pays the college tuition," he says. It pays off in accolades, as well. Says a recent client: "Even the unsuccessful candidates had nice things to say about you." ■

**President, Joe Sullivan & Associates Inc. and president, Peconic Bay Broadcasting Corp., licensee of WBAZ(FM) Southold, N.Y.; b. Oct. 17, 1936, New York; BS, sociology, Fordham University, New York, 1958; first lieutenant, United States Air Force, 1958-61; communications consultant, New York Telephone Co., 1961-63; account executive, WBBM-TV Chicago, 1963-66; account executive, CBS-TV National Sales, New York, 1966-67; director of sales wcbstv New York, 1967-70; director of daytime sales, CBS-TV Network, New York, 1971-72; director of sales, Corinthian Broadcasting Corp., New York, 1972-75; executive VP, Television Bureau of Advertising, 1975-76; present positions: JS&A since 1976; PBBC since 1972; m. Barbara McCollum, Aug. 10, 1963; children: Joseph III, 27; Sean, 26; Shane, 21; Suzanne, 18.**

# Fates & Fortunes

## MEDIA

**Robert T. Sutton**, president, Home Shopping Network, St. Petersburg, Fla., named chairman of board for HSN's new venture, Silver King Broadcast Group, owners of 11 TV's.

**Stanley K. Honey**, president and CEO, Etak Inc., Menlo Park, Calif., joins The News Corporation Ltd., New York, as executive VP, news technology group.

**John Llewellyn**, VP and general manager, WKYC-TV Cleveland, joins WCNC-TV Charlotte, N.C., as president and general manager, succeeding **John Hayes**, who has been promoted to VP-television, parent company Providence Journal Co.

**Gary R. Robinson**, VP and general manager, WLWT(TV) Cincinnati, joins WEWS(TV) Cleveland as general manager, succeeding **James H. Knight**, who retired ("Fates & Fortunes," April 20). **Tom Allen**, assistant general manager, WEWS, named station manager.



Robinson



Gottlieb

**Rand Gottlieb**, VP and general manager, WLTE(FM) Minneapolis, joins co-owned WCCO(AM) there in same capacity.

**William O. Hider**, VP, telecommunications, Gannett Co., Arlington, Va. (Washington), adds duties as president, USA TODAY Sky Radio.

Appointments at Harron Communications Corp., Frazer, Pa.: **Greg Bicket**, senior VP, United Artists Cable, Southeastern division, named executive VP and chief operating officer; **Joel C. Cohen**, senior VP,

United Artists Entertainment Co., named chief financial consultant, and **Gregory J. Raymond**, regional manager, Harron's Delaware Valley, Pennsylvania division, named VP, operations.

**Dennis Logsdon**, station manager, WKRC(AM) Cincinnati, named general manager.

**Sally Wells**, senior VP, development, WETA-TV Washington, resigned but will continue as fundraising consultant.

**John F. Connelly**, head financial officer, GE American Communications Inc., Princeton, N.J., named chairman and CEO.

Senior VP's appointed at Vitt Media International Inc.: **Abbott Wool**, assistant to president, New York; **Steve Kuperberg**, group VP and manager, Los Angeles, and **Ron Shapiro**, group VP and comptroller, New York.

**James A. Coloff**, local sales manager, KRNT(AM)-KRNQ(FM) Des Moines, Iowa, joins KMCH(FM) Manchester, Iowa, as general manager.

## SALES AND MARKETING

**Victor E. Russek**, corporate director of affiliate services, Microband Wireless Cable, joins Turner Private Networks Inc., Atlanta, as director of marketing.

**Ronald T. Goldberg**, sales manager, TeleRep, Chicago, joins Chicago-Land Television there as director of sales.

**Richard Thorne**, associate publisher, *New Choices Magazine*, joins Cabletelevision Advertising Bureau, New York, as VP, national sales and marketing.

**Ralph Sorrentino**, senior VP, director of finance, Lintas, New York, joins Bohbot Communications Inc. there as senior VP, director of finance and administration. **Chuck Levy**, executive VP, director of client services, Vitt Media, joins Bohbot Communications, New York, as senior VP, account management.

**Jeff Sohinki**, senior account executive, Philadelphia Cable Advertising, joins American Cable Advertising, Philadelphia, as general manager.

**Leon D. Halbert**, media buyer, Glennon & Co., joins Kupper Parker Communications Inc., St. Louis, in same capacity.

**Connie Larson**, regional accounts manager/senior audit executive, KIRO-TV Seattle, and **Bob Guinn**, VP and general manager, U.S. Suites Inc., join KING-TV Seattle as account executives.

**Errol Rapkin**, VP, account services, Emery & Associates Inc., joins WEZW(FM) Wauwatosa-Milwaukee, as account executive.

**Kim Guthrie**, local sales manager, WLUM-FM Milwaukee, named general sales manager, succeeding **Bill McNulty**, director of national sales, All Pro Broadcasting.

**Frank Biancuzzo**, manager of marketing and creative services, Frank N. Magid Associates, Marion, Iowa, named VP, marketing group.

New account executives at Katz & Powell Radio: **George Gollub**, from Major Market Radio, to New York; **Blaise Tracy**, from CBS Radio Representatives, joins in Los Angeles, and **Shawna Ryan**, from Foote Cone & Belding, joins in Chicago.

**Mark Turak**, account executive, WHLI(AM)-WKJY(FM) Hempstead, N.Y. (Garden City), named national sales manager.

**Jeff Kautz**, general sales manager, WKSJ-FM Mobile, Ala., joins WEZL(FM) Charleston, S.C., as local sales manager.

**Mack Moore**, general sales manager, WQDR(FM) Raleigh, N.C., joins WRDU(FM) Wilson, N.C., as account manager. **Chuck Borsuk**, from PepCom Industries, joins WRDU(FM) as retail development specialist.

**Rafaela Travesier**, account executive, Telemundo Group, New York, joins CBS Hispanic Radio Network there in same capacity.

## PROGRAMING

**Wayne D. Smith**, senior law assistant, Viacom International Inc., New York, named attorney.

**Vance Scott Van Petten**, senior VP, business affairs, domestic television division, Paramount Pictures Corp., joins Twentieth Television, Los Angeles, as senior VP, business and legal affairs, domestic television.

**Rob Sussman**, business manager, Showtime Networks Inc., New York, named director, financial planning and analysis. **Carol Dalgish**, national sales manager, TV division, Showtime Satellite Networks, New York, named director, national accounts.



Murano



Hampford

**Mary Murano**, VP, American Movie Classics, Woodbury, N.Y., named VP, sales and affiliate relations. **Kate Hampford**, VP, AMC's Central region, named VP, Western region, Los Angeles.

**Eric Illowsky**, director, affiliate marketing and programming, Sci-Fi Channel, Boca Raton, Fla., named director, national accounts and affiliate relations, co-owned USA Network, New York.

**Ed Solorzano**, manager, development, Patchett Kaufman Entertainment, Culver City, Calif., named director of development.

**Ken Abrams**, promotions coordinator, Paramount Pictures, joins Entertainment Licensing Associates, Los Angeles, as account executive.

**Julie Anne Weitz**, television president, O'Hara-Horowitz Productions, joins International Creative Management, Los Angeles, as agent in TV packaging department.

**Greg Palkot**, anchor and correspondent, *European Journal*, Public Broadcasting Service, Cologne, Germany, adds duties as senior producer.



## WILLIAM S. PALEY ANNUAL LECTURE ENDOWED

**H**onoring the founder of CBS, The William S. Paley Annual Lecture has been endowed at The Museum of Television & Radio by the CBS Foundation Inc. The program will establish lectures by individuals or groups who have distinguished themselves over time in broadcasting. Laurence A. Tisch (right), chairman, president and CEO, CBS Inc., presents the first of three installments of the \$1 million gift to Robert M. Batscha, president of The Museum of Television & Radio.

**Edward McCardell**, from Jamieson, Moore, Peskin & Spicer law firm, Princeton, N.J., joins Broadcast Music Inc., New York, as staff attorney, legal department.

**John L. Hancock III**, manager, radio operations, Westwood One, New York, moves over to co-owned Source Radio Network there as producer. **Julie Rosen**, sales planner, Westwood One, New York, named account executive, Eastern regional sales department.

**John F. Carlson**, manager, compensation and benefits, Martin Marietta's data systems division, joins Jones Intercable Inc., Englewood, Colo., as director, compensation and benefits.

**Dennis E. Siewert**, general manager, KTVN(TV) Reno, joins Ivanhoe Communications Inc., Orlando, Fla., as director of business development.

**Jack Hayes**, director, management services, XETRA(AM) Tijuana, Mexico (San Diego), joins Sports Entertainment Network, Las Vegas, as network operations manager.

**Michael Stephen Miller**, station

services manager, CBN Radio Network, Virginia Beach, Va., joins Morningstar Radio Network, Houston, as operations manager.

**Michael Hernandez**, former air personality, KKDA-FM Dallas, joins Satellite Music Network there as nighttime announcer of urban adult contemporary format. **John Rody**, morning air personality, KZPS(FM) Dallas, joins Satellite Music Network there as host, classic rock format.

**J. Ben Manilla**, former senior VP and creative director, Radio Today, forms Ben Manilla Productions, San Francisco, providing production, consultation and music programming.

**Tom Richards**, formerly with WMGK(FM) Philadelphia, joins WISH (AM)-WEAZ(FM) there as production director.

**Ron Jaworski**, former football quarterback, Philadelphia Eagles, joins WYSP(FM) Philadelphia as co-host, post-game show.

**Bonnie Johnson**, from Nickelodeon/Nick at Nite, New York, joins The Discovery Channel's affiliate

sales department. Los Angeles, as divisional marketing manager. **Clint Stinchcomb**, account executive, Grubb & Ellis Commercial Real Estate, joins Discovery, Los Angeles, as account manager, affiliate sales department.

## NEWS AND PUBLIC AFFAIRS

**Forrest Sawyer**, correspondent, ABC News, named anchor of untitled news magazine scheduled to premiere this summer against CBS's *60 Minutes* time slot.



Sawyer



Tyler

**Dana Tyler**, correspondent and weekend co-anchor, WCBS-TV, New York, named noon co-anchor.

**Jack Wilkinson**, writer and editor, United Press International, Atlanta, named assistant managing editor.

**Tom Bell**, acting news and program director, WWJ(AM) Detroit, named news and program director.

Appointments at WDAF-TV Kansas City, Mo.: **Meryl Lin McKean**, general assignment reporter, named health beat reporter; **Joan Harrell-Carter**, weekend anchor, KSHB-TV Kansas City, Mo., to same capacity, and **Lisa Rineheart**, former intern, KSNT(TV) Topeka, Kan., named production assistant.

**Barbara Vaughan**, from KIDK(TV) Idaho Falls, Idaho (Pocatello), joins KOLN(TV)-KGIN-TV Grand Island, Neb. (Lincoln), as weekend anchor and reporter.

**Maggie Kennedy**, columnist, "Dear Dallas," *Dallas Times Herald*, joins KDFW-TV there as assignment editor.

**Benjamin L. Hooks**, executive director and CEO, National Association for Advancement of Colored People and former FCC commissioner, joins WBAL-TV Baltimore as political analyst.

## TECHNOLOGY



Tom

chief executive officer.

**Roy Moore**, engineering manager, KPIX(TV) San Francisco, joins Bexel Corp., Burbank, Calif., as manager of engineering.

**Stephen G. Tom**, VP and general manager, Eastern region, Keystone Communications, joins Washington International Teleport, Alexandria, Va., as president and

## PROMOTION AND PR



Gill

Showtime Networks Inc., New York, as manager of promotion.

**LeslieAnne Wade**, senior publicist, USA Network, New York, named manager, press relations.

**Janis Burenga**, VP, creative services at Unistar Radio Networks, resigned. No replacement has been named.

**Brian Regan**, director of TV group Rogers & Cowan, joins Hill and Knowlton's Entertainment Division Worldwide, Los Angeles, as VP.

**Patrick McFarland**, senior publicist, Arts & Entertainment Network, New York, named manager, program publicity, corporate communications.

**Mary Beth Hughes**, VP, account supervisor, Eisaman Johns & Laws Inc., Chicago, joins Tribune Entertainment Co. there as director of creative services.

**Jean Reid**, public relations director and special assistant to Nashville Mayor Richard Fulton, joins WDCN(TV) there as promotion director.

**Libby Gill**, director of publicity, Columbia Pictures Television, Los Angeles, named VP, publicity.

**Michael Liburd**, from Kraft General Foods, joins

## ALLIED FIELDS

**Sheldon Cooper**, chairman, Tribune Entertainment Co., Chicago, honored with Silver Circle Award from Chicago Chapter of National Academy of Television Arts and Sciences.

**Donald Ledwig**, president and CEO, Corporation for Public Broadcasting since 1987, joins American Production and Inventory Control Society, international training organization based in Falls Church, Va., as executive director.

**Bob Michael**, former manager, Southwest Florida Interconnect, joins The Naples Group Inc., Naples, Fla., as VP, concentrating on cable advertising sales and broadcasting positions.

**Buff Parham**, VP and station manager, and **Susie August**, senior account executive, WFAA-TV Dallas, named "Station Manager of the Year" and "Sales Account Executive of the Year" from Dallas-Fort Worth Chapter of American Women in Radio & Television.

**Claudia S. Horn**, VP, Chesley Maddox & Associates, forms Prime Capital Associates, Middlefield, Conn., specializing in financial services to broadcast and other media companies.

**Dan Lucci**, formerly with MMT Sales, New York, joins Sales Development Associates, Old Tappan, N.J., as senior associate **Denise Dailey**, station manager/sales, KQTV(TV) St. Joseph, Mo., joins Sales Development Associates, Rushville, Mo., as senior associate.

## DEATHS

**Robert W. Schlater**, 71, former chairperson, Michigan State University's department of telecommunication, died of cancer April 20 in East Lansing, Mich. Schlater additionally taught television production and conducted research in production techniques at Michigan State. He had stint as radio news writer for Providence Journal station and as producer/director and assistant station manager, KUON-TV Lincoln, Neb. Survivors include his wife, Jean; son, Mark, and sister, Barbara.

# Monday Memo

## “The eight blindspots of TV news have left us poorly informed.”

**F**CC Chairman Alfred C. Sikes spoke recently at Washington State University as part of the Edward R. Murrow Symposium. While he pointed to the benefits of TV news, he dwelt more on its weaknesses. He related his remarks to Murrow's own critique of his medium and concluded the speech with recommendations of approaches TV might consider as it redefines TV news. The following is a condensation of his remarks:

TV is now the primary source of news for most people, and therefore the lifeblood of our continuing experiment in self-government. What we learn and ultimately know about our struggles to improve ourselves is profoundly shaped by television. Our economy, our relationships with other countries, our efforts to identify and solve our shared problems, all are filmed and packaged for us daily by the heirs to Edward R. Murrow.

But the game today is different—and the stakes, I'd argue, are greater. While Mr. Murrow's broadcasts complemented the written word, for many Americans today TV journalists provide the only word. In Mr. Murrow's era, TV news came once a day and was tethered to the technology of film and air transport. Today, satellites, electronic newsgathering, videotape and cable allow TV news to operate with virtually no restraints.

I believe the norms and habits of TV news now threaten to undermine our collective ability to respond as a nation to the most serious problems we face. To illustrate my point, I'll rely heavily on the media's coverage of our outsized budget deficits and spiraling national debt.

What I'll call “the eight blindspots” of television news have left us poorly informed as to the dimension of our fiscal problems, and therefore unequipped to respond in a way equal to the challenges we now face. The result? On such complex issues our primary news source leaves our democracy disabled.

Perhaps before going further I should distance myself from my office. I do not want to leave the impression that any official act is contemplated because of my views; none is, nor could be, nor should be.

Our first blindspot is the Blindspot of Visuals, the notion that “good pictures equal good TV journalism.” Governance is about ideas and their manifestation is words. A medium that is uncomfortable with words is necessarily

uncomfortable with ideas. Yet, anyone who flips on the set knows that Hollywood production values increasingly govern decisions about what is or isn't “news.”

The Blindspot of Stenography is second. It is the unwritten code that too often defines “news” as being what our public officials say or do; and TV's corresponding reluctance or inability to independently challenge an official view (or official silence) without another, dissenting official view to lean on.

Hand-in-hand with the Blindspot of Stenography is its cousin, the Acceptance of the Lame Response. Even when they pose the right question, correspondents infrequently note that politicians are full of flimflam when they assert that we can solve our budget problems by cutting defense, eliminating pork barrel spending or scrapping foreign aid.

This tendency to accept inadequate answers is fueled partly by our fourth blindspot, the Blindspot of Ignorance. Listen closely while I let you in on a fraternal secret: Nothing is easier for a public official than bamboozling journalists who don't do their homework, who haven't taken the trouble to master the area on which they've been charged to inform the public. And, unfortunately, in fiscal matters especially, the media's consistent display of ignorance, lack of interest or both has not served anyone well.

With the groundwork we've now laid, our final four blindspots can be catalogued quickly. There's the Blindspot of Spending, in which TV news invariably equates more government spending with solving more problems, though that hasn't worked in the past and we're now in debt to our eyeballs. There's the Blindspot of Pettiness, in which sideshows like the House bank fiasco get dissected for weeks, while the seemingly intractable and core problems—such as deficits—get scarcely a sound bite.

There's the Blindspot of Celebrity, in which brand-name TV newspeople grow to love their status more than their duty.

And finally there is the Blindspot of Fickleness, by which I mean to describe the mysterious hit-and-run, ebb-and-flow rhythm that characterizes TV news coverage.

I believe that a commitment to the public trust must now summon the television news community to rise above the limitations and conventional wisdoms, and at least partially reinvent itself. ■



*A commentary by Alfred Sikes, chairman, Federal Communications Commission*

# In Brief

**Republic Pictures has delivered a proposal to creditors of bankrupt Orion Pictures Corp.**, submitting a reorganization plan to funnel in \$400 million generated from cash and receivables, a \$150-million senior secured note, plus 10% of common stock in the merged studio. Orion owes creditors \$700 million. In the proposal, industry sources believe that Republic, which has less than \$17 million in debts, is putting up very little of its own assets (with the exception of the \$150 million secured note) and has the opportunity to acquire Orion's coveted film library. Orion has until May 22 to present a reorganization plan acceptable to creditors and U.S. Bankruptcy Court.

**Some surprises from the first week of the May sweeps** as reported in Nielsen Syndication Service pocketpiece (April 20-26): Tribune Entertainment's first-run made-for-TV feature, *Final Shot: The Hank Gathers Story*, finished fifth nationally with an 8.3 rating (aggregate average); Columbia Pictures Televi-

sion's off-network sitcom, *Married...with Children*, topped all sitcoms with a 7.5 rating, nosing *The Cosby Show*'s 6.8; All-American Communications' *JFK Conspiracy* special turned in a 9th-ranked 7.2, and Twentieth Television's late-night romance strip, *Studs*, reached a personal-best 3.2 rating and tied Paramount's *The Arsenio Hall Show*.

**In the overnight ratings for last Thursday, Fox beat the other three networks** in every time period from 8 to 10 p.m.—its second victory ever on Thursday. *The Simpsons* averaged a 14.7/24, a special installment of *In Living Color* scored a 15.0/23 and the season finale of *Beverly Hills, 90210* pulled in a 16.4/24.

ABC's test of **Home Improvement** last Wednesday at 9-9:30, a possible precursor of its scheduling for next season, **scored a 13.6 rating/21 share**, first in the time period. The show, which normally airs Tuesday at 8:30, outperformed NBC's *Seinfeld* and was the night's second-highest-

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 26. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.9/227/99
2. Jeopardy!	11.3 218 98
3. Oprah Winfrey Show	10.2 231/99
4. Star Trek	9.6 244/98
5. Final Shot: Hank Gathers	8.3/156/95
6. Entertainment Tonight	8.0/191/96
7. Current Affair	7.7/176/94
8. Married...With Children	7.5/176/94
9. JFK Conspiracy	7.2 150 87
9. Wheel of Fortune-wknd	7.2/192/84
11. Donahue	7.1 231 99
12. Cosby Show	6.8/202/97
13. Inside Edition	6.5/137/89
14. Sally Jessy Raphael	6.1 211/98
15. Hard Copy	5.4/178/93
15. WKRP in Cincinnati	5.4 240 98

rated show. The Disney-produced series also improved the network's average in the time period by 24%. Speculation has centered on the possibility ABC will move *Home Improvement* and possibly *Coach* from Tuesday to Wednesday in hopes of duplicating the Tuesday success.

**NBC has renewed A Different World for its sixth season and Sisters for its second full season.** *A Different World*, the lead-out for *The Cosby Show*, averaged a 14.9/24 this season. *Sisters* averaged a 10.2/19 at Saturday, 10 p.m. The two shows join *Blossom*, *Cheers*, *Empty Nest*, *Law & Order*, *Nurses*, *Quantum Leap*, *Seinfeld*, *The Fresh Prince of Bel Air* and *Wings* in being renewed for fall.

NATAS released its **nominations for the 19th annual Daytime Emmy Awards**, and CBS was at the top of the list with 68 nominations, followed by: PBS, 41; syndicated shows, 33; ABC, 25; NBC, 24; Disney, 17; Nickelodeon, 4; ABC/syndication, 3; Fox, 2, and CNN, HBO and Lifetime each with one. Nominated for the 13th time for best actress is *All My Children*'s Susan Lucci (she has yet to win).

## TOP-MARKET STATIONS FEATHER 'EMPTY NEST'

**A**fter more than six months, Buena Vista Television has completed sales of the off-network *Empty Nest* in over 70 markets, including 25 of the top 30, representing 60% U.S. coverage in all. BVT President Bob Jacquemin says the Disney syndication unit is offering "maximum flexibility" with a variety of licensing terms, including double barter runs or the opportunity to share concurrent broadcast windows with other stations in the market. To date, there appear to be no takers for concurrent broadcast windows. Jacquemin also confirmed rumors that a cable deal might be worked out with TBS superstation WTBS(TV) Atlanta. If so, syndicated exclusivity will be offered to all broadcast stations for the first three years, he says. Taking into account a TBS deal, Jacquemin estimates the national license fee will be "on par" or exceed \$1 million per episode, comparable to the fees he says MCA TV got for the off-network, male-skewing *Coach*. Jacquemin expects a majority of independents to air *Empty Nest* in the 6-8 p.m. prime access time periods. Most affiliates will likely run the sitcom in early fringe or late night. The series is being sold on a short-term, three-year cash-plus-barter basis (30 seconds of national advertising time per episode) or a long-term, six-year basis, barter-free for the last three years.

-MF



**Senator Ted Stevens** (R-Alaska), appearing before the National Conference of State Legislatures seminar last week, said **passage of a cable reregulation bill** (S. 12/H.R. 4850) will depend on "whether the image-makers in the Democratic and the Republican camps decide it is an issue they would like to pursue." All debate on the bills has been politicized to fit with presidential campaign rhetoric, said Stevens, who was one of 18 senators to vote against S. 12 last January. Stevens said he hoped the bill would not even go to conference unless significant changes are made in the House draft. Both Stevens and Christopher Shays (R-Conn.), a House supporter of cable reregulation, told the NCSL they favor eventual telco entry into cable industry, even if a cable bill passes this year.

**NCTA presented the Vanguard Award for Science and Technology to Nick Hamilton-Piercy**, VP of engineering and technical services for Rogers Cablesystems Ltd. He pioneered fiber optic and personal communications applications for the industry.

Concerned about what he feels may be undue White House influence at the FCC, House Energy and Commerce Committee Chairman **John Dingell questioned the "detailing" of the FCC's James Gattuso**, deputy chief of the Office of Plans and Policy, to **Vice President Quayle's Council on Competitiveness**. In a May 6 letter to FCC Chairman Alfred Sikes, Dingell asked, among other things, whether the agency has taken steps to insure against its independence being compromised by detailing its employees to other arms of the government.

**Regional Bell operating companies reacted angrily to the introduction of H.R. 5096**, by House Judiciary Committee Chairman Jack Brooks (D-Tex.) last Thursday (May 7). The bill would delay RBOC entry into information services (a restriction removed by the courts from the modified final judgment last year) for three years after enactment. It would also delay any entry into telephone equipment manufacturing for five years and long-distance service for seven years.

**Cluster Television** reports the following clearances for its 1992-93 first-

run syndicated programming: Hour-long weekly action-adventure series **Catwalk** has been sold in 65 markets, representing 76% U.S. coverage; animated half-hour strip **Stunt Dawgs** has been cleared in 72 markets (78%), and animated weekly series **Conan the Adventurer**, 76 stations (79%).

**GGP Sports** reports that its **NFL Pre-Season Special** has been cleared in over 130 markets, including WABC-TV New York, KCBS-TV Los Angeles, KYW-TV Philadelphia, KPIX-TV San Francisco, WXIA-TV Atlanta, WOIO-TV Cleveland and WPLG-TV Miami.

**Group W Productions'** Vicki Lawrence-hosted talk show strip, **Vicki**, which has been proclaimed a firm go for fall 1992, has added WUSA-TV Washington and KPRC-TV Houston to close out sales in the top 10 markets. *Vicki* has been sold to 98 stations (80% U.S. coverage).

**Genesis Entertainment** has sold **The Whoopi Goldberg Show** to 129 TV stations representing 86% coverage. Among recent adds: WDCATV Washington; WLFL-TV Raleigh, N.C.; WKBW-TV Buffalo, N.Y., and

WPRI-TV Providence, R.I. The syndicator also reports its **Karaoke Showcase** has been sold in 113 markets (84%).

**Cannell Distribution's** hour action-adventure series, **The Renegade**, which debuts in first-run syndication in fall 1992, has been sold in 85 markets, representing 80% of the U.S. Also, the independent studio has completed renewals for **Street Justice** in 80% of the U.S.

**MGM Domestic Television Distribution** reports renewals of **The New Twilight Zone** in 38 markets.

**MTV and Fox Broadcasting Co. are teaming up on two programming projects.** MTV will produce **An MTV Summer** for broadcast Sunday, June 7. The two companies have also agreed to co-develop comedy talent for future and current Fox and MTV series.

**Charla Rath** has been named telecommunications advisor to FCC Chairman Alfred Sikes. Rath is currently a telecommunications policy specialist at the NTIA. She replaces Cheryl Tritt who became chief of the Common Carrier Bureau.



## WORLD SERVICE CELEBRATES 60 YEARS

The BBC World Service celebrated its 60th anniversary at the McGraw-Hill building in New York by hosting a seminar on "The Future of International Radio and Television Broadcasting." Those assembled to discuss the subject included (l-r): Chase Untermeyer, director of Voice of America; John Tusa, managing director of the BBC World Service; Caspar Weinberger, publisher of *Forbes*; John Chancellor, NBC News senior commentator, who moderated the proceedings, and Peter Vesey, vice president of CNN International.

—CF

# Editorials

## FEDS, RIOTS AND VIDEOTAPE

**T**he FBI and Attorney General's office have subpoenaed hundreds of hours of footage of the LA riots from a number of Los Angeles television stations (see story, page 22). The government, which is trying to identify looters and apparently also gauge the police's response—or lack thereof—to the early stages of the violence, is only asking for on-air material. The stations have agreed to comply with that request. If the FBI asks for unaired tapes, however, it will be a different story. That bridge has not been crossed and the point, we hope, is moot, but it bears watching.

## CABLE: THE NEXT GENERATION

**I**t may turn out to be a self-fulfilling prophecy, but there seems to be a shift in opinion about the future prospects of cable television. A profound shift, actually. It holds that cable may turn out to be the medium of choice for the telecommunications future. The odd men out in this scenario: telephone companies, whose prospective technological ace (what might be) may be trumped by cable's actuality (what is).

James P. Mooney, president of the National Cable Television Association, made that a theme of his Dallas convention address last week. "The biggest telecommunications story of the decade may turn out to be not telcos creating broadband networks, but cable technology and architecture proving to be the most efficient means of delivering the next generation of communications services.... The proven value in our systems of fiber optics, and the potential value of signal compression technology and digital HDTV, is quickly dawning not only on the engineering community but the financial community as well."

FCC Commissioner Ervin Duggan struck a similar theme, saying cable now enjoys the technological advantage, is doing tremendously well and has a degree of innovation "almost unmatched."

Other speakers, in Dallas and elsewhere, have become similarly sanguine about cable's prospects, not only as a purveyor of television product but as a major player in the developing telecommunications infrastructure. PCN's—which is to say, establishing telephone service over cable's wires—come immediately to mind. As Duggan puts it, cable has the not inconsiderable "advantage of incum-

bency," with its plant extending before 85%-90% of American homes.

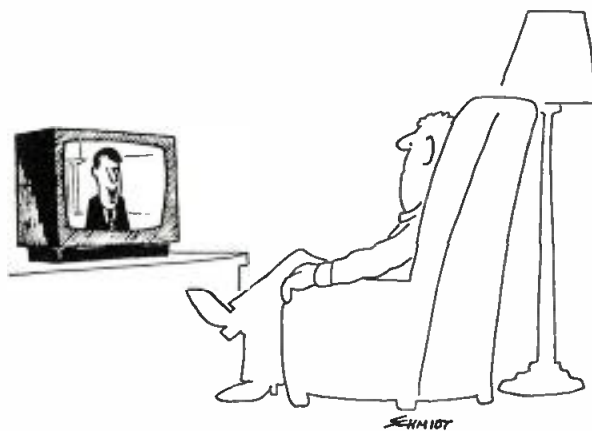
It's an exciting vision, and it just might prove out. In the meantime, it was evident in Dallas that the bankers have come back to cable—if not with open arms, at least ready to do deals. For Mooney and constituents, it could yet be a happy spring.

Of course, there's still the cable bill...

## PASS OUT THE 'KICK ME' SIGNS

**T**he House of Representatives must be throwing some pretty rank things into the political sausage lately. It excluded C-SPAN from a cable hearing last month and just last week vetoed coverage of a rules committee hearing on the budget. We're sorry the phrase "they just don't get it" has outworn its welcome because it seems particularly applicable here. Unilaterally cutting their constituents off from decisionmaking on major issues is hardly the best way to combat an image of insulation. Maybe if we'd had C-SPAN covering (maybe that should be uncovering) the House bank/not a bank, fewer of these legislators would be heading into the political sunset this November.

We can't help ourselves: They just don't get it.



Drawn for BROADCASTING by Jack Schmidt

*"Since the House committee has barred us from its meeting, we now switch to the Press Club and coverage of Congressman Hawkins' speech: The Myth of the Insulated Legislature."*

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THURSDAY, APRIL 23, 1992

■ Tribune buying WPHL-TV Philadelphia  
■ Pope Pious' strong 1st quarter  
■ NBC's Mike & Matlock winners

**TRIBUNE BUYS WPHL-TV**—Tribune Co. has bought WPHL-TV Philadelphia from the Broadcasting Network. Tribune Co. will own WPHL-TV and will operate it as a full-power station.

**POPE PIUS' STRONG 1ST QUARTER**—The Pope's first quarter performance was strong, with a 10% increase in sales over the same period last year.

**NBC'S MIKE & MATLOCK WINNERS**—NBC's Mike & Matlock won the top spot in the 8-11 p.m. time slot on Tuesday night.

**THE AD MARKET**—The advertising market is expected to be strong in the second half of the year.

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The Freedom Forum honors Terry Anderson  
with its inaugural Free Spirit Award  
of \$245,500, equal to \$100 for every day  
he spent in captivity.

The Free Spirit Award was created  
to honor those individuals who,  
through word or deed, have contributed  
greatly toward a better understanding  
of the established goals of

The Freedom Forum:  
free press, free speech, free spirit.

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