

# Broadcasting

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- DUOPOLY, DAB SHARE SPOTLIGHT AT RADIO '92 / 4
- '90210' SALES LAUNCH IN BROADCAST SYNDICATION / 24
- DIGICIPHER HDTV DATA RELEASED / 31

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— Rick Sherwood  
Hollywood Reporter

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**CABLE BILL: ONE BIG STEP CLOSER TO LAW**

A CARRIERS PUBLICATION

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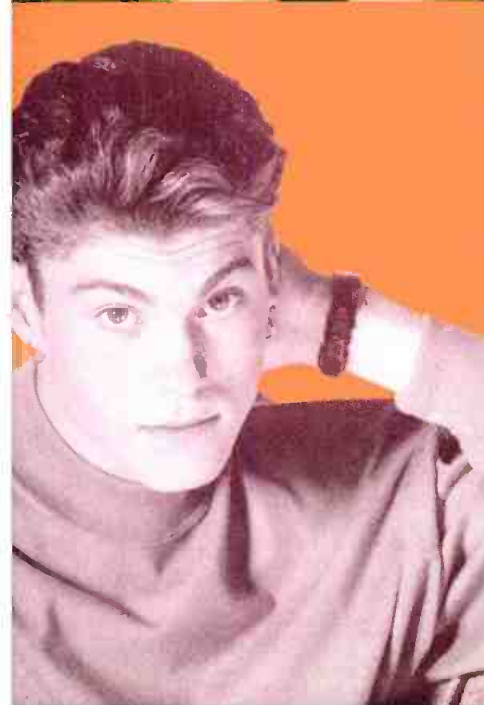
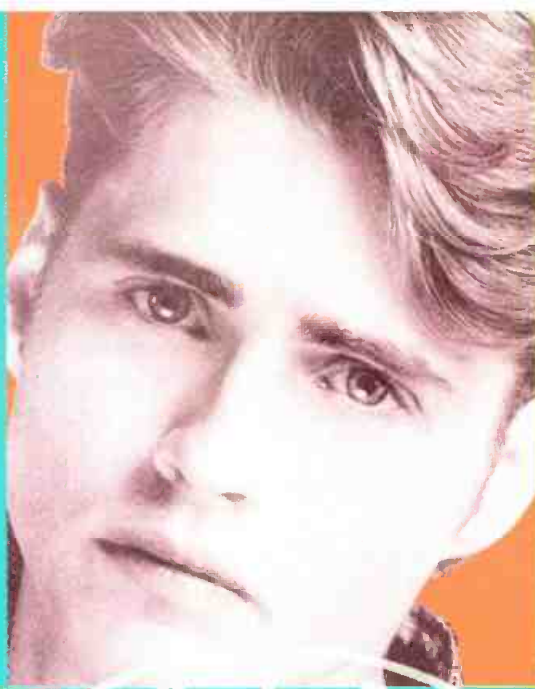
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Beverly Hills 90210 is available for syndication...and 5 of the top 7 markets are already sold.



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# Top of the Week

## DUOPOLY DOMINATES RADIO '92

*Paxson spins eight-station-per-market scenario, recommends AM home-shopping format*

By Peter Viles

**R**adio operators who gathered in New Orleans last week for the industry's annual convention expressed a mixture of anxiety, confusion and optimism about new ownership limits now governing the business.

While sentiments about the new rules were far from unanimous, the topic dominated much of the NAB's Radio Show, held Sept. 9-12 at the New Orleans Convention Center.

If nothing else, it was clear that most broadcasters feel the expanded ownership limits, which increase the number of stations a business can own, will help the industry by allowing it to cut some costs and consolidate. Several times during panel discussions about the rules, broadcasters broke into applause to express their appreciation to the FCC, and particularly to Mass Media Bureau Chief Roy Stewart.

An intriguing vision of radio's future came from group owner Lowell "Bud" Paxson, who painted a picture of eight stations joined together under a single roof in a joint sales venture.

In a short speech during a panel discussion, Paxson made several striking suggestions. First, he challenged AM-band operators to consider turning their stations into over-the-air retail outlets similar to the Home Shopping Network, which he helped found.

Then he suggested that his Florida radio group will not stop growing when it reaches its stated goal of four stations in each of the state's four major markets. He outlined a joint venture between two mega-combos, an eight-station shopping mall of radio stations.

"Create a radio center, a facility to

house a lot of radio stations—the ones you own and those of other owners," he said. "Share the benefits of reduced rent, common engineers, common receptionists, telephone systems, traffic systems, common studios producing around the clock."

In addition to the obvious cost-savings, Paxson said such an arrangement would enable the radio industry

to compete for advertising dollars that now go elsewhere.

"I hope we can take the blinders off, stop competing for the 7% of the advertising pie we now control and go get the other guys: television, newspaper and the yellow pages."

Paxson then took the scenario one

Continues on page 14



### IN-BAND WAGON GETS WHEELS

*In-band, on-channel digital audio broadcasting (a DAB service operating within the channel of a currently operating radio station) has emerged as the overwhelming favorite method for DAB conversion among broadcasters. USA Digital (also known as Project Acorn) was the most visible and advanced form of in-band, on-channel in evidence at the radio convention in New Orleans. The project, co-financed by Gannett, CBS Radio and other digital radio specialty companies, demonstrated an AM version of its system, which it has demonstrated for FM for the past year-and-a-half. USA Digital developers said the van (above) could be taken out for a mobile demonstration of the FM system's propagation "very soon," but could not predict when an AM mobile demo could be held.*

# VOLLEYING OVER CBS, NBC COMP CONTINUES

By Steve McClellan  
and Geoffrey Foisie

**A**n all-day meeting between CBS TV network executives and affiliate representatives adjourned last week without resolving fundamental issues between the two parties. So far, the network has been adamant about not lessening the \$20 million cut in cash compensation it proposed several months ago to take effect in January. And some affiliates still object to the idea of cuts. Meanwhile, NBC and members of the network's affiliate advisory committee continued talks last week regarding a restructuring of compensation payouts for 1993.

At least some CBS discussions are expected to continue this week. Those present at the Chicago meeting included president of affiliate relations, CBS TV Network, Tony Malara; affiliate chairman, Mick Schafbuch, general manager of KOIN-TV Portland, Ore., and chairman-elect, Cathy Creany, general manager of WTVH-TV Syracuse, N.Y.

As reported last month (BROADCASTING, Aug. 17), NBC wants to reduce cash payouts by up to 15% to 20% (smaller cuts for smaller-market stations) in exchange for inventory. In a recent development, NBC has proposed to earmark revenue for what sources on both sides described as cash "bonuses" for stations able to "grow" certain network dayparts, including prime time, daytime and evening news. Also on the table is a proposal to earmark some comp dollars for on-air promotion.

But with the current economy, station executives say it is pretty clear most NBC affiliates will face a net reduction in compensation next year. "It's a pretty good supposition," said Jim Waterbury, president and general manager, WWL(TV) Waterloo, Iowa. "The question is how much, and we just don't know at this point." ■

## VISIONS OF DUOPOLY / 4

Broadcasters, both anxious and optimistic about the new radio ownership limits, see consolidation and cost cutting as the most likely outcomes.

## CABLE BILL READY FOR VOTE / 6

House-Senate conferees agreed last week on a cable rereg bill with retransmission consent a key feature. A veto is considered likely.



Shannen Doherty of '90210,' launching in broadcast syndication next fall (p. 24)

## SYNDICATION LAUNCH FOR '90210' / 24

Rep sources predict Worldvision Enterprises could generate \$300,000-\$500,000 per episode in cash and barter revenues for *Beverly Hills, 90210* in broadcast syndication next fall. The company has closed

independent station deals in five of the top 10 markets.

## LIFETIME/ABC TEAM FOR SPECIAL / 29

Lifetime tomorrow night will present *Seize the Power*, an election special produced in collaboration with ABC News.

## DIGITAL CERTAINTY / 31

The first independent documentation of the performance of a digital HDTV system—General Instrument's DigiCipher—is ready for FCC evaluation, and GI confidently predicts the North American standard will be digital.

## RADIO'S PERSONAL TOUCH / 36

Still contending that Arbitron "is the best thing we've got," attendees at an NAB Radio Show session extolled the benefits of building listener databases to allow personalized direct-mail efforts.

## NBC CROSS OVER CROSSOWNERSHIP / 42

NBC complained to the FCC that the terms of its relaxation of the ban on network-cable crossownership, which cap a network's interest at 50% of homes passed, will



Lynn Sherr hosts Lifetime/ABC election special (p. 29).

effectively keep the networks out of the business.

## PEDDLING PERKS / 45

Many TV stations find that dangling Caribbean cruises and ski trips before big advertisers can boost sales, but some are skeptical about the practice's long-term impact.

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# CABLE REREG BILL HITS HOME STRETCH

*Version emerging from conference contains retransmission consent, is expected to pass this week; veto still looms*

By Harry A. Jessell

**H**ouse and Senate conferees last week sent a regulatory cable bill including a broadcaster-backed retransmission-consent provision back to their respective chambers for likely final passage this week.

But the prospects of the measure becoming law remained as murky as ever as the threat of a presidential veto continued to loom large.

The inclusion of retransmission consent in the reconciled legislation is a triumph for broadcasters led by the National Association of Broadcasters and CBS.

"This action mirrors our long-held goal of leveling the playing field between broadcasters and cable," said NAB President Eddie Fritts. "This also will help guarantee that consumers will continue to have access to strong local television stations."

The provision entitles broadcasters

to negotiate with local cable systems for carriage fees, thereby opening up for TV stations the long-sought-after second revenue stream. Stations too weak to demand payments will be able to demand free carriage under the must-carry component of the provision.

A veto, which the Bush administration has repeatedly threatened, is now cable's best hope of derailing the legislation it believes is overregulatory and crippling.

That hope was bolstered by reports that Senate Minority Leader Robert Dole (R-Kan.), in a White House meeting with the President last Wednesday, said he is committed to mustering the 34 votes needed to sustain a veto in the Senate.

Under the aegis of the National Cable Television Association and state cable associations, between 300 and 400 cable executives went to Washington last week to make personal appeals for votes against final passage

and for sustaining a veto. They appeared in Capitol Hill offices as congressmen were being bombarded by calls and letters stirred up by the industry's massive media campaign against the bill.

How successful the effort will become evident this week when the legislation returns to the House and Senate for final consideration. "In the end, the only thing that counts is votes," said NCTA President Jim Mooney.

But Mooney was at least confident cable's message was finally getting through. "There's a rapidly growing awareness of the degree to which this has been loaded up [for special interests]," he said. If the bill had just addressed rates and services, he said, it would have moved through Congress "like a streamroller over daisies."

The bill's managers were offering no clues last week on how they would proceed, but cable lobbyists were expecting the measure to hit the House,

## CONGRESSMEN TAKE AIM AT CABLE'S ANTI-REREG CAMPAIGN

**H**ow effective has cable's advertising and bill-stuffer campaign against the cable legislation been? Effective enough to cause four congressional proponents of the measure to mount a counterstrike last Thursday—a day after the bill was reported out of conference.

Accusing cable of conducting a "misinformation" campaign, (l-r) Senators Slade Gorton (R-Wash.) and Joseph Lieberman (D-



Conn.) and Representatives Jim Cooper (D-Tenn.) and Christopher Shays (R-Conn.) told reporters at a Capitol press conference they were mounting their own campaign to refute cable's assertion that the legislation would drive cable bills up, not down. "For the cable industry to claim it's coming to the rescue of American consumers is like a shark claiming it's coming to the aid of a drowning man," said Lieberman. Cable's effort is a "desperate last-minute attempt to deceive the American people," Cooper said.

Contrary to cable's "mistruth in advertising" efforts, the lawmakers said the legislation, by regulating basic rates

and encouraging competition, will at least hold down future increases. Since deregulation, they said, rates have risen at three times the inflation rate.

In addition to taking on cable's claims in floor speeches, the congressmen said they would circulate a letter to their colleagues advising them on how to reply to constituent concerns raised by cable's campaign and urging them

to speak out and cast their vote in support. Gorton said he is looking forward to answering the cable-generated mail. He said he is "quite confident" nine out of 10 will agree with him the bill is good for consumers.

The quartet acknowledged that the retransmission-consent provision, which would entitle broadcasters to payment from operators, would create a new cost for operators. But Lieberman said other provisions of the bill would insure a "net savings" for consumers.

"Let's not be fooled by the cable industry's phony statistics," said Gorton. "I'm convinced [the bill] will mean lower rates and better service for all cable users." —HAJ





# LOVE CONNECTION YOUR ADVERTIS

**IN JULY, OF THESE  
STRIPS, WHICH ONE WAS  
#1 WITH WOMEN 18-34 AND 18-49?**  
(Check Off Your Choice)

PROGRAM

- Arsenio Hall
- Candid Camera
- Dennis Miller
- Donahue
- Geraldo
- Hard Copy
- Inside Edition
- Joan Rivers
- The Judge
- Love Connection
- Maury Povich
- Regis & Kathie Lee
- Sally Jessy Raphael
- Studs

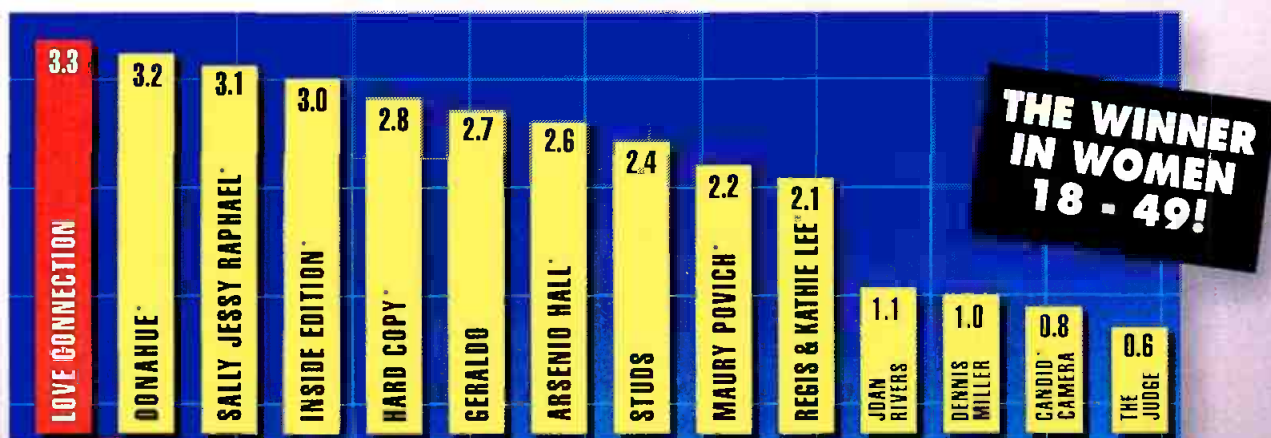
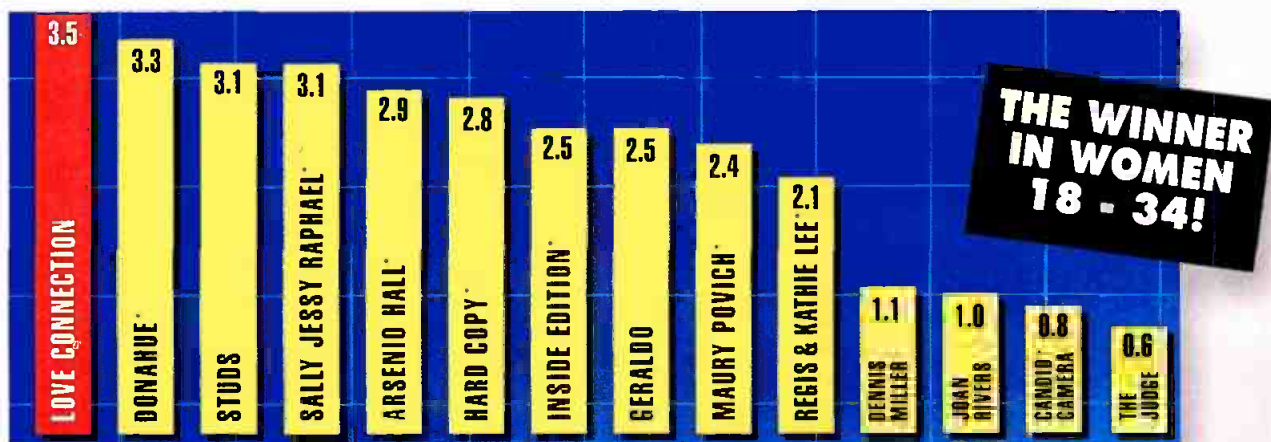
W 18-34

W 18-49





# CONNECTING WITH ER'S KEY DEMOS.



Source: NSS GAA Rating (6/29 - 7/26/92); \*AA Rating.



**H**ouseholds don't buy products, people do. That's why "Love Connection's" July performance is so spectacular. Of the strips listed to the left, "Love Connection" ranked #1 in Women 18-34 and Women 18-49. The demos discriminating advertisers ask for the most. But "Love's" outstanding demo power shouldn't come as a surprise. After all, for 9 years it has been bringing the right kind of people together. And, it's advertiser friendly.



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## WIRTH ON NAB MEMO: 'BEYOND THE BOUNDS'

Senator Tim Wirth (D-Colo.) charged the National Association of Broadcasters last week with urging TV stations to violate their public trust by airing stories aimed at winning passage of cable legislation.

Specifically, Wirth took issue with an NAB memorandum issued to its membership urging them to encourage news departments to generate news stories on the cable bill. The memo said stations have been "given material for use by your news department" and urges broadcasters to "tell it like it is! Generate the news stories." This, Wirth said, is manipulation of the news and "may have gone beyond the bounds of participating in reasonable public debate."

In response to Wirth's charges, an NAB spokesperson said: "The cable industry has seen fit to send out its cable fables to 37 million households. All we ask in the memo is that news stations consider telling both sides of the story and tell it like it is."

The memorandum, Wirth said, raises many questions including whether the broadcast networks participated in the development of this lobbying tactic and whether the NAB disclosed to news departments the broadcasters' financial interest in seeing S. 12 enacted into law. "Clearly, the authors of the NAB memorandum do not place a high value on journalistic ethics and integrity." —JF

where there is considerably more support for the bill than in the Senate, on Wednesday or Thursday. A big House vote in favor might help build support for subsequent Senate action.

All the signals cable has received from the White House in recent weeks indicate the President is prepared to follow through with his veto promise if the industry and its Hill allies can line up close to 30 votes against the bill on final passage. The theory is that presidential arm-twisting can pick up five or six additional votes to secure a veto. "We have a shot at this," said Mooney.

An aide to Senator Tim Wirth (D-Colo.), a cable champion who is closely monitoring the vote gathering in the Senate, said Wirth is "more sanguine about the prospects for a veto and the ability to sustain it than he was two and a half weeks ago."

On the other hand, Senator Slade Gorton (Wash.), one of the handful of Republican enthusiasts for the bill, told reporters at a Thursday morning press conference (see box, page 6) that "it is more likely than not the bill will pass in its present form and the President will not veto it."

In deciding finally whether to veto the bill, the President will have to weigh the consequences for his reelection campaign. The legislation is portrayed by its proponents as pro-consumer.

Opponents could make it easier for the President if they can delay final

passage until Sept. 23 and Congress adjourns as planned on Oct. 2. That would allow the President to exercise the override-proof pocket veto by simply not signing the measure—an option available when a bill reaches the President with fewer than 10 days to adjournment.

A spokesman for Senator Conrad Burns (R-Mont.) indicated his boss may try to filibuster. "Senator Burns and other opponents will use whatever Senate procedures are available to slow the bill," he said.

The bill's proponents have enough votes to shut down a filibuster, but not without sacrificing a valuable day or two. Helping cable to line up in the Senate will be the Motion Picture Association of America, whose studio-members voted last Thursday to oppose the bill after failing to persuade conferees to amend the retransmission-consent provision to guarantee Hollywood a cut of the proceeds ("Closed Circuit," Sept. 7). "The industry cannot allow its valuable copyrights to be so casually treated and will fight side-by-side with opponents of the bill," said MPAA President Jack Valenti.

Retransmission consent had been part of the Senate bill (S. 12), but not the House's (H.R. 4850). Cable and Hollywood fought it every step of the way, but when it came up at the four-hour conference last Wednesday evening, it passed unanimously by voice vote with no debate.

Even House Energy and Com-

merce Committee Chairman John Dingell (D-Mich.), who had withheld his support of the provision, finally signed on. "It seems to be fully appropriate," he told reporters.

But Dingell clearly continues to harbor doubts. Asked to comment on cable's charge that the fees broadcasters would charge would put upward pressure on cable rates, Dingell said: "Cable has been running ads saying that this bill is going to do all sorts of things. It may even be that they are right."

To reconcile the two versions of the bill, conferees agreed on some 40 other provisions. And when all was said and done, they had done little to take the sting out of the bill for cable.

The conferees adopted in essence the House's rate-regulation provision, which empowers local authorities in the absence of "effective competition" to regulate rates for basic service.

With some minor adjustments, they also accepted the House version of the program-access provision. Under that rule, program services in which operators have a stake are restricted in their ability to deny their services to cable overbuilders and other cable competitors such as wireless cable and DBS. It also bans exclusive contracts for 10 years.

Eliminated from the bill, despite vigorous defenses by House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.), were House provisions limiting foreign ownership of cable systems and permitting rate regulation of championship sporting events offered on a pay-per-view basis.

Another House provision requiring cable operators to install addressable converters so consumers would have more choice in selecting services was watered down, at the request of Senate conferees, by doubling the compliance time from five to 10 years.

The conferees agreed to grant a limited number of low-power television stations must-carry status, but the details of that provision were left to the staff to hammer out. They decided to leave the question of whether home shopping stations should enjoy similar status to the FCC.

Neither side had a vote count last week it was willing to share or bank on. An aide to Dole estimated that the count was in the "low to mid 20's" early last week before the conference and the cable lobbying onslaught. ■



# BATMAN, GOOFY SQUARE OFF

*Syndicated showing is generally strong for debuting kids shows*

By Mike Freeman

**W**arner Bros. Domestic Television Distribution's animated *Batman* series may have provided the Fox Children's Network with its long-anticipated breakout program. Meanwhile, Disney's *Goof Troop* was coming on strong by week's end of its debut outing.

Broadcasters may also take comfort in the fact that of the syndicated series to debut over the last two weeks, all first-run strips posted growth or held even with lead-in and previous time period programming.

Some of *Batman*'s healthy 4.5 rating/11 share four-day average (NSI, Sept. 7-10) is attributable to the fact that *Batman* airs in higher HUT level post-5 p.m. time periods in 12 of its 25 Nielsen metered markets. Buena Vista Television's debut of the syndicated *Goof Troop* cartoon—with mostly

4-5 p.m. time periods—exhibited 29% growth from its debut-day to day-four ratings and turned in an overall 3.9/9 average for the period. By Thursday of last week, *Goof Troop* (4.3/11) was even with *Batman* (4.3/11) and beating the Fox strip in 7 of 13 metered markets where the two meet head-to-head at 4-5 p.m.

So far, *Batman*'s 4.5/11 average is a 22% share boost over its lead-in programming (3.5/9) and 54% better than July 1992 programming (3/7) in its time periods on Fox affiliates.

*Goof Troop*'s 3.9/9 four-day average held even with its *Darkwing Duck* lead-in (3.6/9) (also part of BVT's two-hour *Disney Afternoon* block) and

13% better than previous July 1992 time period performances (3/9).



'Batman' makes an entrance

In adult programming, Carsey-Werner's *You Bet Your Life* triggered in 11 more metered Nielsen markets with a 6.2/13 second-week average (NSI, Sept. 7-10), dropping 7% from week-one debut ratings (6.7/14). The Bill Cosby-hosted game show's overall 6.4/13 two-week av-

erage (NSI, Aug. 31-Sept. 10) is still 8% better than its lead-in programming (5.5/12) and 18% higher than July 1992 time period programming. Group W's *Vicki* talk show strip held even in week-to-week, lead-in and May 1992 comparisons with a 2.4/10 average last week. ■

## COMCAST DEMONSTRATES NEW PHONE SERVICE

*MSO says cable can implement advanced telecommunications at fraction of telcos' cost*

By Rich Brown

**M**ultisystem operator Comcast Corporation shared its vision of cable's future on Thursday by rounding up reporters at its Philadelphia headquarters and demonstrating the company's ability to make phone calls without the help of local telephone company facilities.

Comcast executives said it was coincidental that the demonstration of the technology—which would offer consumers a low-cost alternative to their existing phone service—came at a time of growing pressure to reregulate the cable industry. But company representatives were quick to point out the impact that reregulation could have on such developing technology.

"If you overregulate cable in a way that stifles the industry, you put innovation like this at risk," said Joseph Waz, a company lobbyist who was on hand for the demonstration. "This is to add to the chorus that says not to be short-sighted and to please have the big picture in mind."

Comcast President Brian Roberts added that the company wants to send a message to Washington lawmakers that cable could implement alternative phone access with advanced telecommunications services at a cost far lower than what it would cost the phone companies to upgrade. He said it would cost the cable industry \$25 billion-plus to put an advanced telecommunications system in place, versus the estimated \$300 billion to \$400 billion it would cost the telcos to rebuild nationally with fiber.

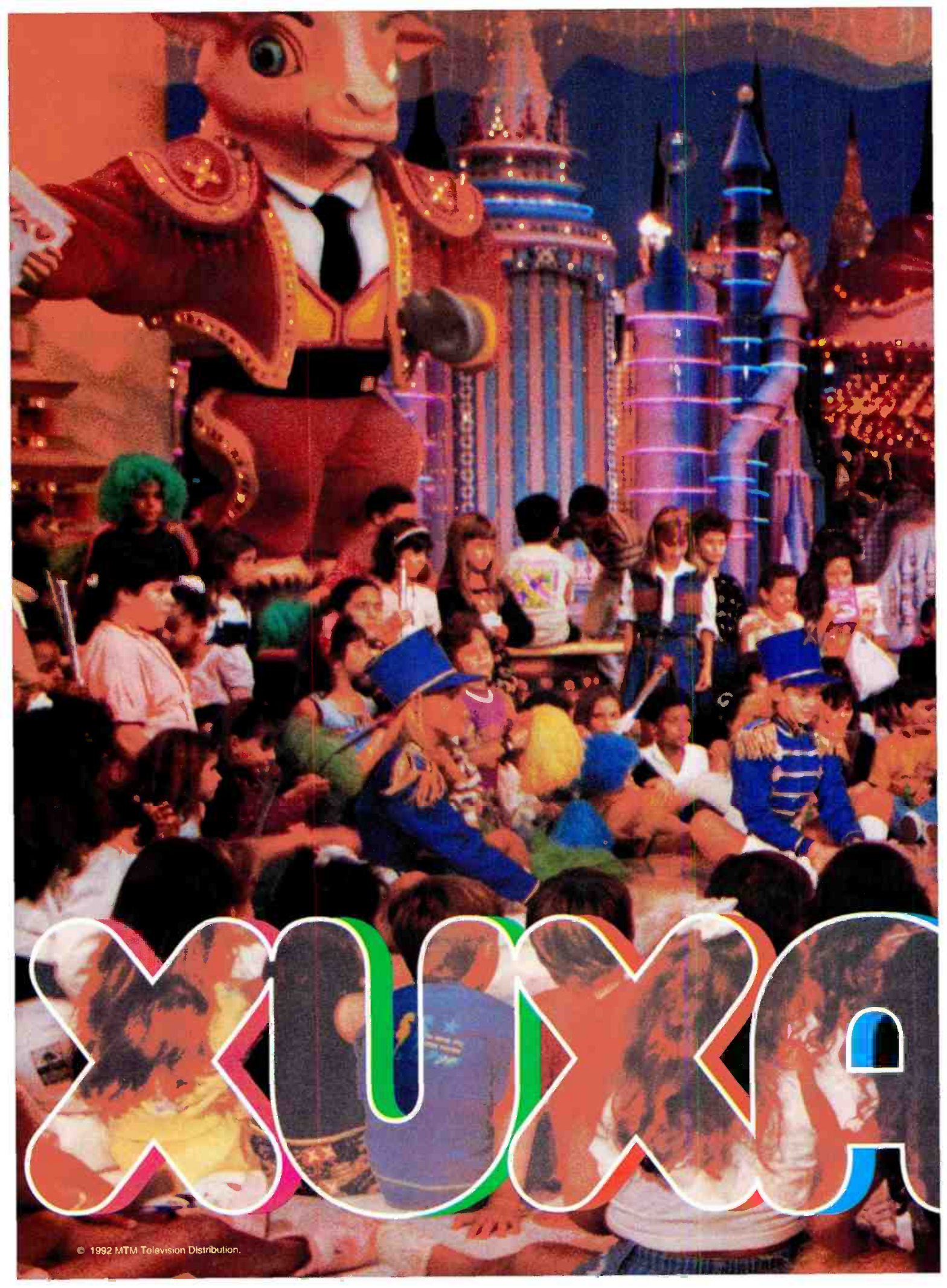
Last Thursday's demonstration came approximately one year after Comcast was awarded an experimental personal communications services (PCS) license by the FCC. At present, Comcast is somewhat limited in how far it can go with the experiment. Actual PCS licenses are not expected to be awarded by the FCC until sometime later this year, and current regulation in many cases requires partial use of the local telephone companies in making phone calls.

Unique to Comcast's technological

configuration was that it did not use any traditional local telephone company facilities here or abroad. Rather, the demonstration integrated Comcast's own wireless cellular telephone system in Philadelphia; Eastern Tele-Logic Corp., an alternative-access fiber optic network in which Comcast will acquire—subject to regulatory approval—a majority interest; Comcast's experimental PCS service network operating in conjunction with its Trenton, N.J., cable system, and Cable London, Comcast's joint cable television-telephone system. Calls were made to a hospital in Trenton, N.J.; a car phone in Philadelphia, and the overseas office of Cable London. The sound quality was clear on all calls, including two separate calls made to London via fiber optic/copper twisted pair and fiber optic/coaxial cable TV technology.

Comcast, General Instrument Corp. and Motorola Inc. spent between \$1 million and \$2 million in developing the equipment used in the demonstration, according to Roberts. ■





# XUKA

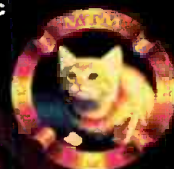




Her concerts average 40,000 fans. Her six albums have sold 15 million copies. More than 20 million children in 15 countries watch her daily television show. *People* magazine named her one of the world's 50 most beautiful people, and she is the first Latin American to crack *Forbes* magazine's list of the 10 highest paid entertainers. Now one of the world's most successful and beloved entertainers is coming to American television.

XUXA (pronounced shoo-sha) brings her unique style of children's television magic to America with 65 new half hours available for Fall of '93. This fast-paced half hour combines music and fun in a new kind of show designed not only to entertain but also to meet the informational and educational needs of children 2-11.

Already a mega-star of international proportions, she's everything kids want... and they want more.



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PHOTO BY JEFF KRANTZ



## STERN IN MTV LIMELIGHT

Radio personality Howard Stern made his MTV debut in style last week, flying onto the stage via a cable to present the award for best heavy metal music video to Metallica. Stern's costume, which he wears in his upcoming movie debut, was notable for its rear exposure. Stern, whose morning show is now heard in five of the nation's top 10 markets, also did a broadcast from the awards show, which took place at UCLA's Pauley Pavilion.

Hosting the awards ceremony was Saturday Night Live's Dana Carvey, and groups performing included Guns 'n' Roses (winner, MTV's Vanguard Award); Red Hot Chili Peppers (three awards) and Nirvana (one award) and Michael Jackson.

An edited version of the show is expected to be syndicated later this year.

# FCC TO INJECT 'FLEXIBILITY' INTO HDTV TIMETABLE

Message from commission: 'We understand the hardship'

By Joe Flint

**F**lexibility is the buzzword at the FCC as it prepares to announce a revamped timetable for implementing high-definition television.

Because broadcasters blasted the commission's decision last April to give the industry five years to apply and construct an HDTV channel, a more relaxed plan is to emerge at this Thursday's meeting.

"Reviews are built into the process," said one commission staffer, adding that this is "a signal that we understand the hardship [of conversion] and we will cut you a break."

Although the application/construction timetable is expected to change only slightly, several status reviews

will be taken after each step to determine whether the timetable is realistic. As for the timetable itself, the commission is expected to increase the application period from two years to three after an HDTV standard or a final table of allotments (whichever comes last) is established.

But late next year, the commission will review whether six years is sufficient for applying and subsequently building HDTV. A review will follow the application period and probably the construction period to determine how long and to what extent broadcasters will have to simulcast programming on their two channels.

"This will allow us to make mid-course corrections," one FCC staffer said of the new plan.

Without such flexibility, the item would have been a tough sell, especially to Commissioners Ervin Duggan and James Quello, who are wary of setting any schedule in stone.

The revised timetable is in response to the commission's proposal last April to allow broadcasters two years to apply for an HDTV channel and three years to get the channel on the air once an HDTV standard is established. With a standard expected next year, broadcasters would have until 1998 to get their HDTV channel up and running and 10 more years to turn in their current NTSC channels.

Convinced that the market for HDTV will be slow in coming, and fearful of making huge financial commitments to a technology with an unknown consumer demand, broadcasters were outraged by the plan. The cost of implementing an HDTV channel over several years has been estimated at \$5 million-\$12 million.

The commission is also expected to suspend the dual network rules to allow the networks to provide programming exclusively for their HDTV channels. Still uncertain is how long broadcasters will be able to separately program the two channels before they will be required to simulcast 100% of their programming. In the report and order, the commission tentatively concluded that a 100% requirement should be imposed no later than four years after the application/construction period has passed.

By requiring 100% simulcasting, the commission said it will "give added impetus to advanced TV receiver penetration by eliminating the need for dual-mode receivers capable of receiving both NTSC and HDTV." However, detractors argue the opposite case could be made as well: less simulcasting, they say, could encourage the public to buy new receivers. ■

## DUOPOLY

Continued from page 4

step further, suggesting that, under the new rules, a single broadcaster could own four of the eight stations outright and a large but noncontrolling share of the other four, provided they were minority-owned or small-business startups. "The FCC has approved and will approve an investment in an entity within the same market as yours as long as you have

no voting stock, no control over the station," he said.

The scenario drew a cautious response from the FCC's Stewart. "My concern would be whether he engages the commission's cross-interest policy in some of the things he's talking about," Stewart said.

Several broadcasters acknowledged that the consolidation of the industry brought on by the new rules will be a painful change. "There is a dark side to it," said Bill Figenshu, president, Viacom Radio. "Duopoly,

LMA's and mergers will cause people to lose their jobs."

While the new ownership rules clearly took center stage in New Orleans, many radio operators urged the industry not to lose sight of the battle against other media for ad dollars.

"To my mind, the major issue for our industry hasn't changed," said Lee Simonson, executive vice president and chief operating officer, Broadcasting Partners Inc. "It is making the radio industry more attractive to a larger number of advertisers. ■



## MORE NEWS FROM RADIO '92...

■ NAB President Eddie Fritts on Friday (Sept. 11) told radio broadcasters NAB is challenging the new FCC schedule of forfeitures in court. Speaking at the Crystal Awards luncheon, Fritts said forfeitures have increased tenfold in just one year. "It appears the enforcement mechanism is out of control," he said, adding, "We believe it is excessive and overly onerous, especially to smaller stations."

■ NAB reported total convention attendance at 6,824 as of Thursday (Sept. 10), down 1.8% from the 1991 level of 7,063.

■ Futurist Faith Popcorn (who delivered the keynote speech Wednesday [Sept. 9]) on the failings of market research: "Did you ever meet anybody who was white 18-to-49? People don't feel 18-to-49. They feel like individuals."

■ Republican National Committee Chairman Richard Bond said media coverage of the presidential campaign has come into balance recently after showing a strong pro-Clinton bias during the party conventions. "I think it has squared off because, frankly, we've made an issue of it," he said during the Radio Show's "Political Powerhouse Face-Off" last Friday morning between Bond and Democratic National Committee Chairman Ronald Brown. Brown replied: "The Republicans do a lot of whining about the media" and they were trying to divert the public's attention from other, more substantive issues. Later in the debate, Brown said Republicans are no friends to broadcasters because of the White House's past opposition to cable reregulation now being considered by Congress. (He did not mention Republicans supported the bill's key broadcasting provision—must carry/retransmission consent.)

# KEEPING TABS ON NEW TECHNOLOGIES

*Radio executives contemplate future of in-band DAB, AM improvements*

By Randy Sukow

**A**s they listened to how the new FCC ownership rules will change their industry, broadcasters at the 1992 Radio Show were also keeping close tabs on the significant technical advancements that could soon change the nature of what an FCC radio licensee owns and how he profits from it.

Most broadcasters appear convinced that in-band digital audio broadcasting (DAB) will become a reality for them, without having to resort to developing a new service in the L-band (frequencies near 1500 mhz), as Canada and Mexico and some other countries would prefer to do. (The United States opposed use of L-band for DAB at the World Administrative Radio Conference earlier this year.)

A demonstration last week of technology from U.S.A. Digital of an on-channel in-band system gave broadcasters hope that such a system could eventually be available for both FM and AM stations.

In spite of DAB advances, some AM broadcasters, such as former NAB joint board chairman Ted Snider, were urging AM stations to be more aggressive in promoting the quality of their stations. "Don't get carried away and wait until DAB gets here. It's not here yet. I urge you to get behind the AMAX movement," he said.

AMAX is the label of the NAB-developed, high-end AM radio that has been under development for over five years and was finally demonstrated as a final product at this year's radio show. Attendees were able to buy AMAX tuners at the show. Consumers are expected to have access to them before Christmas.

NAB and the Electronic Industries Association (EIA) were able to work out a compromise allowing AM broadcasters to also install Radio Data Systems (RDS), the digital data transmission technology designed in Europe for FM stations only. The finishing touches are being put on a final voluntary RDS standard developed to accommodate the special needs of U.S. broadcasters.

One of the most highly anticipated applications of RDS will be the ability of a car radio to automatically retune to a different station in the same format as the auto moves out of the first station's coverage area. Broadcasters complained that the first National Radio Systems Committee (NRSC, a standards-setting body cosponsored by EIA and NAB) draft standard did not have a list of format codes to adequately reflect the large number of

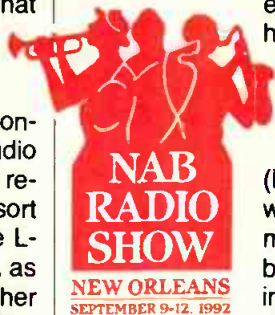
distinct formats being used. Broadcasters are now ready to accept the currently proposed search system.

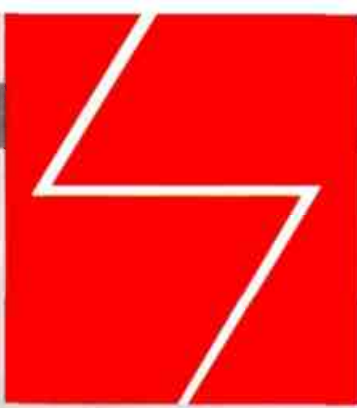
But in DAB standards consideration there is still plenty of friction between broadcasters and consumer equipment manufacturers. EIA has established an "ambitious schedule" for testing of proponent DAB systems, said EIA Group Vice President Gary Shapiro. Under the EIA timetable, proponent systems would be required to have hardware available for testing by April 15, 1993.

Broadcasters at the show protested the speed of the EIA tests as well as EIA's plan to test systems designed to operate in new bands as well as in-band systems. There is no great hurry to implement DAB, they said, and in light of opposition from U.S. broadcasters and the government to an L-band DAB service, there is no need to test anything but in-band systems.

"There is risk in moving forward too slowly, but there is greater risk in moving ahead too quickly. As Commissioner [Ervin] Duggan has suggested, getting it right is more important than getting it finished," said Randy Odeneal, president, Sconnix Broadcasting, Vienna, Va. ■

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





# A DIFFERENT KIND OF WASHINGTON SUMMIT

Two weeks before Election Day, thirty-one industry and government leaders will have their say about the future of the telecommunications industry.

They will gather at the Omni Shoreham Hotel for INTERFACE VI, a joint presentation by Broadcasting Magazine and the Federal Communications Bar Association (FCBA).

In addition, several hundred others, deeply concerned about mass media regulation and policy, and the financial and economic well-being of the broadcasting and cable industries, will be on hand to listen to, analyze and question the speakers and panelists on the issues explored during this critical, one-day seminar.

We invite you to join us at this important event.

**INTERFACE VI: A Blueprint for the Future**



**Broadcasting/Cable**  
**INTERFACE VI: A Blueprint for the Future**  
**October 21, 1992**  
**Omni Shoreham Hotel, Washington, D.C.**

- 8:00-8:45 a.m. Informal breakfast
- 8:45-8:50 a.m. *Welcome:* FCBA President Bob Beizer, Sidley & Austin
- 8:50-9:00 a.m. *Introduction and Overview:* Don West and David Persson, *Broadcasting*, and Clark Wadlow and Dick Wiley, FCBA Conference Co-Chairs.
- 9:00-9:30 a.m. *Keynote Speaker:* Frank Biondi, Viacom
- 9:30-10:15 a.m. *Congressional Staff Panel:*
- David Leach, House Committee on Energy and Commerce
  - Antoinette Cook, Senate Committee on Commerce, Science and Transportation
  - Gina Keeney, Senate Committee on Commerce, Science and Transportation
- 10:15-10:30 a.m. Break
- 10:30-11:30 a.m. *Industry Leaders Panel*
- Jim Dowdle, Tribune Company
  - Brian Roberts, Comcast
  - Jay Kriegel, CBS
  - Horace Wilkins, Southwestern Bell
  - Leslie Moonves, Lorimar Television
- 11:30-12:30 p.m. *Industry Economic Forecast Panel*
- Douglas McCorkindale, Gannett
  - John Tinker, Furman Selz
  - Steve Rattner, Lazard Freres
  - John Reidy, Smith Barney
- 12:30-2:00 p.m. *Luncheon Speaker:* Alfred Sikes, FCC Chairman
- 2:00-3:00 p.m. *FCC Commissioners Panel*
- Andrew Barrett
  - Ervin Duggan
  - Sherrie Marshall
  - Jim Quello
- 3:00-3:30 p.m. *Debate:*
- Eddie Fritts, NAB vs
  - Jim Mooney, NCTA
- 3:30-3:45 p.m. Break
- 3:45-4:45 p.m. *Media Delivery Futurists Panel*
- John Abel, NAB
  - Wendell Bailey, NCTA
  - Irwin Dorros, Bellcore
  - Stan Hubbard, Hubbard Broadcasting
  - Robert Schmidt, Wireless Cable Assoc.
- 4:45-5:00 p.m. *Closing Speaker:* Greg Chapados Administrator of NTIA, Department of Commerce
- 7:00 p.m. Hall of Fame Awards Dinner

\*Speakers, panelists and times are subject to change.

## A night to remember, too!

Interface VI is just the beginning of a very special day. Immediately following the seminar, Broadcasting Magazine will present its Second Annual Hall of Fame Awards Dinner at the Omni Shoreham Hotel. Proceeds to benefit the International Radio and Television Foundation.

This year, 20 new inductees will be honored by their colleagues. It's a glorious, memorable evening you will not want to miss.

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For more information, call (212) 340-9866

**Broadcasting** 

# Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

## NEW ORLEANS

### CASH POOR

One seasoned observer of the radio industry remarked in New Orleans that while many owners are intrigued by possibilities in new duopoly context, lack of investment capital is hampering deals. In some cases, he said, owners are considering straight trades, with no cash changing hands, as a way to reposition themselves.

### CUTTING THE VERBIAGE

NAB President Eddie Fritts told BROADCASTING last week that the association plans to push for legislation in the next Congress to make it easier for radio stations to accept ads on leasing and financing cars. Current law requires extensive disclosure of terms that makes such ads extremely wordy and thus unattractive to advertisers. NAB hasn't settled yet on a proposed solution, but is considering one in which ads would contain a toll-free number for further information.

## LOS ANGELES

### NEW FROM BOCHCO

While waiting for Steven Bochco to deliver his next series project—a one-hour police drama—ABC has yet another project to consider from the prolific producer. Two weeks ago, Bochco pitched ABC Entertainment executives on his next series idea. Although few details are available, the project will be an hour series and Bochco says it won't be another cop drama. ABC was equally close-mouthed about the project, but one executive in attendance at the meeting said ABC entertainment executives were excited about the storyline. This proposed project will be Bochco's sixth series in his overall 10-series deal with ABC. The police drama, tentatively titled *NYPD*, is not scheduled to debut on the network until fall 1993.

## PONDERING THE 'NETWORK' IN PTN

More than four months from launch, The Prime Time Network, Warner Bros. Domestic Television Distribution's slated two-hour syndicated action series block, is already the subject of speculation about a possible expansion to a second night (anchored by its *Babylon 5* project), which in turn is fueling speculation that such a move could be sowing seeds for an eventual fifth broadcast network. Scott Carlin, senior vice president of domestic sales for Warner Bros. Domestic Television Distribution, dismissed such speculation as far-fetched. "Considering that we could only get 67% [U.S.] coverage if nearly every independent station agreed to be part of a network, we would still be far off from the 90% target needed for launch." However, BHC Communications, parent of Chris-Craft/United Television, whose station group spearheads the 30-plus-station consortium, is buying superstation WWOR-TV New York from Pinelands, and could increase the network's reach in markets with no broadcast outlet signed on. Carlin was not sanguine about that prospect, saying "no [local] cable system penetrates 100% of its market, and cable networks are not on par with local broadcasters in most cable markets." —MF

## WASHINGTON

### MONEY MATTERS

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) has apparently given little thought to how taxpayers are going to pay for the new regulatory duties the cable bill would heap on the FCC. Told the costs are conservatively estimated at \$20 million a year—one sixth of the FCC current budget—Dingell said, "We will have to see if that [estimate] is so or not. I have heard nothing from the FCC on that point." Reminded that the \$20 million figure comes from his committee's own report, he side-stepped. "We are going to do whatever is appropriate."

## MIAMI

### WIND AIDED

Although Hurricane Andrew hurt CBS by knocking down the tower of owned-station WCIX-TV Miami, it indirectly provided the network with some relief in its ongoing skirmish with affiliates over the compensation issue. CBS affiliates in district four, representing several southern

states, had planned a meeting for several weeks ago to examine alternatives if CBS were to go ahead with cuts. But the hurricane "put a damper" on travel plans, said Buck Long, district representative and general manager of WKRG-TV Mobile, Ala.

## LONG ISLAND

### DIGITAL DELAY

Although Cablevision Systems became the first U.S. cable programmer to buy digital satellite compression equipment (and plans to begin delivering DigiSat multiple digital TV ads to New York-area cable operators by early next year), it will probably not add any digital program services before 1995. The hangup: Cablevision's Rainbow Programming Services may soon offer more services to a solid home satellite market (it now sells AMC and Bravo to home dish), which would be disenfranchised by a move to digital before consumer digital receivers become widely sold. In the meantime, the large pay services may go ahead with digital in 1993. For example, GE Americom identified transponder 19 aboard Satcom C-3 (launched last week) as "Viacom Growth" capacity.



Founder and Editor  
Sol Taishoff (1904-1982)

## Broadcasting

1705 DeSales Street, N.W.,  
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Phone: 202-659-2340  
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202-331-1732 □ Advertising Fax: 202-293-3278

Lawrence B. Taishoff, chairman.  
David Persson, publisher.

### Editorial

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

Randall M. Sukow, Peter D. Lambert  
(technology), Joe Flint,  
Patrick Watson, assistant editors.  
John Gallagher, staff writer.  
Marsha L. Bell, editorial assistant.  
Denise P. Smith, Kenneth Ray, production.

### New York

475 Park Ave. South 10016; 212-340-9860;  
Editorial Fax: 212-340-9874;  
Advertising Fax: 212-340-9869

Geoffrey Folsie, bureau chief.  
Stephen McClellan, chief correspondent.  
Rich Brown, Sharon D. Moshavi,  
assistant editors.  
Peter Viles, staff writer.

### Hollywood

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

Steve Coe, assistant editor (networks).  
Mike Freeman, assistant editor (syndication).

### Advertising Editor

#### New York

212-340-9860

Lawrence W. Oliver, advertising director.  
Leslie Lillian Levy, marketing services director.  
Joseph E. Ondrick, East Coast regional  
sales manager.

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William C. Schenck, account executive.  
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#### Hollywood

213-463-3148

Nancy J. Logan, West Coast sales manager.  
Sandra Klauener, editorial-advertising assistant.

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202-659-2340

Doris Kally, sales service manager.  
Mitzi Miller, classified advertising manager.

### Advertising Representatives

Lewis Edge & Associates (Southwest regional  
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Yukari Media Inc. (Japan): (06) 925-4452;  
Fax: (06) 925-5005

### Distribution

William Cunningham, distribution manager.  
212-545-5435

### Circulation

Michael Borchetta, subscription promotion director.  
P.O. Box 715, Brewster, N.Y. 10509-9873  
□ 212-545-5432 □ Fax: 914-878-7317

### Production

Harry Stevens, production manager.  
Rick Higgs, assistant production manager.

### Corporate Relations

Patricia A. Vance, director.

### Broadcasting & Cable Market Place

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# Monday Memo

**“TV is the only universal experience  
American kids have in common.”**

**T**elevision today is not just a pervasive entertainment medium: It has become a way of life.

In the '50s TV was the successor to radio, an electronic “hearth” that brought the entire family together after dinner. There was one television centrally located in every home. In the '90s, the family is scattered to different rooms of the house to watch different programs on different sets. Yet each family member, along with millions of others of the same age, sex and demographic or psychographic profile, is connected to the larger community that McLuhan called the “global village.” For kids, TV has become the electronic neighborhood.

Kids watch what they want, where they want. But what they are seeing are the unifying elements that define their childhood. TV is the only universal experience American kids have in common.

This social orientation begins early as toddlers learn their way around *Sesame Street* and become Mr. Rogers’ “neighbors.” Yet as kids meet Ernie and Big Bird or travel to the Land of Make-Believe with King Friday, they also understand that these experiences are brought to them by the letter “T” or the number “3.” These advertisements—short, easily understood information bytes—acquaint kids with TV as a companion, friend and window to the world as much as they convey the fundamentals of reading or math.

Kids learn early that TV is a fun place to hang out. The explosion in television—network, cable, independent, syndicated and local program options—makes it even more so. In fact, kids with their fearless embrace of all that is new expect the TV neighborhood to change almost daily.

Kids are media literate and technically savvy. If you have any doubt, ask any eight-year-old to program

your VCR. With video vocabularies shaped in infancy, kids watch hours of TV and videotapes, tune in to stereos and CD players, bond with Nintendo or Sega entertainment systems either at home or in portable Gameboy versions, and are prepared to understand and exploit CD-ROM, CD-I, artificial intelligence and virtual reality. This is their present—and their future.

The TV landscape is creating new neighbors for different segments of the children’s audience. As a result, at each age level there are more places to hang out than ever before.

But to capture the interest and attention of kids, you need to find them. Negotiating the side streets and shortcuts of the electronic neighborhood is a function of understanding that being a kid is about private time and space. No kid tells where he is or where she’ll be every minute of the day. In fact, most prefer to be elusive. No happening kid will be caught using a peplemeter. In effect, kids are daring us by saying “try to find me.”

It’s no wonder that advertisers and rating companies are pulling out their hair. Ascertaining what kids are really watching and when they are tuned in is our newest challenge.

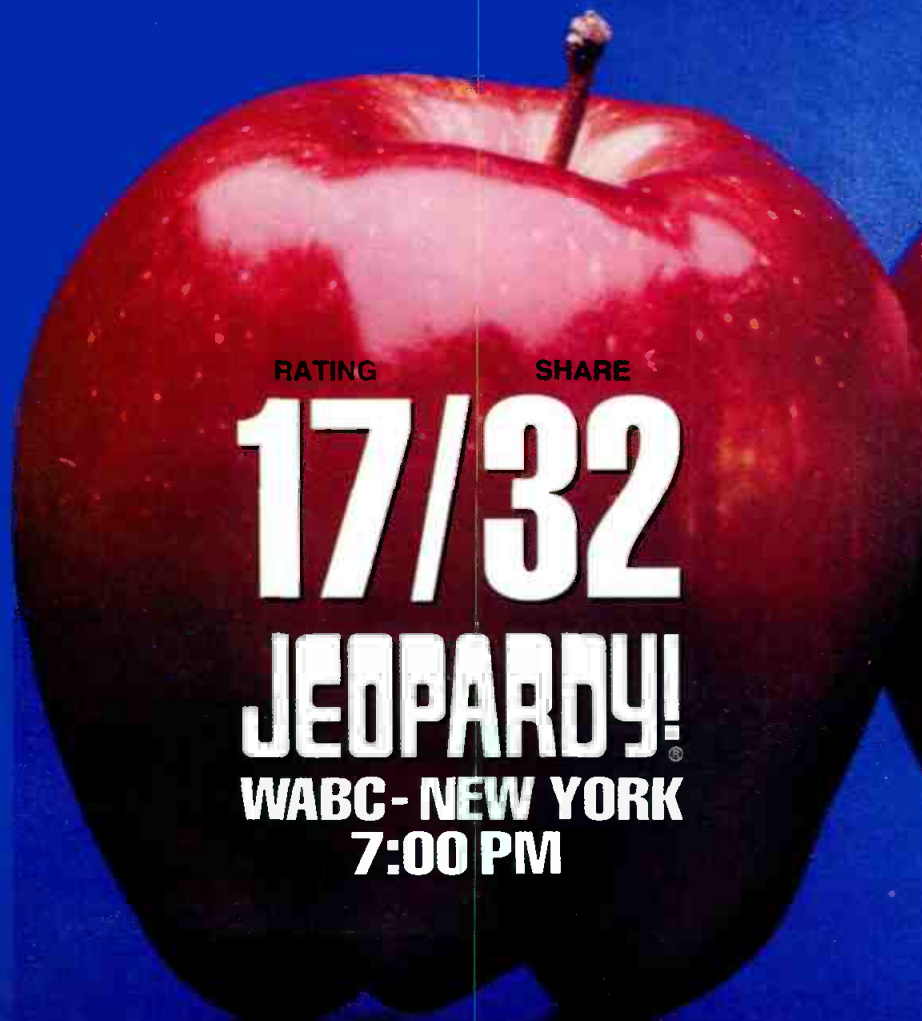
Kids, individually and collectively, hold the keys to their electronic neighborhood. Each kid is his or her own program director, merrily zapping and zipping their way through the growing variety of shows. Adults can follow the trail, but only after the fact.

We have not yet learned how to maximize the medium as a teaching, socialization or recreational tool. Our quest, as parents and as marketers, is to harness TV’s unique communication power to bridge the gaps between generations. As we improve our ability to know our kids’ evolving world, we’ll begin to feel more at home in their electronic neighborhood. ■



BY PAUL D. KURNIT,  
PRESIDENT, GRIFFIN  
BACAL INC.

# Wheel & Cut To The Cor



RATING

SHARE

**17/32**

**JEOPARDY!**

**WABC-NEW YORK  
7:00 PM**



RATING

SHARE

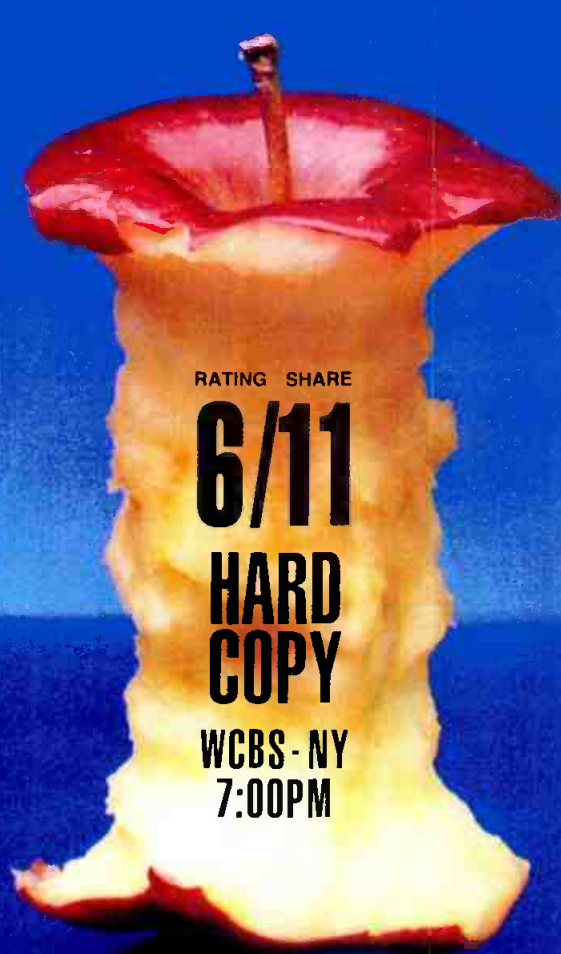
**16/28**

**WHEEL OF  
FORTUNE**

**WABC-NEW YORK  
7:30 PM**



# Jeopardy! e In New York...



# ...And They're Swe 40% Of The U.S. Alread

NEW YORK / WABC

LOS ANGELES / KABC

CHICAGO / WLS

PHILADELPHIA / WPVI

SAN FRANCISCO / KGO

BOSTON / WHDH

WASHINGTON, DC / WJLA

SEATTLE / KOMO

MINNEAPOLIS / WCCO

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THE OFFICIAL GAMES OF THE 21<sup>ST</sup> CENTURY!

# Television

## WORLDVISION LAUNCHES '90210' IN SYNDICATION

*Company has closed deals in five of top 10 markets for fall 1994*

By Mike Freeman

**B**ucking the nearly decade-long exodus of hour-long off-network dramas for basic cable, Worldvision Enterprises has officially launched the off-Fox *Beverly Hills 90210* series into syndication for fall 1994.

By casting *90210*'s future in syndication, Worldvision, which is a unit of series producer Spelling Entertainment, is confident it can harvest double or possibly triple the per-episode cash revenues by tacking on 90 seconds (three commercial units) of national barter advertising time daily for the first two years of the strip's four-year license.

In fact, Worldvision last week reported it had closed independent station deals in five of the top-10 markets with Tribune Broadcasting's WPIX-TV New York and KTLA(TV) Los Angeles, Combined Broadcasting's WGBO-TV Chicago and WGBS-TV Philadelphia and Paramount's television station WDCA-TV Washington providing the needed momentum for the New York-based distributor to justify a syndication run.

Although it had been widely rumored that Lifetime cable network had tendered a \$150,000-per-episode offer for *90210*, several New York station rep sources estimated that Worldvision could generate \$300,000-\$500,000 per episode in cash and barter revenues through broadcast syndication. With Fox Broadcasting Co. making a rare two-year commitment to front-end production of the series (starting this season), Worldvision is guaranteeing at least 108 episodes for back-end stripping starting in fall 1994. If it can hit at least the \$300,000-per-episode figure, that would translate to \$32.4 million in gross revenues for the initial four-year licensing term.



*Worldvision is confident '90210' will reap double or triple the per-episode cash revenues by tacking on 90 seconds of national barter advertising for the first two years of its four-year license term.*

John Ryan, president and CEO of Worldvision, while declining to comment on the licensing estimates, said that the syndicator is "expecting to generate the largest-grossing syndication run in recent memory."

*"We felt, with the encouragement of the station rep firms and general managers from the stations, that the upside was much better in syndication."*

**John Ryan, Worldvision president and CEO**

"We felt, with the encouragement of the station rep firms and general managers from the stations, that the upside was much better in syndication," Ryan said. "Lifetime did make an offer for the series, but it was a committee decision that our best course of action is to sell *90210* on a

station-by-station basis."

(Continuing speculation is that Worldvision may still opt for a cable superstation deal with Turner Broadcasting Co.'s WTBS(TV) Atlanta, but Bob Raleigh, Worldvision's senior vice president of domestic sales, says the distributor is looking to avoid getting caught up in offering syndicated exclusivity blackout protection to stations in markets where the show also appears on local cable systems.)

It had been widely reported in the past that MCA TV's 1984 syndication launch of *Magnum P.I.* generated a benchmark \$800,000 per episode for an hour drama (with the exception of off-first-run repeats of *Star Trek: The Next Generation*), but three years later the demand for hour series started to bottom out. Since then, nearly every high-profile drama—*Miami Vice*, *L.A. Law*, *China Beach*, *thirtysomething*—has had to settle for significantly lower license fees from the basic cable networks.

Several action-oriented dramas, like *In the Heat of the Night*, *Hunter* and *Wiseguy*, have recently opted to go the syndication route, but Janeen Bjork, vice president and director of programming for New York-based rep firm Seltel, pointed out that *90210* is the



first teen-skewing drama to go into syndication since *Fame* and *21 Jump Street*.

"90210 is in the same boat as *Fame* and *21 Jump Street* in that both could only play in the 5 p.m. time period, and both quickly lost their teen and 18-34 demo ratings after two runs," Bjork said. "Right now, 90210's upside looks incredible because of its youth appeal, but the downside could be equally incredible given those same viewers' fickle viewing habits."

When Worldvision first started testing interest in the major markets, it had been speculated that the seven Fox-owned stations would make a concerted bid for the show, but a source close to Fox said the station group turned in "substantially lower bids" than the two Tribune stations, whose appetite for hour dramas set WPIX and KTLA apart from sitcom-dominated independents in their respective markets.

It has also been widely perceived by broadcast executives that 90210 will appeal largely to independent stations as a 5-6 p.m. programing "bridge" coming out of 3-5 p.m. children's programing blocks and into post-6 p.m. early news or sitcom blocks in prime access. Pure independents are considered the strongest targets, since Fox-affiliated stations, in some cases, will be carrying Fox Children's Network animated programing into 5-5:30 p.m. or opt for half-hour comedy sitcoms.

Another major selling point Worldvision hopes to exploit with 90210, since it is an off-Fox series, is that it is exempt from prime time access rules, which prohibit network affiliates in the top-50 markets from airing off-network series in the 6-8 p.m. prime access. However, some industry watchers have expressed skepticism about network affiliates seriously considering a teen-skewing series in access, particularly because it would not fit in the adult audience flow from news to prime time programing. Further, most of those time periods are already occupied by firmly entrenched first-run programs.

"It is going to be a tough sell for Worldvision in the smaller markets," Bjork said. "Generally, in most markets, there is one player—and that is the single independent in the market. There is potential for the independents to dictate cash and barter terms and length of the contracts, because where else is Worldvision going to go?" ■

## CBS CONSIDERS SHARING 'THIS MORNING' WITH AFFILIATES

*Network talking to affiliates about expanded cut-ins for news, weather, sports, traffic*

By Steve McClellan

**C**BS is talking with affiliates about restructuring *CBS This Morning* in a way that would give them more program time to fill, primarily with local news, weather, sports and traffic information, says Tony Malara, president, distribution, CBS Television Network.

Malara says the talks did not anticipate any changes to local or national ad time in the program.

He also emphasizes that the network and affiliates are discussing not just a five-minute block for a second cut-in but rather a possible series of cut-ins for local use that would be "blended" with the network content to make the two parts as seamless as possible. "I think we're close," he

says of the restructuring.

"We are really trying to focus on making the broadcast more compelling and attractive to viewers," Malara says. He says that most affiliates agree that the editorial content of *Morning News* is high quality, although there is some frustration that the ratings have not grown at a faster pace.

Part of the problem, he says, is that "we don't think the show has been properly sampled. So putting local resources to work in the time period, but at the same time retaining the CBS News identity, we think is the key."

Contrary to rumors over the past couple of weeks, CBS does not intend to cut the show by an hour, or allow stations to do so and program an hour block leading into or out of a shortened *Morning News*. "That was the

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**HOW TO WATCH**  
**TV NEWS**

Steve Powers is a TV-news correspondent. Neil Postman is the author of *Amusing Ourselves to Death*, which is also available from Penguin • At bookstores now

Illustration: Ed Lundol

problem in Atlanta, where they wanted to cut back an hour," he says. "We think it's crucial to keep the two-hour block in place."

CBS affiliate WAGA-TV Atlanta opted to give the program up entirely for local news and talk, and independent

WTOK-TV has agreed to pick up the show there. The CBS affiliate in Detroit, WJBK-TV, has also canceled the show, and the network is negotiating with other stations there to pick it up. The show is cleared in about 95% of the country.

About 100 affiliates do a local morning news program daily, Malara says. "We want to take it to the next step. The show does best when it immediately follows a local news show. The challenge is to blend some of those local and network segments." ■

## ABC HOPES LATE-NIGHT SHOPPERS BUY 'NITECAP'

Network to test one-hour show in which guests promote products, viewers order by phone

By Steve McClellan

In a six-week run starting Oct. 19, ABC will test a one-hour nightly show with home shopping elements called *Nitecap*, to be hosted by Robin Leach, host of syndication's *Lifestyles of the Rich and Famous*, and a female co-host to be named shortly.

Many of the guests will have products to pitch, such as videos, albums and books. Sales pitches will be incorporated into the conversations, and viewers will see an 800-number to call and order by credit card.

Although ABC officials cringe at

the description "home shopping," it sums up the concept being tested. "I look at it as a retail-friendly show," said Phil Beuth, president, early morning and late-night programs, ABC.

The one-hour show will air midnight to 1 a.m., after *Nightline*, although Beuth said the program is not designed as a *Nightline* companion.

Beuth said he has been developing the show for six months, spending a lot of time convincing colleagues that the network ought to give it a shot. NBC considered a similar concept (for daytime) a year ago, but ran into strong resistance from affiliates.

At this stage, however, ABC is not concerned with clearances, since it isn't selling ad time during the test. The trial period may involve no more than two dozen affiliates.

The show is being produced by

ABC in association with Transactional Media International, principals of which include producer Earl Greenberg, Herman Rush, former president of Coca-Cola Telecommunications, and Raymond Katz, a veteran syndicator.

Beuth said his motivation for the show derived from the long track record of direct response selling on TV, including home shopping cable channels, infomercials and 800-number companies. "What we hope to add is a retail-friendly environment," said Beuth. "Every buyer will receive in the mail something to encourage that buyer to buy another product, maybe tied to a local retail outlet."

Beuth declined to say how he will measure the success of the test or how proceeds would be split among the network, vendors, the producer and affiliates. ■



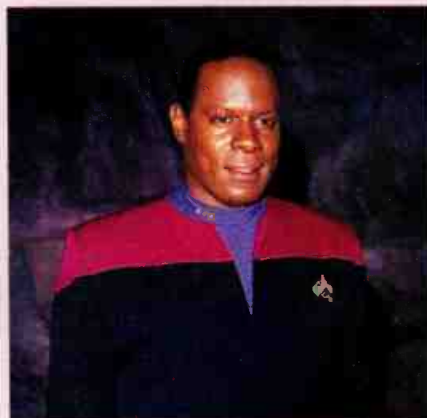
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### CREW SIGNS ON FOR 'DEEP SPACE'



Avery Brooks stars as Commander Sisko

Paramount Domestic Television has completed principal casting for its weekly syndicated spin-off, *Star Trek: Deep Space Nine*, scheduled for a January 1993 launch. Cast in the leading role of Commander Benjamin Sisko is Avery Brooks (r), whose credits include co-starring with Robert Urich in *Spenser: For Hire* and starring in *A Man Called Hawk*, both for ABC. Present for the unveiling of the *Deep Space Nine* cast at Paramount's Hollywood studios were executive producers Michael

Piller and Rick Berman. The remaining series regulars are Nana Visitor as first officer Kira Nerys; Colm Meaney as chief operations officer Miles O'Brien (moving over permanently from *Star Trek: TNG*); Terry Farrell as science officer Jadzia Dax; Cirroc Lofton as Jake Sisko, the 14-year-old son of Benjamin Sisko; Brooks; Armin Shimerman as Quark, the space station's Ferengi bartender; Rene Auberjonois as the shape-shifting security officer Odo, and Siddig El Fadil as Dr. Julian Bashir. —MF



# NUMBERS DON'T MATCH FOR LOTTERY SHOW

States can't agree on logistics for nationally syndicated game

By Mike Freeman

Lottery Innovations Corp., a consortium of 20 state lotteries, formally declared it was indefinitely suspending development of a nationally syndicated lottery game show that has been on the drawing board since early 1991. According to Peter Lynch, director of the New York State Lottery and president of Lottery Innovations, the decision to shelve the project arose out of "chicken-and-egg disagreements" between the lottery consortium and another 14 state lotteries over "jurisdictional politics" regarding who and how the game show would operate across state lines.

Lynch said established lottery states like Florida and Massachusetts, and newcomer lottery state Texas, had recently indicated they were not interested in participating in a national lottery project due to possible conflicts with their existing local lottery programs.

"In order to sell the show to a distributor, and promise to have the major markets in line to participate in the lottery game, we would really have to have all the lottery states together on this to get at least 70% [U.S.] coverage," Lynch said.

Previously, LIC had signed a development deal with Buena Vista Television (BROADCASTING, April 8, 1991), but the Walt Disney Co. syndication division pulled out of the project two months later when the parent company said that promoting gambling did not fit in with the Disney corporate image.

In fact, Bruno Cohen, who was a development executive at Buena Vista, left the company and served as a consultant to LIC while the latter was concentrating on bringing in Hollywood production companies to develop a marketable game show concept. Four Point Entertainment, which produces *American Gladiators* for Samuel Goldwyn Television, was said to have been close to finalizing a specific format for the show. ■

## NEW PRODUCER FOR 'NIGHTTALK'

Telepictures Productions has replaced Pamela Browne, executive producer of *Nighttalk with Jane Whitney*, with Cathy Chermol, an associate producer from Multimedia Entertainment's *Sally Jessy Raphael* talk show strip for the last five years. From the most recently completed July sweeps period, *Nighttalk* turned in a 1.8/11, down 33% in rating from its lead-in programming. However, the lower rating was largely due to summer-long airings of repeat programs from the show's initial 12-week slow market rollout. During the May sweeps, the late-fringe talk show vehicle had a 2.4/15 with original episodes. Jim Paratore, president of Telepictures, emphasized that *Whitney's* late-night ratings performance had no bearing on Browne's departure. In fact, Paratore added that Browne may be hired for special projects, but he did not elaborate on what those may be. Chermol had worked with Whitney as an associate producer on WCAU-TV Philadelphia's locally originated *Jane Whitney Show*. —MF

## HRTS GRILLS NETWORK CHIEFS

Minority hiring, cost cutting among hot topics

By Steve Coe

At a luncheon gathering that ranged from comedic to contentious last Wednesday, the four network entertainment chiefs acknowledged that minority hiring efforts have been mediocre at each of the networks, and all said no projects have been quashed in the past because of anticipated advertiser sensitivity.

In a packed-house, season-opening gathering of the Hollywood Radio & Television Society, Bob Iger, Jeff Sagansky, Peter Chernin and Warren Littlefield were grilled by Diane English, creator and executive producer of *Murphy Brown*; Debbie Allen, executive producer, *A Different World*, and Lucie Salhany, chairperson, Twentieth Television.

On the question of minority hiring practices at the networks as well as how blacks, particularly, are presented on prime time television, Littlefield agreed that "the majority of minority talent is featured in comedies at 8 p.m.," when asked by Debbie Allen whether there was a place for minorities in dramas after 9 p.m. Littlefield did single out the mixed cast in *L.A. Law* and what he called "the strong black presence" in *I'll Fly Away*.

Diane English asked each of the network executives, because they have line-item veto power and have been vocal in their desire to control costs, what they are doing about limiting agency package fees. Littlefield ac-

knowledged "every single line and cost is being looked at because that's how critical it is. Package commissions is a critical issue for us and the question for us is, is it earned?" He also noted a diversity of shows on the networks, some of which have been put together by a packager and others in which agents are collecting a package fee only because "that's the way it is."

Sagansky added that the situation "has gotten totally out of hand."

The lunch opened on a much lighter note, with Littlefield handing out framed gallery photos of *In the Heat of the Night* and *Golden Girls* to Sagansky and a photo of *Matlock* to Iger, explaining that he just finished cleaning out his office closet. *Heat* and *Golden Girls* were picked up by CBS after NBC passed on the two, and ABC grabbed *Matlock* from NBC as well.

In a departure from the routine introductions, each of the network presidents was responsible for producing a 30-second video of one of the other four. Judging from audience reaction, Iger's video intro of Chernin was the funniest, with the ABC executive sitting at his desk calmly detailing Chernin's accomplishments at Fox as a male stripper disrobes. The reference, of course, was to the much-publicized appearance of a male stripper earlier this summer at a Fox corporate meeting, which led to the downfall of Fox up-and-comer Stephen Chao. ■

# Broadcasting's Ratings Week Aug 31-Sep 6

	ABC	CBS	NBC	FOX
<b>MONDAY</b>	4.4/7	15.1/26	10.0/17	NO PROGRAMING
8:00	74. The Young Indiana Jones Chronicles 5.9/10	16. Evening Shade 12.1/22	18. Fresh Prince 11.7/21	
8:30		11. Major Dad 13.0/22	19. Blossom 11.6/20	
9:00		1. Murphy Brown 17.6/29		
9:30	90. ABC Monday Night Movie—Reds, Pt. 2 3.7/6	4. Designing Wmn 15.9/27	32. NBC Monday Night Movies—The Revenge of Al Capone 9.2/16	
10:00		4. Northern Exposure 15.9/29		
10:30				
<b>TUESDAY</b>	14.2/25	10.6/19	7.7/14	NO PROGRAMING
8:00	13. Full House 12.8/24	20. Rescue: 911 11.5/21	69. Secret Service 6.4/12	
8:30	9. Step By Step 13.8/24		53. I Witness Video 7.7/13	
9:00	2. Roseanne 16.3/27	28. CBS Tuesday Movie—Jack the Ripper, Pt. 2 10.1/17	35. Dateline NBC 8.9/16	
9:30	7. Coach 14.1/23			
10:00	7. Going to Extremes* 14.1/25			
10:30				
<b>WEDNESDAY</b>	7.5/13	11.2/19	11.5/20	8.8/15
8:00	45. Wonder Years 8.4/15	62. Freshman Dorm 6.9/12	6. Unsolved Mysteries 15.4/27	35. Beverly Hills 90210 8.9/16
8:30	76. Gettin' Over 5.6/10	24. 2000 Malibu Road 10.4/17	22. Seinfeld 10.7/17	39. Melrose Place 8.7/14
9:00	16. Home Improvmt 12.1/20	2. 48 Hours 16.3/30	21. Wings 10.9/18	
9:30	55. Arresting Behav 7.5/12		49. Law and Order 8.3/15	
10:00	76. Civil Wars 5.6/10			
10:30				
<b>THURSDAY</b>	7.9/14	9.1/17	9.8/18	8.2/15
8:00	66. Who's the Boss? 6.8/13	29. Top Cops 10.0/18	45. Cosby 8.4/16	26. Simpsons 10.2/19
8:30	76. Room For Two 5.6/10		31. Cosby 9.4/17	26. Martin 10.2/18
9:00	85. Homefront 4.5/8	39. Middle Ages* 8.7/16	10. Cheers 13.3/23	71. The Heights 6.1/11
9:30			14. Wings 12.5/22	
10:00	11. Primetime Live 13.0/24		54. L.A. Law 7.6/14	
10:30				
<b>FRIDAY</b>	9.2/19	7.6/15	7.3/15	5.1/10
8:00	35. Family Matters 8.9/19	67. Evening Shade 6.5/14	57. Unsolved Mysteries 7.4/16	79. America's Most Wanted 5.5/12
8:30	41. Step By Step 8.6/18	67. Major Dad 6.5/13	72. I'll Fly Away 6.0/12	81. Sightings 5.3/10
9:00	41. Covington Cross 8.6/17	62. Age Seven in America 6.9/13	41. Scared Silent 8.6/17	89. Rachel Gunn, R.N. 4.0/8
9:30				
10:00	25. 20/20 10.3/20	30. Scared Silent 9.5/19		
10:30				
<b>SATURDAY</b>	5.7/13	5.8/12	8.0/17	6.8/15
8:00		91. 1775 3.2/7	32. Golden Girls 9.2/21	51. Cops 7.8/17
8:30			58. Powers That Be 7.3/16	38. Cops 2 8.8/19
9:00	75. ABC College Football Special—Miami at Iowa 5.7/13	70. CBS Saturday Movie—Gorillas in the Mist 6.3/13	45. Empty Nest 8.4/17	61. Code 3 7.0/15
9:30			34. Nurses 9.1/19	90. Vinnie & Bobby 3.7/8
10:00			60. Sisters 7.1/15	
10:30				
<b>SUNDAY</b>	5.9/12	10.0/20	6.5/13	5.8/12
7:00	83. Life Goes On 5.2/12	15. 60 Minutes 12.3/27	86. Brokaw Report 4.3/10	84. Batman 4.6/11
7:30		22. Murder, She Wrote 10.7/21	72. I Witness Video 6.0/12	86. Parker Lewis 4.3/9
8:00	50. Am Fun Home Vid 7.9/16			62. In Living Color 6.9/14
8:30	55. Am Fun People 7.5/15	45. CBS Sunday Movie—Do You Know the Muffin Man? 8.4/16	51. NBC Sunday Night Movie—Crossing the Mob 7.8/15	62. Roc 6.9/13
9:00	80. American Detective 5.4/10			44. Married w/Childn 8.5/16
9:30				59. Martin 7.2/14
10:00	81. Scared Silent 5.3/10			88. The Heights 4.1/8
10:30				
<b>WEEK'S AVGS</b>	7.7/15	9.9/19	8.6/16	6.8/13
<b>SSN. TO DATE</b>	11.0/19	12.2/21	11.6/20	7.6/13

RANKING/SHOW [PROGRAM RATING/SHARE]

\*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT



# Cable

## LIFETIME, ABC TEAM FOR ELECTION SHOW

*Two networks say Tuesday's live special could be first of several collaborative efforts*

By Rich Brown

Executives at both ABC News and the Lifetime cable network will be watching closely this Tuesday night as Lifetime airs *Seize the Power: A Lifetime Challenge to the Women of America*, its first collaborative effort with the ABC news division.

If all goes well, both sides in the unusual venture between the broadcaster and the cable network say it could lead to more such joint projects in the future.

The live two-hour election special, which will look at the status of women in politics and issues critical to women, is a highlight in the cable network's election-year efforts. The show will be shot before an audience in New York, and will include remotes from at least three areas around the country, marking an ambitious first outing for the collaborators.

"This is a good test to see how the relationship works out," says David Glodt, executive producer of ABC's



ABC's Lynn Sherr, moderator of ABC-Lifetime collaboration 'Seize the Power'

*World News Saturday, World News Sunday, This Week with David Brinkley* and this Tuesday's special.

"These days, we have to look at more and more ways to use our product. Even though we have more news shows than the other networks, there are still just so many outlets for the product."

Glodt says that if Tuesday's show works out, there is a "good possibility" that it will lead to more joint efforts between ABC News and Lifetime in the future.

"Everyone's going to be watching it closely," he says.

"I don't see any reason why we won't do more with them," adds Lifetime's Pat Fili, senior vice president, programming and production.

Lifetime, which is covering the production costs of the project, brought ABC News in as it would any outside producer. Fili says the credibility associated with ABC News made the network news division a particularly attractive partner.

Capital Cities/ABC is also a natural choice, given its ownership role in Lifetime (the broadcaster co-owns the cable network with Hearst and Viacom). The ownership connection to date has focused on the collaborative production of made-for-TV movies.

As planned, Tuesday's election special will be held at Sarah Lawrence College in Bronxville, N.Y., and will include at least three satellite hook-ups, including the floor of the Texas House of Representatives in Austin, a company daycare center in Minneapolis, and a hotel in Los Angeles that will feature guests Mel Harris, Penny Marshall and Maureen Reagan.

Each of the locations will include leaders in women's issues as well as studio audiences that will be asked to participate in the show. Also participating will be Lifetime viewers, who will be invited to call in with their

### SHOWTIME EXPANDS ORIGINAL KIDS SLATE

Keeping with the trend toward more children's programming on cable, Showtime on Oct. 14 will expand its original production with two new half-hour animated series, *A Bunch of Munsch* and *American Heroes & Legends*. The new series, which will air Wednesdays beginning at 5 p.m. ET/PT, are part of a three-pronged approach Showtime is taking to the family programming category. The network is renaming its *Familytime* block of kids shows *Showtime KidsHour*, which will air seven days a week, 7-8 a.m. *Showtime Family Movie*, featuring movies such as *The Empire Strikes Back* and *The Princess Bride*, will air Sundays at 6 p.m.



-RB

## HEADLINES

opinions.

Efforts were under way last week to arrange to have the presidential candidates appear on the special from remote locations.

ABC News will provide a host of on-air talent to the telecast. Veteran political correspondent Lynn Sherr, who will moderate the program, will be joined by congressional correspondent Cokie Roberts and other reporters from the division. ABC News will also provide the results of a poll that the division conducted specifically for the show.

The special marks the latest effort in Lifetime's election-year public service campaign, *Women and Politics: A Lifetime Challenge*, which includes short- and long-form programming, nationwide outreach with cable affiliates and women's groups, and collaborative efforts with top women's consumer magazines. The network is also producing an original movie, *Majority Rule*, about a female three-star general running for President against a male incumbent. The movie will star Blair Brown, who will also participate in Tuesday's special. ■

### LATER MILLER

The Nashville Network has moved the debut date of its late-night talk show, *Miller & Company*, to Monday, Sept. 28.

### LIFETIME TO CARRY CABLEACE SHOW

Lifetime will exclusively carry the 14th annual CableACE Awards live from Hollywood's Pantages Theatre beginning at 8 p.m. ET Jan. 17, 1993. Dick Clark Productions will produce the awards show for the fourth consecutive year. A record-breaking 2,000 entries were submitted for consideration by 42 national and regional cable networks and 75 individual producers and artists.

### CARTOON SELLOUT

Turner Broadcasting's Cartoon Network has sold out advertising for its first three months with a guaranteed 14-hour rating of 0.6,

according to network Executive Vice President Betty Cohen. The 24-hour cable channel launches on Oct. 1 with a one-hour animated special, *Droopy's Guide to the Cartoon Network*, hosted by cartoon character Droopy Dog.

### NFL DYNAMITE ON TNT

The opening game of the NFL season on TNT Sunday scored a 7.4 rating/13.6 share, the largest ever for NFL on the network. The ratings were up 51% from last year's opening game, which scored a 4.9.

### SHOWTIME'S NEW LINE PACKAGE

New Line Television and Showtime have signed an agreement giving the pay TV channel exclusive rights to a package of 11 titles including seven exclusive and four non-exclusive New Line and Fine Line Features, including "My Own Private Idaho" and "Hangin' with the Homeboys."

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# Technology

## GI HAILS DIGICIPHER HDTV LAB RESULTS

*Evaluation of data on four digital systems still targeted by February*

By Peter Lambert

Last Tuesday, Sept. 8, the first independent documentation of digital high-definition television performance became public—and a very busy autumn began for the FCC's Advisory Committee on Advanced Television Service (ACATS)—with the publication of 700 pages of raw laboratory test data on General Instrument's DigiCipher HDTV, the first of four all-digital HDTV systems vying to become the North American transmission standard by early next February, the FCC's deadline for a preliminary decision.

In the days following release of the DigiCipher Record of Test Results, no expert could be found willing to venture an opinion on the data in advance of the ACATS subcommittees charged with that complex, detailed and delicate task. But Robert Rast, GI vice president for HDTV business development, believes "those knowledgeable people evaluating this will conclude the standard will, in fact, be digital, and could very well be based on DigiCipher. The question remains, 'Can others do better?'"

Those others are AT&T/Zenith's Digital Spectrum Compatible HDTV (which completed ATTC testing in May); the Advanced Television Research Consortium's Advanced Digital HDTV (which completed ATTC in August), and MIT and GI's Channel Compatible DigiCipher (due to exit ATTC by mid-October).

Improvements on DigiCipher's performance "would be good for the standard," Rast continued, "but it's not necessary. We've achieved an advanced system. We've got the lab tests; it's on paper. And we did very well."

In apparent support of that claim,



*General Instrument's Rast, here with DigiCipher and its lead inventor Woo Palk, believes ATTC results released last week prove North America can definitely move to a digital transmission standard. The Advisory Committee will have the last word.*

GI's own comments within the published results—the proponent's chance to explain less-than-optimal performance in any specific area—appear minimal. Though experts point out that a single flaw can prove fatal in the field, GI's comments appeared highly confident overall and devoted less ink to defending flaws than comments submitted last spring by NHK on Narrow MUSE (BROADCASTING, May 11).

"We view the results as ratifying the performance/complexity tradeoff decisions we have made," said GI. By offering a slim, two-rack system comprising mainly off-the-shelf components and few circuits dedicated to narrow tasks, said Rast, DigiCipher achieves a balance among performance, portability and competitive cost.

In a few words, the company concluded in the record of results: "The video quality is excellent." And GI appeared nearly equally satisfied that DigiCipher had performed to specification in rejecting interference, in

avoiding interfering with NTSC signals and in providing signal coverage equal to current broadcast reach.

"Random noise threshold, which determines how great the service area would be for a given transmitted power, is excellent," GI said. "With a strong adaptive equalizer, NTSC into ATV interference rejection is significantly improved as compared to NTSC into NTSC interference. The adaptive equalizer also provides excellent multipath interference performance and tracks airplane flutter."

However, the greatest scrutiny of DigiCipher may come to bear in respect to co-channel and adjacent-channel interference into the DigiCipher signal. Conceding noise occurred under certain picture conditions, it said, "this was due to an implementation design error, and resulted from resetting the output data stream randomizer once per frame. In future designs this flaw can be eliminated."

Also conceding that "lower-adjacent channel interference by DigiCipher into NTSC results are 5 to 10

dB worse than for NTSC as the interferer," it argues the lower average power of digital HDTV transmission will make DigiCipher performance superior to NTSC in the real world. "What may at first appear as a problem is more than mitigated [because] ATV measurements are average power whereas NTSC are peak power [and because] DigiCipher HD is expected to be transmitted at power levels significantly lower than NTSC power levels in the UHF band."

In cable tests, GI also appeared satisfied its system stood up well under

simulated interference from RF amplifiers and lasers in fiber optic links, outperforming NTSC at a variety of levels. DigiCipher pictures also appeared unaffected by microreflections, or cable ghosts. And also within the cable tests, GI argued its channel-change picture acquisition time of three quarters of a second is "comparable" to the half-second the average cable converter takes to begin descrambling an NTSC signal.

The Advisory Committee has its work cut out if it is to hand over analyses of all five contending sys-

tems to a special panel next February. Although testing began in July 1991, and all but one system has completed testing, results have been published on only two: DigiCipher and NHK's Narrow MUSE (which completed ATTC a year ago). Given the fact that DigiCipher data came out more than six months after ATTC, and that AT&T and the Consortium each were granted extra time at ATTC to correct problems encountered during testing, several experts expressed concern about how quickly data can be published on the remaining three digital systems. ■

## U.S. ENCOURAGES OPEN MIND ON IN-BAND DAB

*Canada, Mexico confident in L-band, "show me" on AM, FM*

By Peter Lambert

Canada, Mexico and other American nations remain on course to develop L-band digital audio broadcasting (DAB)—on the ground first and, in about 10 years, via satellite—but the growing promise of in-band AM and FM DAB development in the U.S. makes ultimate L-band implementation anything but a certainty in the Western hemisphere.

Ironically, that is the conclusion of Don Messer, broadcast satellite program manager for Voice of America, who suspects success for in-band would prevent the introduction of satellite DAB—VOA's avenue to radio receivers in every hemisphere.

"Give in-band a chance" was the message Messer and representatives from the National Association of Broadcasters and the National Telecommunications and Information Administration delivered to the latest meeting of a radio broadcasting committee of the InterAmerican Telecommunications Conference (known as CITEL) in Mexico City, Aug. 24-28.

Messer was joined there by Valerie Schulte and Ken Springer from the NAB; Allan Box, president of EZ Communications and chairman of NAB's DAB Task Force, and Larry Palmer, telecommunications manager for NTIA's Office of International Affairs.

"We are only talking about a year-and-a-half or two" before in-band DAB development succeeds or fails in the field, Messer said he told CITEL. But the U.S. delegation faced what

Box described as "aggressive attempts to defeat in-band," particularly from the Canadian contingent. In contrast, Palmer characterized the other nations' positions as confident on L-band and "show me" on in-band.

In any case, Box, a newcomer to the group, expressed gratitude for Palmer's and Messer's "vocal support of the broadcasters' position" in favor of in-band development.

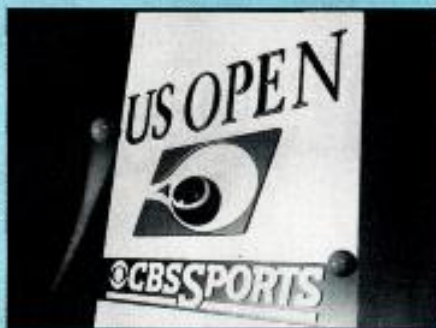
Indeed, Springer presented a paper updating progress on in-band. And Messer rose to rebut a Canadian paper alleging that in-band suffers on a long list of technical and economic counts. Messer reminded the group that Canada's L-band experiments beat its own projections and suggested the same could hold true for AM and FM delivery. The CITEL group did not get word during the meeting that on Aug. 26, in-band proponent USA Digital claimed a successful test transmission of AM DAB in Cincinnati (BROADCASTING, Aug. 31).

Over the next few years, Messer is convinced Canada can go ahead with terrestrial experiments it plans without creating any significant interference coordination problems with aeronautical users of L-band in the U.S., and without pre-empting in-band equipment markets.

Most doubtful himself about in-band's ability to defeat FM multipath problems, he said, "I'll wait to see the returns. In my own view, Latin America in general will take another look in two years if in-band comes along. If in-band pans out in the U.S., there will be takers to build the radios. And where are the radios?" With 250 million citizens and about four radios per family, he estimates a potential one billion radios in the U.S.

The CITEL group on DAB is tentatively scheduled to meet again next April or May—about the same time the Electronic Industries Association expects to begin mobile tests of eight proposed DAB systems. ■

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# Radio

## STATIONS EDGE TO ARBITRON ALTERNATIVES

*Direct marketing with help of database that identifies core audience is latest tool*

By Randy Sukow

**W**hile broadcasters continue to express frustration that their medium is served by only one national ratings service, they appear to be directing some of their energies toward alternative data gathering tools. But there also seems to be a sense of resignation among some that there is little they can do to change what they believe to be an inadequate research system—the diaries—and concentrate on ways to better survive with Arbitron.

“Arbitron is the best thing we’ve got. It’s not fair, but it’s the best thing we’ve got,” said Jeff Williams, director of information systems, KRXQ(FM)

Sacramento, Calif.

The alternative suggested by Williams and a panel at NAB’s 1992 Ra-

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*“If we give in to qualitative analysis only, if we play that cost-per-point game, we are as dead as doornails.”*

**George Green, KABC(AM)**

---

dio Show was the use of direct marketing—telemarketing, mailings, fax marketing—as data gathering tools.

About two-thirds of a crowd of about 200 at the session claimed to already have a database in place at their stations for direct marketing campaigns. “It has become the trendy thing to say you’ve got a database,” Williams said. But all the panelists said compiling the information and buying the computer hardware is a waste unless they are put to adequate use. One of those uses is targeting the nature of a station’s core listenership and selling those facts to advertisers, they said.

A good database can be used to identify much of a station’s 20% loyal core listenership and keep that group loyal to the station through personalized mailings (such as birthday cards) and a station newsletter to keep those listeners up to date on special events and contests featured by the station each week. Keeping loyal listeners happy in this way effectively “makes an impact on Arbitron,” said Alan Mason of Radio Success Services, Portland, Ore.

In fact, the panel said, personalized mailings could significantly raise Arbitron ratings if they are sent to those listeners filling out diaries. A station can greatly increase its chances of reaching those people, consultant Roger Lipschutz said, by paying special attention to those listeners responding on a contest form in “an especially meticulous manner,” in the way one would expect them to fill out an Arbitron diary.

Geographical information from the database could be used to great advantage during a sales presentation to an advertiser, providing a picture of a station’s audience superior to that provided by Arbitron, the panel said.

“If you go to a retail client with a full-color map with the store location on it and a dot equaling the location of



George Nicholaw recently celebrated his 25th anniversary as general manager of CBS Radio’s KNX(AM) Los Angeles. Nicholaw, believed to be the longest-serving general manager of an all-news station, was honored Aug. 27 when Los Angeles Mayor Tom Bradley declared “George Nicholaw Day” in Los Angeles.



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one listener, if the dot surrounds the outlet, that has a lot of impact on that client," Mason said.

"Geography is going to be the wave of the future," Williams agreed.

Lipschutz suggested developing separate databases to get in touch with advertisers directly. Some stations, he said, have already begun separate newsletters to the advertisers themselves to keep them up to date on the

latest ratings information (if fair and favorable), station promotions and other station information.

The theme of weaning the industry from reliance on Arbitron ratings also surfaced at another NAB panel discussion, this one focusing on ways stations can increase national spot sales.

George Green, president and general manager, KABC(AM) Los Angeles, urged broadcasters to sell their stations

to national advertisers by using qualitative research about their listeners. Otherwise, he warned, advertisers will continue to make their buys based on ratings and cost-per-point pricing, which many broadcasters feel leads to underpricing.

"If we give in to qualitative analysis only, if we play that cost-per-point game, we are as dead as doornails," Green said. ■

## FCC CLARIFIES INVESTMENT, CONCENTRATION ISSUES

*Operators can purchase noncontrolling interest in small business or minority-owned stations*

By Joe Flint

**A**ny ambiguity that existed in the FCC's new radio ownership rules, issued last month, regarding local concentration and FCC Chairman Alfred Sikes's proposed investment incentives was cleared up in the commission's opinion and order on the new rules last week.

Under the new rules, the commission said it would permit ownership of up to two AM and two FM stations in

markets with 15 or more stations. Combinations that resulted in a market share of 25%, the FCC said, would raise a "prima facie concern." In defining a market, the report and order says size will be determined with reference to a contour overlap standard in all situations and not just what the ratings service Arbitron designates as a market. All stations, with the exception of noncommercial, translators or dark stations, will be counted.

While mergers that result in an audience share of 25% or more will likely be denied, the FCC said it will not require a divestiture if after such a merger the share exceeds 25% because of improved market performance.

If a broadcaster's thirst for radio stations is not quenched by the new 18 AM/18 FM national limits, the operator can purchase attributable but noncontrolling interests in stations controlled by a small business or a minority broadcaster. The FCC defines a small business as one with total annual revenues of less than \$500,000 and total assets of less than \$1,000,000.

The commission is also seeking comments on a proposal that would permit a group owner to own or have a controlling interest in "some" number of stations beyond the national limits if it creates and implements a broadcast ownership "incubator" program. In other words, a broadcaster has to demonstrate that it has in place a small-business investment incentive program "involving a meaningful and ongoing commitment to increasing pluralism in radio station ownership."

The FCC will also seek comments on whether waivers of the ownership rules should be granted to broadcasters on the basis of incubator proposals that would be filed in advance

with the commission.

On the subject of time brokerage agreements, the FCC clarified that the two stations involved will be treated as separately owned regardless of the existing brokerage agreement. If the share of the two stations involved in such an agreement exceeds 25%, one station cannot purchase the other.

Also, a licensee in one market may not enter into a time brokerage agreement with a station in another market if the licensee is at the local ownership limit in that other market. Broadcasters currently in time brokerage agreements will have one year to modify their arrangements to account for both the 15% attribution restriction and the 25% same-service, same-market simulcasting.

In response to a Capital Cities/ABC request that the FCC extend its application of the top 25 markets/30 individual voices test for granting of the one-to-a-market rule to TV licensees who propose to acquire more than one radio station in a market in the same service, the commission said the issue would be resolved in its review of the TV ownership rules. In the meantime, requests will be reviewed on a case-by-case basis. ■

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# RAB MULLING NEW SATELLITE OFFICE IN WEST

*Fries says headquarters to remain in N.Y.; Dallas, Chicago, Denver are possible sites*

By Peter Viles

**T**he Radio Advertising Bureau is exploring the possibility of moving some back-office functions out of New York, RAB President Gary Fries said last week.

Fries stressed that RAB headquarters will remain in Manhattan. The association has three years remaining on its lease, he said, and is thus unlikely to move any operations soon.

"The main office of the RAB, as

said, are Dallas, Chicago and Denver.

While holding Denver out as a possibility, Fries took pains to downplay the suggestion, made privately by some in the radio industry, that he favors locating the office in Colorado Springs, Colo., where he still lives while commuting to Manhattan.

"I want to move to what is the most efficient and logical place for those functions to be," he said, adding that any final decision on such a move would be made by the RAB's executive board. "I'd present several options to the executive board and ask for their guidance," he said. ■



*Fries: 'support functions' may move*

far as I'm concerned, will always be located, and needs to be located, in Manhattan," Fries told BROADCASTING. "But some of the secondary support functions are terribly inefficient on a day-to-day basis in Manhattan, so we are always exploring alternatives."

"Nothing's going to happen on a short-term basis," he said.

Fries said the RAB functions most likely to be moved to a satellite office include telemarketing, printing and member services. He said RAB's marketing, advertiser relations, research and executive offices would remain in New York. "We're talking about a satellite operation," he said. "We're not talking about moving the RAB."

Fries said no decisions have been made on a possible site for the office. He said he favors a site located near a major airport and toward the center of the nation, where labor and real estate costs tend to be lower. Among the cities that appear to fit the bill, he

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# Washington

## NBC BLASTS LOCAL CAPS IN CROSSOWNERSHIP RULES

*Says new rules still effectively bar networks from cable system ownership; INTV also criticizes rules, but for very different reasons*

By Joe Flint

**T**he FCC's relaxation of the prohibition against network-cable crossownership still makes network entry into cable system ownership "unlikely if not impossible," NBC told the commission last week.

In a petition for reconsideration, NBC blasted the commission's local ownership caps of 50% homes passed in a market and the decision to use homes passed by cable as a measuring tool for both local and national ownership, calling both "ironic" because neither, NBC said, will allow for any real network entry into cable system ownership.

Instead, NBC said, the most "sensible" way for networks to enter the cable business would be to acquire or invest in an existing MSO, but the new local ownership limits "make such arrangements virtually impossible with all but a handful of major MSO's because the limits, in combination with the local crossownership ban [forbidding a network to own a cable system where it owns a TV station] would require immediate divestiture of an enormous portion of the systems a network could acquire from most major MSO's."

What it boils down to, according to NBC, is a difference of opinion on how networks will get into the cable business. Said NBC: "The commission must understand that network companies are not going to go out and buy cable systems 'retail,' that is, acquire a TCI-owned system in one market, a Time Warner-owned system in another market, a Comcast-owned system in a third market, and so on—slowly building up to multiple system ownership."

NBC said the commission should

on reconsideration eliminate all local caps or the networks will be unable to merge with or invest in major MSO's, "their most likely path to cable ownership."

NBC also has problems with the commission's decision to use "homes passed" by cable as the criterion to

*"The commission must understand that network companies are not going to go out and buy systems 'retail.'"*

**NBC comments**

calculate the 10% national and 50% local cable ownership limits. That standard, according to the network, "cannot be defended on either policy or methodological grounds" because "there is no way accurately to determine the number of homes passed in an ADI [area of dominant influence] or nationally." Existing data sources, NBC claimed, report "vastly different estimates of the homes passed in a particular market, and of the homes passed nationwide." For example, NBC said there is a difference of opinion of over 30% between Nielsen and industry sources in several markets.

Said NBC: "While a cable system operator interested in selling to a network may be able to count up the number of homes his own system passes with some degree of accuracy, that is not the case for the total number of homes passed in the local ADI—the number against which his system's

homes passed will be compared in calculating whether the cap will be exceeded by a network acquisition."

Instead, NBC argued, the commission should compare network-owned subscribers with the total TV households in a given ADI of the U.S. As for the commission's concerns that if network-owned systems reach too many homes locally or nationally they could exert undue influence or control over competing program sources, NBC said network operators could not control access in homes not reached by their systems or those served by other operators.

The Association of Independent Television Stations also called the commission's June decision ironic, but the similarities between their petition and NBC's ends there.

Relaxing the rules, INTV said, will lead to "dangerous levels of horizontal concentration in local broadcast markets" and in no way helps preserve "free off-air television."

Specifically, INTV questions why, as a matter of "public policy," networks are so important. Networks, the association said, are "important for providing programming for the free over-the-air TV system" and the FCC decision is a threat.

INTV's greatest concern with the new rules is the commission's safeguards against potential anti-competitive behavior, which INTV called "hopelessly inadequate."

At issue is the commission's decision in favor of what INTV and FCC Commissioner James Quello called "negative must carry." In other words, if a station feels it is being treated in an anti-competitive way through channel positioning or being dropped on a network-owned system, the commission will "take remedial



action, including ordering the operator to carry the station or carry it on a given channel, as necessary." Said INTV: "Stations should not be required to incur significant economic harm before relief will be granted."

The commission's analysis of network business is incorrect, INTV said, because there is a "blind faith that revenues gained from owning cable services will somehow" go back into the off-air network. ABC's recent announcement that it will move several college football games to pay per view, INTV countered, shows the opposite will happen. "At some point, a network will be more than happy to forgo reaching 100% of the [over-the-air] audience, avoid compensation payments and clearance problems from affiliates in return for increased income from subscriber fees and program payments," INTV said.

The networks have countered that it

*Relaxing the rules will lead to "dangerous levels of horizontal concentration in local broadcast markets."*

#### INTV comments

would be economic suicide to harm affiliates through channel positioning or deleting the stations because it will harm the system's value. INTV countered that the opposite is true. "Such behavior can increase a system's value because it places a cable system in a superior position when competing for local advertising revenue."

The commission's new network-cable crossownership rules, INTV said, combined with the relaxed financial interest and syndication rules—which do not apply to cable systems—will lead to off-network programing bypassing the independent station market and moving directly to network-owned cable systems.

INTV also criticized the commission's 50% local ownership cap, arguing instead for a 25% cap of homes passed in a market. According to INTV, under a 25% ownership cap, a network could buy outright 13 of the top 50 MSO's passing 6.5 million TV households. ■

## VINCENT DEPARTURE IMPACTS MLB'S WASHINGTON AGENDA

*Superstation blackout backed by league fails to make it into cable legislation*

By Joe Flint

**H**ow Fay Vincent's resignation as commissioner of Major League Baseball will affect baseball's upcoming labor and television rights negotiations remains to be seen, but it has already had a negative impact on its Washington agenda.

House and Senate conferees last week reconciled cable legislation without adding a baseball-backed provision that would have required cable systems to black out games imported on superstations if they were being telecast locally.

During the House-Senate conference, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) said he was sympathetic toward the blackout provision and the need to protect local rightsholders from superstations.

But support for the provision quickly dissipated following Vincent's announcement, Dingell said. "It just didn't seem like there was any reason to go forward," he said.

The owners "made a very unfortunate choice and it impacted on their affairs here," Dingell said. "They lost their focus, they lost their leadership and they lost their principal advocate."

Representative Dennis Eckart (D-Ohio), another of the House conferees, concurred, saying the steam went out of the provision the day Vincent resigned.

Howard Paster, baseball's principal Washington lobbyist and the newly named president of the Hill & Knowlton public relations firm, said the amendment had support in the House but not the Senate and the amendment was not going to "hold up the bill."

There may have been more substantive reasons for the provision's failure. Some critics claimed it was aimed more at setting the stage for pay-per-view baseball than at protecting local rightsholders.

The blackout provision was just part of Vincent's campaign to curtail the baseball-laden superstations. And

while the effort may have been supported by most owners, it antagonized the two team owners that broadcast their games nationally via superstations—Tribune Co. (Chicago Cubs, WGN-TV Chicago) and Turner Broadcasting Co. (Atlanta Braves, WTBS[TV] Atlanta). Both were among the 18 owners that called on Vincent to step down.

Earlier this year, MLB required a language change in its local broadcast contracts that would allow a team to terminate its contract if broadcasts were retransmitted "by any means" to more than 200,000 homes outside the team's territory.

Most viewed it as an attack on superstations. Shaun Sheehan, vice president, Washington, Tribune Co., said he hoped the next commissioner has a "full enough plate" because the "notion of eliminating events on superstations is not consumer-friendly." Tribune has become a force in local baseball rights—by next year, seven Tribune stations will be carrying baseball, and it owns superstations WGN-TV Chicago and WPIX(TV) New York, which carries the New York Yankees.

Although baseball's stance against the compulsory license (a position also at odds with Turner and Tribune) likely will not change with Vincent's departure, its efforts to repeal it could be slowed.

The compulsory license allows cable systems to pick up superstations and other distant broadcast signal without consent, paying a relatively modest federally set fee to the baseball and other programing rightsholders. Baseball receives about \$40 million from cable and superstations.

Tribune was also angered over Vincent's attempt to shift the Cubs into the National League West division, where the West Coast start times might hurt viewership in the rest of the country. Tribune has sued to block the plan.

Meeting in St. Louis last Wednesday, the team owners tapped one of their own, Milwaukee Brewers owner Bud Selig, to take over for Vincent. ■

**Vice President Quayle's Council on Competitiveness**, in a report released last week trumpeting the benefits of deregulation, acknowledged the rise in cable rates since the industry was deregulated in 1984 may be partially due to "the presence of market power." And the "obvious solution" to that market power, according to "The Legacy of Regulatory Reform: Restoring America's Competitiveness," "would be to encourage more head-to-head competition among cable companies by discouraging local authorities from unreasonably refusing to grant [second] franchises." The Bush administration has been strongly opposed to cable legislation, which seeks to put clamps on cable through a mix of regulation and competition. Indeed, the President has threatened repeatedly to veto the measure.

**Commerce Secretary Barbara Franklin** last week defended as "sound" Commerce's estimates of the regulatory costs to consumers of the pending cable legislation, saying they were developed by the Department's National Telecommunications and Information Administration "after a careful and independent review of available information from outside sources."

The Franklin defense came in response to questions raised by House Energy and Commerce Committee Chairman John Dingell (D-Mich.) in the wake of an Aug. 27 *Washington Post* story suggesting that NTIA estimates—\$23 to \$53 per subscriber per year—were a mere rehash of figures supplied by the National Cable Television Association. NCTA cited the Commerce numbers in bill flyers urging subscribers to oppose the legislation.

NTIA head Greg Chapados, in a cover letter to a nine-page detailed response to Dingell's questions, said the suggestion NTIA "merely repackaged" industry data "does not square with the facts." Government analysts used NCTA information, but adjusted some figures and excluded others, he said. As a result of NTIA's conservative approach, he said, NTIA estimates "may well understate" the costs of the legislation.

**U.S. West Chairman and Chief Executive Officer Richard McCormick**, in Washington last Wednesday to announce the introduction of an electronic directory service in Minneapolis, had little to say about a possible joint venture with Tele-Communications Inc. McCormick told **BROADCASTING** last February his company was negotiating with TCI to build fiber networks in Denver and other markets they have in common and share the facilities on a "condominium basis." Asked about those talks, McCormick acknowledged only that they are ongoing. He declined to comment on when or even whether they might produce a deal.

U.S. West's electronic directory service, essentially a computer-based white and yellow pages, can be accessed by personal computers or on a dedicated terminal (with keyboard, screen and handset) that plugs into any telephone jack. The terminal may be bought for \$300 or leased for \$12 a month; the connect time is 15 cents a minute. U.S. West officials said the service's "natural language" search feature is unique. It allows a consumer to call up a list of auto repair shops by entering a simple phrase like "fix my car."

The announcement had a Washington angle. McCormick said none of the BOC's could have offered such a service if a federal appeals courts last year had not eliminated information services restrictions on the former AT&T subsidiaries. He also warned against legislation authored by House Judiciary Committee Chairman Jack Brooks (D-Texas) that would reimpose the restrictions. That measure would "turn back the clock," he said. "Let's get on with this. Let's compete in the marketplace, not in Congress."

The turf battle between the United States Information Agency's Voice of America and the Board for International Broadcasting over who will start a full-scale broadcast service to China kicks off in earnest this week at a Senate Foreign Relations Committee hearing on Sept. 15. Both agencies have been pushing for the service for some time now. Witnesses include USIA Director Chase Untemeyer and BIB Chairman Malcolm S. Forbes Jr. BIB oversees Radio Free

Europe and Radio Liberty (RFE/RL). Some observers believe the agency that loses the China service will soon face extinction.

Many of the cable executives in Washington last week for a lobbying blitz against cable legislation will be convening again next week in New York for what's come to be known as "cable hell week." The week centers on the annual Walter Kaitz foundation dinner, which funds the foundation's cable internship program for minorities. It's slated for the New York Hilton on Wednesday (Sept. 23).

The day before the dinner, also at the Hilton, the National Cable Television Association's National Academy of Cable Programming will host a luncheon and panel to discuss cable's role in covering the presidential campaigns. The panel: C-SPAN's Brian Lamb, CNN's Bernard Shaw, ABC News's Lynn Sherr, *New York* magazine's Edwin Diamond and Nickelodeon's Linda Ellerbee.

The Thursday and Friday after, NCTA and the National Association of Minorities in Cable will hold a two-day seminar at the Waldorf-Astoria on running urban cable systems. FCC Commissioner Andrew Barrett will be the featured speaker. Having met in Washington last week, the NCTA board canceled a planning meeting prior to the Kaitz dinner.

**Frustrated with the FCC's reference rooms?** Fear not. In hopes of improving service, the FCC is planning to consolidate the reference rooms of the Mass Media and Common Carrier Bureaus and the Office of the Managing Director and the FCC library under the aegis of the OMD.

To manage the reference rooms and other non-press public information services, the FCC has created the new OMD post of associate managing director for public information and reference service. In addition to the reference room, he or she (no one has yet been named to the post) will also oversee the consumer assistance and small-business division, up to now part of the Office of Public Affairs, as well as OMD's Information and Records Management Division. OPA will stick exclusively to press relations. ■



# Washington Watch

Edited By Harry A. Jessell



# Business

## TOP BUYERS FLY TV'S FRIENDLY SKIES

*Stations find there are limits to benefits of offering expensive trips to woo big advertisers*

By Sharon D. Moshavi

Some local TV executives are hoping that paying for advertisers to lie on a Caribbean beach or ski down the Alps will translate into increased spending on their stations.

A longtime but never widespread practice by television stations has been to offer trips to local advertisers and agency executives (and their spouses) who place a certain amount of dollars. Although many stations remain opposed to it, others say it is an effective means of encouraging spending and building a rapport with advertisers.

The practice is cyclical by nature, according to Royce Yudkoff, managing director of ABRY Communications, whose station group has organized European trips for about 100 people for the past couple of years. "There is a finite amount of time a station can do this," he says. "At some point it stops working. And after you've stopped for a while, then you can start doing it again." ABRY, which is still evaluating whether to offer a trip again next year, spends about \$500,000, or 0.5% of revenues, to send advertisers on its five stations to Europe. Says Yudkoff: "Is that a reasonable investment in our most valuable clients? Yes. It gives us an opportunity to know them better."

River City Broadcasting stations offer two trips per year. One, an annual ski trip to Utah, is for local media buyers, and is not dependent on how much they spend. The other annual trip—a cruise through the Greek islands this year—is for business owners and principals in companies that advertise, and is tied to specific advertising spending. Says Rick Gorman, general sales manager, River City's WTTV(TV) Bloomington, Ind.: "A trip is designed to fail if it is set up as a

payoff for a buy. The whole tone has to be that we're developing a partnership and a relationship with the advertisers."

While incentive travel does, at least initially, create good relationships with advertisers and bring in some additional revenue, others are skeptical about its long-term use. According to Joe Young, general sales manager, WXIN(TV) Indianapolis, who had experience offering travel incentives while working at another station, "It's very useful the first year, but the more you do it, the more the returns just aren't there."

A main problem is when more than one station in the market offers trip incentives. And when one station offers a trip, others in the market soon follow, sales managers say. Eligibility for the trips is usually based on spending a certain amount more than was spent the previous year, and some sales managers argue that advertisers simply swap dollars back and forth between stations.

Stations that have offered trips to advertisers also say controlling who goes on a trip is a problem. Spending time and building relationships with key advertisers and buyers is the focus of the trips, but stations say that once a customer has been given a trip, they have little control over who actually takes it. "You could end up with an advertiser's sister-in-law or something," says Steve Foerster, national sales manager, KWTW(TV) Oklahoma City, which, two years ago, took local advertisers on a Caribbean cruise. But



**ABRY took their advertisers to the Alps last year. Here, some of the group is shown along the French-Italian border.**

WTTV(TV)'s Gorman says his station enforces a policy of only the principals using the trip.

Some TV station executives say they have a philosophical problem with offering advertisers trips to encourage them to buy commercials. They say stations should sell inventory and advertisers should buy it based on what it offers their business. The way to attract advertisers, says Bill Pulliam, general sales manager, KTXL(TV) Sacramento, is to offer programs that provide added value to advertising buys, not personal perks.

Ron Steiner, a consultant to TV stations, works with both affiliated and independent stations that have offered trips to advertisers. He says added-value offerings like direct mail are fast becoming the alternative to offering travel incentives. Stations in conjunction with advertisers are sending consumers magazines that include viewing information and ads or coupons given free to advertisers. According to Steiner, stations in 50 to 60 markets are offering these sorts of packages to advertisers. ■

# HURRICANE DAMPENS FLORIDA ADVERTISING

*Only 10%-15% of market was strongly affected by storm, but advertisers are hesitant; expectation is market will boom as recovery money pours in; ratings have been disrupted with dislocation of up to 250,000 homes*

By Sharon D. Moshavi

**T**elevision images of the destruction of Hurricane Andrew have been enough to scare many national advertisers out of the Miami market.

Station and sales executives say advertisers have a mistaken impression that the hurricane's damage has destroyed the entire market. "Probably 10% to 15% of the ADI was strongly affected, but the rest of the ADI was back on its feet in 24 to 36 hours after the storm," says Jack Oken, president, MMT Sales. While some advertisers that delayed their schedules by just two or three days because of the hurricane have already come back, others have pushed schedules back even further, fearing the market isn't primed for advertising.

Local advertisers have been more

willing to come back. Some are even taking advantage of it. One car dealer is running commercials that depict a mock post-hurricane press convention, according to Oscar Welch, director of programming and promotion, ABC affiliate WPLG(TV). The station also managed to convince another car dealer that was ready to pull its advertising

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*"Some advertisers are sensitive about airing a commercial at all. They think it might be inappropriate."*

**Oscar Welch, WPLG(TV) Miami**

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Although MMT's Oken predicts September will be a languid month for advertising, Ed Ansin, president of WSVN(TV), is hopeful about advertising's more immediate future. "Insurance companies are already writing checks, and people are already buying. They need furniture and all sorts of other items right now," he says.

One thing that is not likely to be fixed in the near term is the ratings system. Neither Nielsen nor Arbitron is able to report sufficient data for stations now. About 400 to 450 of Nielsen's 500 metered homes in the market are still functioning, but the market's makeup has been shaken by the dislocation of between 100,000 and 250,000 people. "We're concerned the overall sample is not accurate anymore," says Jack Loftus, vice president, communications, Nielsen. Nielsen and its client stations all say the market should be recalibrated, but no one at this point seems sure how to do that or how long it will take. "It will be quite a while before the Miami DMA returns to anything representing normal levels," says Loftus.

Nielsen is staying on schedule for its November sweeps diaries, though, and has already begun sending post-cards to Miami homes identified for the diary sample. Additionally, Nielsen's national peplemeter has been "virtually unaffected," according to Loftus.

Stations say they are going to rely on data from the May and July diaries. Richard Lobo, president and general manager of NBC's WTVJ(TV), says that is nice. "Not having overnight ratings allows us to operate in an atmosphere that is much less of a pressure cooker," he says. The station is trying to attract advertisers by playing up their hurricane coverage—the station received national and local attention for keeping its weather reporter on the air for 22 straight hours during the hurricane. Lobo said the station is taking tapes of that coverage, as well as press reports about it, around to advertisers "to try to convince them we won converts through this for our local news," says Lobo. ■

that it was better to stay. "After all, there's probably never been another time when so many people in south Florida need cars," says Welch.

Still, there remains concern from both local and national advertisers about hawking their wares right after an event as devastating as a hurricane. "Some advertisers are sensitive about airing a commercial at all. They think it might be inappropriate," says Welch.

Although the hurricane proved to be an early bust for the stations—not only because they lost some advertisers but because there were days after the storm when they aired no ads at all—there is some anticipation the stations could be in for a boon. President Bush has proposed aid of \$7.6 billion for the region, and "insurance companies are pumping \$7 billion into the economy," says Allen Shaklan, vice president and general manager, CBS's WCIX(TV). That will translate into increased spending and hopefully increased advertising, say Shaklan and others. WCIX, though, is probably in the worst shape in the market, since it lost its broadcast tower during the storm and the station will have to use a low-power antenna for quite some time.

## Acorn Broadcasting Co., Inc.

*has acquired the assets of*

## KBOL-AM

## Boulder, Colorado

*from*

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**Al Perry**  
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# Changing Hands

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

**WTIC-TV Hartford, Conn.;** KDVR(TV) Denver; **WATL(TV) Atlanta and WXIN(TV) Indianapolis** □ Sold by Chase Communications Inc. to Renaissance Communications for estimated \$175 to \$200 million. Seller is headed by Arnold Chase; stations, all Fox affiliates, are company's remaining television holdings. It retains WTIC-AM-FM Hartford, Conn., and is currently building cable systems in Poland. Buyer is headed by Michael Finkelstein, and also owns KTXL(TV) Sacramento, Calif; **WTXX(TV) Waterbury, Conn.;** **WDZL(TV) Miami and WPMT(TV) Harrisburg, Pa.** WTIC-TV has is on ch. 61 with 5,000 kw vis., 1,000 kw aur. and ant. 1,692 ft. KDVR is on ch. 31 with 5,000 kw vis., 500 kw aur. and ant. 1,038 ft. WATL is on ch. 36 with 2,682 kw vis., 402 kw aur. and ant. 1,170 ft. WXIN is on ch. 59 with 2,090 kw vis., 209 kw aur. and ant. 990 ft.

**KBBX(AM)-KBCK(FM) Centerville, Utah (Salt Lake City)** □ Sold by Radio Property Ventures Inc. to U.S. Radio IV Inc. for \$1.65 million. Sale includes CP for **KDOE(FM) Brigham City, Utah.** Stations will be operated as LMA. Seller is headed by Burt W. Kaufman, who also owns **KXEG(AM) Tolleson, Ariz.;** **KSHY(AM) Cheyenne, Wyo.;** **KXEN(AM) St. Louis and**

**KQXI(AM) Arvada, Colo.** Buyer is owned by Ragan A. Henry, who recently sold **KDIA(AM) Oakland, Calif.,** for \$1.6 million ("Changing Hands," Aug. 3). Henry heads broadcast group that is licensee of 8 AM's, 15 FM's and one TV. **KBBX** has religious, Spanish format on 1600 khz with 5 kw day and 1 kw night. **KBCK** has country format on 105.7 mhz with 7.3 kw and antenna 921 feet above average terrain. *Broker: Media Services Group Inc.*

**KAYI(FM) Muskogee, Okla.** □ Sold by Narragansett Radio to Riverside Communications Inc. for \$1.6 million. Seller is headed by Glenn M. Creamer, and is affiliate of Narragansett Capital Inc., licensee of **WYNK-AM-FM Baton Rouge and KEZO-AM-FM Omaha.** Narragansett also owns cable and newspaper properties. Buyer is headed by Carol Ann Yde, who, with William L. Yde III, has interests in licensee of **KTZN(FM) Green Valley, Ariz.** **KAYI** has CHR format on 106.9 mhz with 100 kw and antenna 1,005 feet above average terrain. *Broker: Questcom Radio Brokerage.*

**WMIN(AM) Maplewood (Minneapolis), Minn.** □ Sold by Voyageur Broadcasting Co. to Central Baptist Theological Seminary of Minneapolis for \$1.5 million. Seller is headed by Obed Borgen, and has no other broadcast interests. Buyer is headed by Ernest Pickering, and recently sold **WCTS-FM Minneapolis** for \$10 million ("Changing Hands," Aug. 24). **WMIN** has MOR format on 1030 khz with 50 kw day and 1 kw night.

**WALM(AM)-WELL-FM Albion, Mich.** □ Sold by Thomas A. Bruinsma, bankruptcy trustee for Triad-Commco., to Donald R. Fox for \$340,000. Sale includes **WELL(AM) Battle Creek, Mich.** Seller has no other broadcast interests. Buyer has no other broadcast interests. **WALM** has big band format on 1260 khz with 1 kw day and 500 w night. **WELL-FM** has big band format on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. **WELL(AM)** is fulltimer with oldies format on 1600 khz with 1 kw. *For other proposed and approved sales see "For the Record," page 55.*

# SOLD!

**KZKX-FM, Lincoln, Nebraska** from Sherman Broadcasting Corporation, Jay Meyers, President to C.T. Robinson for \$2,850,000 cash.

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## PROPOSED STATION TRADES

*By volume and number of sales*

This Week:

AM's □ \$1,670,000 □ 3

FM's □ \$1,606,928 □ 2

AM-FM's □ \$1,990,000 □ 2

TV's □ \$175,055,467 □ 5

Total □ \$180,322,395 □ 12

1992 to Date:

AM's □ \$155,701,970 □ 162

FM's □ \$292,872,837 □ 177

AM-FM's □ \$223,969,846 □ 115

TV's □ \$1,382,437,087 □ 47

Total □ \$2,054,981,740 □ 501

For 1991 total see Jan. 27, 1992 BROADCASTING.

# Classifieds

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

## RADIO

### HELP WANTED MANAGEMENT

**New start-up 25kw FM** in central VA seeks sales oriented manager to direct sales and assist in management of new station. Must have strong sales background and references. Excellent new facility. Send resume to: WFXQ, PO Box 305, Chase City, VA 23924; 804-372-3996. EOE.

**S.E. GSM:** 100,000 watt powerhouse looking for GSM with emphasis on developing local retail and young sales staff. You must be willing to get out into the trenches with your reps and develop the incredible amount of untouched local retail. \$11 million radio market. Reply to Box N-12. EOE.

**General manager** for leading AC FM in Northern California rated market. Great growth opportunity with first class group. Must have strategic planning skills, strong leadership ability, and urgency to win. Send resume and letter outlining experience and goals to Box P-1. EOE/MF.

**General manager:** Southern Starr Broadcasting Group, Inc. is in the process of expanding in markets east of the Mississippi. Must have programming, an emphasis on sales, and at least 3 years of management experience. If you are a hands on operator, motivated, and prepared to move, this is your opportunity. Send resume to Personnel Director, c/o SSBG, Inc., 99 Canal Center Plaza, Suite 220, Alexandria, VA 22314. EOE.

**Selling sales manager,** who can lead the "consultancy sales method" by example. Must have at least three years radio experience and a proven track record in sales. KCII, 110 East Main, Washington, IA 52353. EOE.

**Local sales manager:** You will be responsible for development of the entire local sales effort for new FM station located in Natchez MS. Experience is required. A college degree is preferred. Call 601-446-9730 and ask for Mr. Williams. EOE.

**General manager.** Miles City, Montana. Full charge position. Reply 1218 Pioneer Building, 336 North Robert Street, St. Paul, MN 55101. EOE.

**GM/GSM - Cape Cod FM** seeks experienced result-getter for career opportunity. Send resume, references, recent photo. EOE. Reply to Box N-48.

**General sales manager** wanted for news-talker in Southwest US. Excellent potential. Must be willing to get out on the street with your reps and demonstrate leadership in this super retail marketplace. Good training skills and bottom-line focus a must. Great opportunity in a young and growing company; potential move to G.M. income commensurate with experience. Reply to Box P-14. EOE.

### HELP WANTED SALES

**Top small market stations:** A rare opportunity is knocking for 2 qualified sales executives who know their way around retail and agency media sales. Southwest Mississippi's leading FM radio stations need your talent now. You will work hard, be self-motivated and a team player. Fax your resume 601-446-8260 or call 601-446-9730 and ask for the order. EOE.

**Experienced salespeople needed** for Florida small market station near Tampa. Must like and understand small market radio. Immediate openings. Big commissions to closers. Call 813-782-1418. EOE.

**Local account manager needed** for Central Oregon resort market combo. All-sports 10kw AM & 100kw Rock/CHR FM seeks experienced, aggressive & money-motivated self-starter to join a team of four to focus on local retail business development, while working with established client base. A background in "direct" retail business and in small "year round" markets helpful. Excellent benefits and compensation program awaits . . . if you're ready to join a team of top performers and work for a market leader. Send resume & cover letter to: Scott Gilreath, GM, KGRL/KXIQ, PO Box 5068, Bend, OR 97708 or call 503-382-5611 for Fed Ex address. Drug-free & EOE.

### HELP WANTED MARKETING

**Public radio station WWFM,** Trenton, NJ seeks Development and Marketing Manager. WWFM with a Classical music format, is a CPB qualified station, licensed to Mercer County Community College and also operates WWNJ-FM, Dover Township (Toms River) and translators located in Center City Philadelphia and Lebanon Township, NJ. Position requires minimum associate's degree, bachelor's preferred, proven broadcast sales or underwriting accomplishment, excellent English verbal and writing skills, experience with PC, persuasive on-air personality, professional image and be self-motivated. Responsibilities will include developing and carrying out a systematic approach to soliciting underwriting from business and non-profit sources. WWFM studios are located on the West Windsor campus of the college. Salary mid-high \$20's. Closing date Sept. 30, 1992 or until position is filled. Respond in writing with resume and cover letter to: Mercer County Community College, Personnel Services Dept. GS, PO Box B., Trenton, NJ 08690. EEO/AA Employer.

### HELP WANTED TECHNICAL

**Chief engineer wanted:** for major market radio station. Must have electrical engineering degree or equivalent experience, and possess a lifetime FCC General Radio Telephone license or S.B.E. certification. Must have five years experience installing and maintaining radio broadcast equipment. Prefer prior management experience. Must be willing to work in a smoke-free environment and be willing to fully support company's mission and core values. Individuals who are qualified and are interested in being considered should submit an application to Personnel, KBIG Radio, 7755 Sunset Boulevard, Los Angeles, CA 90045, by Friday, September 30, 1992. KBIG Radio is an equal opportunity employer.

### HELP WANTED NEWS

**AC taking applications** for news/traffic director. T&R to WLMX Program Director, Box 989, Chattanooga, TN 37401. EOE.

**Free skiing:** New England Ski Areas Council needs full-time seasonal broadcasters for ski reporting network. Must be prepared to ski more than 30 days/season. We're looking for a good writer who can work under deadline pressure with at least two years on-air experience in professional radio. Good salary, paid vacation. Send T&R to: NESAC, 10 Cox Rd., Woodstock, VT 05091. 802-457-3838. EOE. Women encouraged to apply.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**PD for Florida AM-stereo** that's been kicking the big boys in their backyard. Must be a winner with mature voice and able to program to adults 25-54+. If you like white sand call the General Manager at 904-934-0998. Salary negotiable. Adult Urban Contemporary. EOE.

### SITUATIONS WANTED MANAGEMENT

**Savvy, creative pro,** extensive radio sales, sales management experience, seeking GM or GSM opportunity, medium-metro market preferred. 305-424-2194.

**Bottom line oriented GM** seeking manager's position. 24 years experience in small, medium, and large markets. Call Jack Inman . . . 912-756-3866.

**Experienced broadcaster** with solid references. Managed station in small and medium markets. Knowledgeable in FCC rules, sales presentations and master at promotions. Glenn 502-886-3593.

**Currently employed VP/GM** with sixteen years of sales and management experience seeks GM opportunity in Southeast. My station is throwing off a 35% gross profit monthly and collecting \$65% of all outstanding accounts receivables every 30 days. Superior people skills and a true appreciation for the bottom line. Reply to Box P-15.

**Retired radio group VP** seeking temporary management assignment or special project anywhere. Diversified background includes regional networks. Best references. 919-787-7850.

### SITUATIONS WANTED ANNOUNCERS

**Frustrated announcer:** Looking Midwest, have 14 months experience, eventually want sports play-by-play, for now take anything. Call Nick at 414-968-3878.

### SITUATIONS WANTED TECHNICAL

**15 years major market experience.** Good design and construction background. Specialist in PC networks and digital audio storage. Very strong news support background. BASYS superuser, FCC licensed. Seeking major group, station or network, or any other interesting proposition. Reply to Box P-16.

### SITUATIONS WANTED NEWS

**I'm no news bunny:** Years of experience at NBC (when it was NBC), AP, UPI, WGCI and other shops prove it. On-air, editor, management — I do it all. Call Mary 708-256-6337.

**Young sportscaster with PBP experience,** solid reporting background, and interviewing skills. Major market credentials but will consider all offers. Mike, 708-490-9643.

**Award-winning** Los Angeles network reporter looking for a news director position, or reporter in radio or TV market. 818-345-6245.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Talented minority female,** with a B.A. in Radio/TV is looking for an opportunity in Atlanta or surrounding area. Reply to Box P-12.



## TELEVISION

### HELP WANTED MANAGEMENT

**News director:** Group owned Southeastern coastal affiliate needs a dynamic team leader determined to put us over the top! Send resume, tape and references to: Michael Weeks, VP/General Manager, WITN-TV, PO Box 468T, Washington, NC 27889 AA/EOE.

**Traffic manager:** Needed for small market. Must have Columbine experience. Reply to Box P-6. EOE.

**Director of engineering and operations:** Leading independent station in top-ten market seeks a take-charge individual to head engineering/operations department. Strong managerial skills required. Five to ten years major market or network experience, including solid background in air operations, automation, studio production, post-production and remotes required. Bachelor's degree in Electronics or Electrical Engineering preferred. Responsible for budgetary control and planning, plus negotiation and administration of labor contracts. This is a once-in-a-lifetime opportunity for a uniquely talented individual. Excellent benefits and growth potential. An equal opportunity employer. Send resumes to Box P-17.

**General sales manager:** Market leading CBS affiliate in one of America's most beautiful cities is seeking a general sales manager. Resume to Jack Harrison, President, KTBC-TV, 119 East 10th Street, Austin, TX 78701. EOE.

**National sales manager:** Fox affiliate of the year seeks motivated individual to join sales team. Minimum 4 years television sales experience. Television sales management and national television rep experience preferred. Resumes to: Dennis Christine, General Sales Manager, WXIN-TV, 1440 N. Meridian St., Indianapolis, IN 46202. No phone calls. EOE.

### HELP WANTED SALES

**Sr. account exec:** Top 50 market in Southeast seeking Sr. acct. exec. to be groomed as local sales mgr. 5 yrs. experience in media sales or media-oriented business; management experience; product knowledge of rating services and heavy emphasis on training and sales promotions is required. Qualified applicants submit resume to Personnel, PO Box 11847, Winston-Salem, NC 27106. EOE, M/F.

**Prestigious television design** and marketing firm seeks to add an experienced sales professional to our team. Candidate will market television custom and syndicated graphics and animation packages to a national and international clientele. Prior sales experience and understanding of design concept and technical execution a must. Send resume to The DI Group, 651 Beacon Street, Boston, MA 02215, Attn: Jolen Schmauss. EOE.

**Experienced account executive:** WACH-TV (Fox) looking for sales rep with strong agency/new business track record to grow with up and coming TV group. Will pay for quality. Resumes to Jeff Flynn, Local Sales Manager, WACH-TV, 1221 Sunset Blvd., Columbia, SC 29169. EOE.

**WVNY-TV, ABC affiliate** in Burlington, Vermont, needs an experienced account executive skilled in promotion and new business development. Send resume to: Charles Cusimano, WVNY-TV, 100 Market Square, Burlington, VT 05401. WVNY-TV is an equal opportunity employer.

**Marketing consultant:** Top 50 market, strong, growing affiliate looking for a sales dynamo. Established list available for the candidate who knows how to generate new business, develop vendor and attain rates. Our team needs a leader that boasts a strong track record of business development. Cover letter and resumes to: WHTM-TV, Attn: David Bradley, LSM, PO Box 5860, Harrisburg, PA 17110. EOE.

**Account executive:** WTVO-TV, NBC affiliate in Rockford, Illinois seeks proven, successful account executive with minimum 3 years media sales experience to handle senior list. Must be proficient with ratings and have demonstrated ability to generate new, direct business. Resume, references to Local Sales Manager, WTVO-TV, PO Box 470, Rockford, IL 61105. EOE.

### HELP WANTED TECHNICAL

**Florida chief engineer** needed for network affiliate. Strong hands-on skills with knowledge of both studio and transmitter facilities. Send letter with resume. Reply to Box P-9. EOE.

**Video engineer experienced** in installation, maintenance and repair of complete studio and post production facilities with Beta, 3/4", 1" and digital equipment is needed. We are a fast paced, state-of-the-art ad agency producing commercials for Fortune 500 clients, located in a friendly family oriented Community. Please send resume to Box P-18. EOE.

**TV maintenance engineer:** Trinity Broadcasting Network has immediate opportunity for an individual with 3-5 years technical maintenance experience with the ability to troubleshoot to component level equipment such as 1" Sony VTR's, D2/D3 recorders, CMX editing systems and digital effects with special emphasis on digital techniques. Resume to: George Murray, Network Operations Director, Trinity Broadcasting Network, 2442 Michelle Drive, Tustin, CA 92680. EOE.

**Maintenance technician:** General Class FCC Radio-Telephone operator license required. Experience in repair/adjust of VHF transmitters, microwave and associated equipment needed. Will also assist in repair/adjust of studio broadcast equipment. Send letter, resume and salary requirements to Veronica Bilbo, EEO Coordinator, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

**Director/technical director:** KPLC-TV seeks director/technical director for news, special projects and commercial production. Candidate must have a strong background in news production from concept to execution. Communication, follow-through and leadership skills required. Director/technical director experience in television market required. Send letter, resume, salary requirements and newscast/commercial reel to Veronica Bilbo, EEO Coordinator, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

**Director of engineering:** The Museum of Television & Radio, the premiere publicly accessible television and radio archive and museum, is seeking candidates to manage our brand new broadcast quality technical facility. The Museum conducts extensive editing, projection, transfer, and automated playback operations, and is committed to maintaining a technically advanced facility. Responsibilities include hands-on supervision of operations and maintenance staff, and long range planning and budgeting. The director is a member of the Museum's senior management committee. Applicants must have substantial engineering management experience in broadcast or cable, and an engineering degree. Excellent salary and benefits. Send resume, with salary history to MT&R: 25 West 52nd Street; New York, NY 10019. Fax: 212-621-6700. Attn: Mr. Sharpless. No calls please. EOE.

### HELP WANTED NEWS

**Producer/assignments editor:** Intense hard-news market. Computerized shop with state-of-the-art production backup. Solid organizational and leadership skills. Sharp writer who can edit fast if called upon. Rare opportunity for serious pro looking for overseas experience. Excellent retirement and profit-sharing benefits package. Interviewing in September. Rush via Priority Mail your resume, non-ret. show tape, references and Fax number to Ken Booth, Guam Cable TV, 530 W. O'Brien Drive, Agana, Guam 96910 or Fax: 671-477-7847. EOE.

**"You don't have to be a weatherman to know which way the wind blows."** - Bob Dylan. But you do if you want to be our next weekend weather anchor. We're looking for a good, solid, knowledgeable straightforward person to handle weekend weather and some enviro/science/outdoors/on-the-road type stuff. A.M.S. preferred and at least two years experience. Serious weather-types only. Tape and resume to: Tim G. Gardner, News Director, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. EOE; M-F. Closing date 9/18. Don't call us. We'll call you.

**Co-anchor/news editor:** Midwestern affiliate news leader needs a six and ten co-anchor to complement established female talent. We're looking for an experienced person with good news judgment and the ability to lead others. Applicant should have a Bachelors Degree in Journalism or a related area or equivalent. One year television experience required. We're the best facility in one of the best cities in America and we need a person to continue the winning tradition. All replies confidential to news director. Reply to Box P-19. An equal employment opportunity/affirmative action employer.

**Southwestern medium market affiliate** is expanding and needs a warm, energetic and credible anchor. Position requires reporting and anchoring. Minimum four years experience. Send resume, references and salary history. EOE. Reply to Box P-20.

**Weatherperson:** 2 years experience. WSMV-TV seeks a weathercaster with good personality and strong knowledge of weather. Flexibility to do different newscasts a must. Send resume and tape to Alan Griggs, News Director, WSMV-TV, 5700 Knob Road, Nashville, TN 37209. No phone calls. EOE.

**Aggressive reporter** for small market; ABC affiliate. Ability to write, shoot and edit. No phone calls please. EOE. Send non-returnable tape to: Steve Raml, News Director, WHSV-TV3, PO Box TV3, Harrisonburg, VA 22801.

**Small market ABC affiliate** in SW seeks morning anchor/producer to compliment our female anchor. Must have strong writing and producing skills and previous anchor experience. Previous reporting experience also a must. Resume, tape and salary history to: Jan Stratton, News Director, KSWO-TV, Box 708, Lawton, OK 73502. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Producer/director:** ABC affiliate with major commitment to news. Must have minimum of three years directing and supervisory experience. Looking for someone who is dedicated to directing newscasts, high-end production and participation in creative process. Background in technical directing, studio lighting and set design a plus. Send non-returnable aircheck with call track and resume to: WSYX-TV, PO Box 718, Columbus, OH 43215. Attn: Producer/Director. No phone calls, please. WSYX-TV is an equal opportunity employer and does not discriminate on basis of race, color, religion, national origin, disability, sex, age, or other factors prohibited by law. Company is especially interested in seeking qualified minority and women applicants.

**Art director:** Creative, experienced graphic artist, with knowledge of computer animation and electronic paint systems. Send resume to KRGV-TV, PO Box 5, Weslaco, TX 78596. EOE.

**ITVS seeks series:** Independent Television Service requests proposals from independent producers for television series designed to test new formats or address new audiences. For guidelines for GENERATION, a four part series for teens (deadline November 16) and EXTENDED PLAY, a fund for extraordinary series of any variety (deadline November 30), contract: ITVS 612-225-9035, 333 Sibley, St. Paul, MN 55101. EOE.

**Television program/operations manager:** Full time position. Experience necessary. Forward resumes to: WVII-TV, General Manager, 371 Target Industrial Circle, Bangor, ME 04401. EOE.

**PSA producer:** A major sports & entertainment company is seeking an experienced hands-on freelance producer/editor to assist in production of public service announcements. Must have strong background in film production, hands-on experience in off-line editing, and extensive experience in graphic production and post-production supervision. Familiarity with non-linear editing systems a plus. An equal opportunity employer. Send resume and 3/4" tape to PO Box 3367, Secaucus, NJ 07094-3367.

**Top 65 market Fox affiliate** is seeking talented, experienced, creative production people. Minimum requirements: 2 years experience writing, shooting, editing commercials for a broadcast television station. Send resume and salary requirements to Box P-22. EOE.

**Copywriter:** A major sports & entertainment company is seeking experienced freelance copywriters to help develop and create public service announcements for national broadcast. Send resume, book, and 3/4" demo reel to PO Box 3367, Secaucus, NJ 07094-3367. EOE.

**Promotions producer:** A major sports production company is seeking an experienced editor/producer with at least 3 years major market experience in sports promotion. Must have extensive experience with off-line editing, graphic production, and post-production supervision. An equal opportunity employer. Send resume and 3/4" tape to PO Box 3367, Secaucus, NJ 07094-3367.

**Promotion manager:** Dominant NBC affiliate in "top 110" market seeks creative, experienced promo producer or manager with a killer reel to refocus and retain the marketing momentum of 4 top daily newscasts and market's #1 syndicated programs. Non-returnable reels/resumes to Box P-21. EOE.

**Television production coordinator:** BA or master's, experience in cable production, post-production, distribution, VHS cassette marketing, satellite teleconferencing. Resume to White Light Communications, 7 Kilburn St., Burlington, VT 05401. EOE.

**TV art director/electronic designer** for network affiliate in medium-sized Midwest market. If you've got a minimum of three years solid experience in high-end electronic paint systems (preferably on the DP 4:2:2), 3-D modeling, Chyron, DTP . . . and a reel that says you're ready . . . let us know you're out there. We're looking for a talented workaholic to lead our graphics efforts in a high-visibility station turn-around. If you can design, animate, illustrate (and deliver on time), send your resume, print samples, and salary history to Box P-23. EOE M/F.

### SITUATIONS WANTED MANAGEMENT

**Former general manager** of successful station that has been sold looking for a position in sales or management. Prefer under-performing station where creativity is required. Reply to Box N-44.

**Corporate communications manager** with twenty years experience managing a large corporate media production center seeking position in corporate video, satellite network, corporate communications in Midwest. Call 312-441-8108.

### SITUATIONS WANTED TECHNICAL

**Experienced and employed chief engineer,** highly experienced, studio & transmitter. Need not be a chief position, all markets considered. Reply to Box N-54.

**Help! They sold my trucks!** Mobile unit EIC with sports experience available for permanent employment. 20 years engineering experience. Also booking freelance EIC, tech manager, video operator, 2nd engineer, etc. Excellent credits and references available. Bill McCandless 504-344-4217.

### SITUATIONS WANTED TALENT

**Major national voice** now available for TV station promos, ID's, spots. Set your station apart from the pack. 1-800-768-5493.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Experienced and motivated studio and crew person** wishes to relocate. Competent in lighting, sound, camera, and character generator. Reply to Box P-13.

**Environmental attorney (female)** with TV/radio production and reporting experience seeks career change position, full-time or freelance in the broadcast media. NY metro area. Reply to Box P-24.

### MISCELLANEOUS

**Television production consultants:** Improve quality and save money on single program or departmental production operations. Clients include studios, syndicators, independents, corporations. Former network producer/director. Sandra Weir, Anchor Productions, Inc. 203-329-3902.

### ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Faculty positions in telecommunications:** The Department of Telecommunications of Indiana University at Bloomington is accepting applications for two positions to begin August 15, 1993. For each of these positions, we seek individuals with research emphasis in one of three areas: Critical/Cultural Studies, Law and Policy or Social Science. Position one: **Senior scholar.** Candidates must hold an appropriate terminal degree and a distinguished research and teaching record worthy of tenured appointment at the rank of professor or associate professor. Position two: **Established scholar.** Candidates must hold an appropriate terminal degree. They must demonstrate significant research accomplishments, as well as effective university-level teaching. Appointment as either an association (possibly with tenure) or assistant professor. To apply, please submit: (1) a cover letter discussing research and teaching accomplishments and describing future research and teaching agendas. (2) a current vita, (3) selected publications and (4) evidence of teaching effectiveness. Three letters of recommendation submitted directly by references or placement services are also required. Please address questions and application materials to Professor Kathy A. Krendl, Chair, Department of Telecommunications, Radio-TV Center, Indiana University, Bloomington, IN 47405. 812-855-6895. Bitnet = KRENDL@IUBACS. For full consideration, complete applications and letters of recommendation must be received by November 15, 1992. Review of dossiers will begin on that date and continue until the positions are filled. Salary is commensurate with background and experience. Indiana University is an equal opportunity/affirmative action employer.

**University of Wisconsin-Eau Claire** seeks journalism department chairperson for service beginning August 26, 1993. Ph.D. in Journalism/Mass Communication strongly preferred. University teaching experience required with substantial media and leadership credentials. Submit application letter, detailed vita, 3 letters of recommendation and supporting materials to Ms. Karen Kremer, Department of Journalism, University of Wisconsin-Eau Claire, Eau Claire, WI 54702-4004, by November 1, 1992. AA/EOE.

### HELP WANTED MARKETING

**Satellite uplink coordinator/marketer:** Western Illinois University. Educational broadcasting and independent study at Western Illinois University announces a position in the School of Extended and Continuing Education. Responsibilities will be to coordinate satellite uplink programs by scheduling and contracting with satellite time providers and program distributors, identifying downlink sites, and facilitating all aspects of the program and to market uplink services to business, industry, government agencies, professional associations and service organizations. Minimum qualifications include a Bachelor's degree with two years of professional experience in the satellite or telecommunications field and strong communications and interpersonal skills. Annual salary is competitive. Applications, including a resume and names, addresses and phone numbers of three current references, must be received by September 25, 1992. Send to: Dr. Joyce Nielsen, Western Illinois University, Memorial Hall 305, Macomb, IL 61455. Western Illinois University is an affirmative action/equal opportunity employer and has a strong institutional commitment to diversity. In that spirit we are particularly interested in receiving applications from a broad spectrum of people, including minorities, women, and persons with disabilities.

### EMPLOYMENT SERVICES

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

**Tape critiquing.** Learn to market yourself better. Improve anchoring/reporting skills. Thorough critique from veteran talent coach. Shirley Brice 703-719-5680.

### 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.

**Used videotape**—cash for 3/4" SP, M2-90's, Beta-cam SP's. Call Carpel Video 301-694-3500.

### FOR SALE EQUIPMENT

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

**AM/FM transmitters:** BE/CCA/Continental/Harris/McMartin/RCA/TTC, 1-50KW, Transcom, 800-441-8454.

**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.

**Telescoping pneumatic mast,** 134 ft, Tandem trailer, generator. MFG Will-Burt, used 3 seasons, good condition, contact lhets, 317-263-8930.



**Videotape** - Lowest prices, absolutely highest quality of evaluated videotape. 1", 3/4", M2, D2, Beta-cam, SP, etc. We will beat any price. Call for quote or catalog. Carpel Video, 800-238-4300.

## CABLE

### HELP WANTED PROGRAMING PROMOTION & OTHERS

**The Travel Channel**, now a part of Landmark Communications, Inc. is a growing dynamic cable television programmer. Now seeking... **Sr. producer of on-air promotions:** Ideal candidate will be responsible for the on-air and sales promotion of TTC. Supervise promotion producers and work closely with marketing department to craft a new look and enhance viewership. A minimum of two years supervisory experience and three years of distinctive on-air producing. **Manager of program planning and scheduling:** In this highly visible position you will be responsible for program scheduling and planning, working closely with the programming, production, promotion and research departments. Maintain and track program research for current/on-air programming as well as for future program acquisitions. A minimum of five years similar experience along with a strong background in research and a dynamic approach to programming strategy are required. **Director of acquisitions:** Responsible for acquiring programming for The Travel Channel which includes research, exploration, evaluation and negotiation for travel-related programming in the marketplace. **Senior producer of current programming:** In the senior producer position, you will be responsible for supervising creative and content elements on ongoing programming, both in-house and with outside production companies, working in close coordination with the director of production. May also be called up to produce on occasion. A minimum of three years similar experience and five years of producing magazine or documentary programming required. **Director of program development:** This challenging position requires three years of experience in similar role and five years of producing magazine or documentary programming. Responsibilities include piloting new programs, seeking out producers, directors and host talent, seeking co-production opportunities, and fielding outside proposals. Positions will be located in Atlanta, Georgia. Send resume and salary history in confidence to: The Travel Channel, PO Box 725229, Atlanta, GA 31139. Attention: Employment Office. An equal opportunity employer M/F/H/V.

## TELEVISION

### HELP WANTED MANAGEMENT

#### LOCAL SALES MANAGER RIVER CITY BROADCASTING

KDNL FOX 30 in St. Louis seeking an aggressive, organized, creative individual to lead local sales force. Fox/Independent background preferred. Management experience and/or local sales promotion excellence a plus! Send resume to:

**Tom Ehlmann,**  
General Sales Manager  
KDNL FOX 30, 1215 Cole Street,  
St. Louis, MO 63106  
EOE

### SALES TRAINING

#### LEARN TO SELL TV TIME

Call For FREE Info Packet  
**ANTONELLI MEDIA  
TRAINING CENTER**  
(212) 206-8063

## RADIO

### HELP WANTED TECHNICAL

# TELECOMMUNICATIONS ENGINEER

Radio Free Europe/Radio Liberty, Inc., headquartered in Munich, Germany seeks an energetic and experienced individual for its Engineering Division, comprised of over 400 employees at transmitter stations and offices in Germany, Portugal, Spain and other locations. RFE/RL is widely recognized as the leading Western broadcaster to Eastern Europe and the former Soviet Union, and is on the air just under 900 hours per week in both shortwave and on leased FM and/or medium-wave networks in the countries of broadcast. The ideal candidate will have:

- minimum of BSEE or equivalent
- experience in one or more of AM, FM, TV or (preferably) high power shortwave
- broadcast telecommunications background with emphasis on world-wide satellite systems, antenna and transmitter system design and EM radiation analysis
- background in PSN
- willingness to travel occasionally to Portugal, Spain, Eastern Europe and the CIS
- knowledge of German is a plus but not required, as would be knowledge of Iberian languages and the environment of Eastern Europe and the former Soviet Union.

RFE/RL offers a competitive salary and excellent benefits program, often including housing.

Applicants should send a comprehensive resume and cover letter to either address below:

RFE/RL, Inc.  
Personnel (TELENG)  
1201 Connecticut Ave., N.W.  
Washington, DC 20036  
FAX (202) 457-6974

RFE/RL, Inc.  
Staffing & Training  
Box 86 (TELENG)  
Oettingenstr. 67  
D-8000 Munich 22  
GERMANY  
FAX (4989) 2102-3404



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### SITUATIONS WANTED TALENT

#### I'M TALKED OUT!

Veteran talk show host seeks his radio roots. Funny & creative, superb interviewer, great phones (of course) & flawless jock skills. Perfect job: AM or PM Drive in full-service, oldies, or personality A/C. Too much talent to overlook!

Reply to Box P-25

### PROGRAMING SERVICES

#### \*DOLLAR POWER SHOPPING CLUB\* 1-800-258-2871

Everyone Wins! Recession Proof!  
Follow Proven Formula  
For a Better Bottom Line!  
Concept Works for All Size Radio Markets  
Call NOW 1-800-258-2871. Start w/ 60 days  
Partnerships Available. Satisfaction Guaranteed

### BUSINESS OPPORTUNITY

#### YOU COULD BE A \$UPER \$TATION

Link unprofitable radio stations in your area to your \$UPER \$TATION and make money. Call Dan Rau at Marti about *PLAN A*, (817) 645-9163.

## We'll give you all the credit.

IT'S EASY TO DO. Just include your personal or company Mastercard or VISA credit card number and the expiration date in your FAX or letter (please, no phone orders at this time).



FAX: (202) 293-FAST

We also accept American Express

OR MAIL TO:  
Classified Dept.,  
1705 DeSales Street, NW,  
Washington, DC 20036.

Deadline is Monday at noon  
Eastern Time for the following  
Monday's issue.

## CUSTOMER SERVICE MANAGER

Scientific-Atlanta, Inc., a leading supplier of diverse communications technology, is seeking a Customer Service Manager to manage customer service for equipment and systems utilized for satellite distribution of radio network program audio and one-way digital data.

The successful candidate will be responsible for management of equipment repair, tracking and resolution of equipment failures, management of customer telephone support and management of customer maintenance contracts and field service. Qualified applicants will have at least a 2-year Associate Degree, preferably in a technical field, a minimum of 5 years experience involved with the repair and service of commercial digital and RF equipment (experience with satellite communications equipment and the radio broadcast industry desirable) and a minimum of 3 years managing a commercial equipment customer service organization.

Scientific-Atlanta offers competitive compensation and a comprehensive benefits plan. Qualified candidates should forward resumes and salary history to:

Scientific-Atlanta, Inc.  
 Manager, Human Resources  
 420 N. Wickham Road  
 Melbourne, FL 32935  
 Fax: (407) 259-3942

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## Broadcast Professionals Directory

DON FITZPATRICK/NEWS NAMES

Broadcast Professionals Directory  
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 San Francisco, CA 94115

### ALLIED FIELDS EMPLOYMENT SERVICES

1-900-40-RTNDA Radio and Television News Jobs

#### RTNDA Job Service

75 cents a minute. Job openings listed free. Call 202-659-6510 (Fax 202-223-4007).

Radio-Television News Directors Association  
 1000 Connecticut Ave., N.W., Suite 615  
 Washington, D.C. 20036

#### BEGINNING A TV NEWS CAREER?

Get an edge!  
 Now offering performance coaching and demo tape production for news and sports anchors/reporters.  
 Phone: 408-446-3323



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 Mark Wilson  
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 3 Hear "Talking Resumes"  
 4 To record "Talking Resumes" and employers to record job openings  
 5 Entry level positions

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 \$1.99 Plus Message (5.62 / )



**FOR SALE STATIONS CONTINUED**

**Class A FM East Central Illinois**  
Numbers in 7 counties — Pop 350,000  
Must sell due to impending  
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Contact Sharon Johnson  
301-862-9427

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**AM — 5kw.**  
**\$350,000.**

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**8kw FM - 5kw AM.** Dynamic growth area. Sales 23% ahead of 1991. \$750,000. Terms.

**3kw FM - 1kw AM.** Long established. New facilities and equipment. Outstanding growth potential. \$750,000 terms. \$675,000 cash.

**Class C-2.** Good sales growth. Well known resort area - plus stable market. \$1.3 million. Terms.

**Class C.** 100kw. 5kw AM. Monstrous FM signal in 3 states. Major state city. \$2.0 million. Terms.

**SOUTH CENTRAL**

**Class C.** 100kw. New Tall Tower. Major city. Best Move-In in America. \$1.7 million. Terms.

**SNOWDEN Associates**

MEDIA BROKERS

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919-355-0327

FAX: 919-752-1017

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

**FOR SALE 50KW AM AND CLASS C FM IN FAST GROWING SOUTHWESTERN TOP 50 MARKET CITY. SERIOUS BUYERS ONLY.**

**P.O. BOX 25670,  
HONOLULU, HAWAII 96825.**

**FOR SALE**

**C.P., 6 kw FM**  
**GROWING MID-ATLANTIC MKT.**  
**LOCAL OWNER WILL SELL**  
**50% OR 100%**

Principals only, WRITE BOX P-26

**WANTED TO BUY STATIONS**

**WANTED**  
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**CABLE**

**HELP WANTED MANAGEMENT**

**PRESIDENT  
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CATHOLIC TELECOMMUNICATIONS NETWORK OF AMERICA (CTNA), A PRIVATELY-OWNED RELIGIOUS "BUSINESS-TV" SATELLITE NETWORK, SEEKING PRESIDENT/CHIEF OPERATING OFFICER, BASED IN WASHINGTON, DC, WITH STAFF OF 22, INDIVIDUAL WOULD DIRECT AND ADMINISTER OVERALL OPERATING ACTIVITIES OF NETWORK IN ACCORDANCE WITH ESTABLISHED MISSIONS AND GOALS. PRESIDENT REPRESENTS CTNA IN DEALINGS WITH VARIOUS CHURCH, SOCIAL AND BUSINESS COMMUNITIES, ESPECIALLY DIOCESAN AFFILIATES. CANDIDATES MUST POSSESS PROVEN TRACK RECORD IN TELECOMMUNICATIONS, ADMINISTRATIVE AND MANAGERIAL EXPERTISE. EXPOSURE AND EXPERIENCE IN BUSINESS DEVELOPMENT IS IMPORTANT, WITH UNDERSTANDING OF AND COMMITMENT TO THE TEACHINGS AND VALUES OF THE CATHOLIC CHURCH. MINIMUM OF 15 YEARS EXPERIENCE IN TELECOMMUNICATION INDUSTRY REQUIRED, INCLUDING TOTAL PROFIT AND LOSS RESPONSIBILITIES FOR A CORPORATE ENTITY OR OPERATING UNIT. SUBMIT LETTER OF INTRODUCTION AND RESUME TO:

**BISHOP JOHN H. RICARD, SSJ**  
**C/O CTNA SEARCH COMMITTEE**  
**3211 FOURTH STREET, N.E.**  
**WASHINGTON, D.C. 20017-1194**

INTERESTED CANDIDATES SHOULD RESPOND  
BY OCTOBER 2, 1992.  
EOE/M/F/V/H

**BROADCASTING'S  
CLASSIFIED RATES**

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

**Payable in advance.** Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

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

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

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$130 per inch. Situations Wanted: \$65 per inch. All other classifications: \$130 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

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

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

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

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

# Date Book

Highlighted listings indicate major meetings

## SEPTEMBER

**Sept. 13-16**—Advertising Issues Forum, sponsored by *Association of National Advertisers*. Speakers include Brandon Tartikoff, chairman, Paramount Pictures Corp., and Burt Manning, chairman and CEO, J. Walter Thompson. Ritz-Carlton, San Francisco. Information: (202) 785-1525.

**Sept. 13-18**—Power reporting seminar sponsored by *Poynter Institute*. Institute, St. Petersburg, Fla. Information: (813) 821-9494.

**Sept. 14**—"All You Ever Wanted (Needed) to Know About Political Broadcasting," tele-workshop sponsored by *National Association of Television Producers and Executives Educational Foundation*. Workshops are fed live, via satellite. Information: Todd Barasch, (310) 453-4440.

**Sept. 15-17**—*Great Lakes Cable Expo* regional trade show. Cleveland Convention Center. Information: Kimberly Maki, (517) 482-9350.

**Sept. 16**—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Alfred Sikes. Waldorf-Astoria, New York. Information: Maria De Leon, (212) 867-6650.

**Sept. 17**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Kenin, executive vice president, programming, USA Networks. Copacabana, New York. Information: (212) 768-7050.

**Sept. 17-18**—42nd annual Broadcast Symposium, sponsored by *Broadcast Technology Society of Institute of Electrical and Electronics Engineers*. Hotel Washington, Washington, D.C. Information: (703) 591-0110.

**Sept. 17-19**—*Nebraska Broadcasters Association* annual convention. Midtown Holiday Inn, Grand Island, Neb. Information: Richard Palmquist, (402) 333-3034.

**Sept. 17-20**—*Viewers for Quality Television* sixth annual convention. Beverly Garland Hotel, Los Angeles. Information: (703) 425-0075.

**Sept. 22**—National advertising law and business conference sponsored by *American Advertising Federation*. Le Parker-Meridien Hotel, New York. Information: Clark Rector, (202) 898-0089.

**Sept. 22**—*International Radio and Television Society* seminar, "New Opportunities I: Acquisitions in the 90's." Rosenman and Colin, New York. Information: Stephen Labunski, (212) 867-6650.

**Sept. 22**—*National Academy of Cable Programming* seventh annual fall forum luncheon, "Cable's Coverage of the Election." New York Hilton. Information: Jay Galvan, (202) 775-3611.

**Sept. 23-26**—*Radio-Television News Directors Association* conference and exhibition. Speakers: Katherine Couric, co-anchor, *NBC News Today*; Lesley Stahl, CBS News correspondent and co-anchor, *60 Minutes*; Arthur Miller, Harvard Law professor; Terry Anderson, former chief Middle East correspondent, Associated Press; Ted Turner, chairman, Turner Broadcasting System; Paul Harvey, veteran radio newsmen and commentator. San Antonio, Tex. Information: (202) 659-6510.

**Sept. 24-25**—*National Association of Minorities*

in *Cable and National Cable Television Association* sixth annual urban markets seminar. New York. Information: (202) 775-3669.

**Sept. 25-27**—*North Carolina Association of Broadcasters* annual convention. Stouffer Hotel/Benton Convention Center, Winston-Salem, N.C. Information: Kelly Edwards, (919) 821-7300.

**Sept. 29**—*International Radio and Television Society* seminar, "New Opportunities II: Acquisitions in the 90's." Rosenman and Colin, New York. Information: Stephen Labunski, (212) 867-6650.

**Sept. 30**—Deadline for entries in *The Ohio State Awards*. Any independent producers, cable outlets or broadcast organizations that produced and broadcast a radio or television program that aired between July 1, 1991, and June 30, 1992, are eligible. Information: Phyllis Madry, (614) 292-0185.

## OCTOBER-JANUARY 1993

**Oct. 1**—*International Radio and Television Foundation* dinner. Moderator: John McLaughlin, NBC's The McLaughlin Group. Panelists: Barbara Walters, ABC News; Gen. Alexander Haig, Jr., former secretary of state; Senator Gary Hare; Jeane Kirkpatrick; former UN ambassador. Plaza, New York. Information: Maggie Davise, (212) 867-6650.

**Oct. 1**—Service to Children Television symposium sponsored by *National Association of Broadcasters*. Keynote speaker: Charles Rosin, executive producer, *Beverly Hills 90210*. Washington. Information: (202) 429-5368.

**Oct. 1-4**—*Women in Communications* national professional conference. Chicago. Information: Laura Rush, (703) 528-4200.

**Oct. 4-6**—*Minnesota Cable Communications Association* annual meeting. St. Paul Hotel. St. Paul. Information: (612) 641-0268.

**Oct. 6-8**—*Mid-America Cable TV Association* 35th annual meeting and show. Hilton Plaza Inn, Kansas City. Information: Patty O'Connor or Rob Marshall, (913) 841-9241.

**Oct. 7-10**—*National Broadcast Association for Community Affairs* annual convention. Loews L'Enfant Plaza Hotel, Washington. Information: Thursa Thomas, (202) 364-2481.

**Oct. 8-10**—*Minnesota Broadcasters Association* 43rd annual convention. Radisson Arrowwood Resort, Alexandria, Minn. Information: (612) 926-8123.

**Oct. 9-11**—*Oregon Association of Broadcasters* annual convention. The Riverhouse, Bend, Ore. Information: (503) 257-3041.

**Oct. 10-12**—*Tennessee Association of Broadcasters* annual convention. Radisson Read House, Chattanooga. Information: (615) 399-3791.

**Oct. 12**—*Cable Television Administration and Marketing Society* Northeast regional cable management conference. Trop World Casino and Entertainment Resort, Atlantic City, N.J. Information: (703) 549-4200.

**Oct. 12-14**—*Kentucky Cable TV Association* annual convention. Marriott Resort, Lexington, Ky. Information: Randa Wright, (502) 864-5352.

**Oct. 12-16**—*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: Jan Sharkey, (609) 848-1000.

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

**Oct. 15-17**—*National Religious Broadcasters, Eastern chapter*, convention. Sandy Cove Conference Center, North East Md. Information: David Eshleman, (703) 896-8933.

**Oct. 16-17**—*Missouri Broadcasters Association* fall meeting. Marriott Tan-Tar-A Resort, Lake of the Ozarks, Mo. Information: (314) 636-6692.

**Oct. 19**—Seventh annual *John Bayliss Broadcast Foundation* annual media roast, honoring Dr. Ruth Westheimer, former radio talk show host. Plaza, New York. Information: Kit Hunter Franke, (408) 624-1536.

**Oct. 19**—*Women in Cable, Washington D.C. chapter*, annual benefit gala honoring Geraldine Laybourne, president, Nickelodeon. Omni Shoreham, Washington. Information: Lynn Levine, (202) 872-9200 or Jeanine Taylor, (703) 378-3430.

**Oct. 21**—*BROADCASTING magazine* and *Federal Communications Bar Association* "Broadcasting Cable Interface" and "Hall of Fame" dinner and ceremony. Omni Shoreham Hotel, Washington. Information: Joan Miller, in New York, (212) 340-9866, and Pat Vance, in Washington, (202) 659-2340.

**Oct. 27-29**—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Tropicana, Las Vegas. Information: (800) 225-8183.

**Nov. 9**—"Where Are the Ratings Systems Headed?" tele-workshop sponsored by *National Association of Television Producers and Executives Educational Foundation*. Workshops are fed live, via satellite. Information: Todd Barasch, (310) 453-4440.

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

**Nov. 19-22**—*Society of Professional Journalists* national convention. Stouffer Harborplace, Baltimore. Information: (317) 653-3333.

**Dec. 2-4**—Western Cable Show sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim. Information: (510) 428-2225.

**Dec. 3**—*American Sportscasters Association* eighth annual Hall of Fame Awards dinner. Marriott Marquis Hotel, New York. Information: Louis Schwartz, (212) 227-8080.

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

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



# For the Record

As compiled by BROADCASTING from August 31 through September 4 and based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

### Applications

- **KIST(AM)-KMGQ(FM) Santa Barbara, CA** (AM: BAL920824EB; 1340 khz; 1 kw-U; FM: BALH920824EC; 106.3 mhz; 365 w; ant. 879 ft.)—Seeks assignment of license from Richard C. Phalen, receiver for Radio Santa Barbara Inc., to Channel Islands Broadcasting Inc. for \$1.5 million ("Changing Hands," Aug. 31). **Seller** was also receiver for KKAM(AM)-KBOS(FM) Fresno-Tulares, Calif., which recently filed application to sell station. **Buyer** is headed by Michael S. Nicassio and Daniel J. Prodanovich, and has no other broadcast interests. Filed Aug. 24.
- **KCEC(TV) Denver** (BTCCT920821KG; ch. 50; 2,498 kw-V; ant. 764 ft.)—Seeks transfer of control of licensee Golden Hills Broadcasting Corp., however, no change in beneficial ownership will occur; Theresa E. Romero and other shareholders are converting their class B stock into class A stock. Vice president Walter F. Ulloa has interests in three TV's. Filed Aug. 21.
- **KLAA(FM) Inga, LA** (BALH920825GJ; 98.3 mhz; 50 kw; ant. 550 ft.)—Seeks assignment of license from KZ Radio Ltd., debtor-in-possession, to Cajun Communications Inc. for \$6,928. **Seller** is headed by Louis E. Schaaf, et al., and is also debtor-in-possession for three FM's. **Buyer** is headed by Roger W. Cavaness, who has interests in two AM's and two FM's. Filed Aug. 25.
- **WGAM(AM)-WRSI(FM) Greenfield, MA** (AM: BAL920826GM; 1520 khz; 10 kw-D; FM: BALH920826GN; 95.3 mhz; 320 w; ant. 780 ft.)—Seeks assignment of license from Robert J. Macchini, receiver for Howard Communications Corp., to Radio Skutnik Inc. for \$500,000 ("Changing Hands," Aug. 31). **Seller** has no other broadcast interests. **Buyer** is headed by Edward W. Skutnik, original owner of stations; he is currently general manager. Filed Aug. 26.
- **WALM(AM)-WELL-FM Albion, MI** (AM: BA-

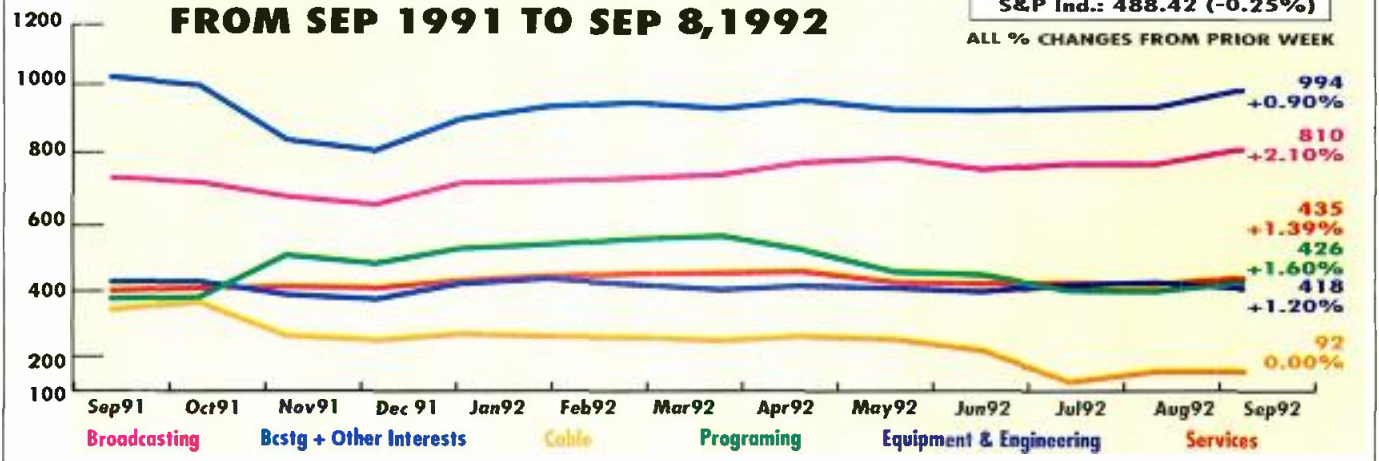
Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—prescriptive 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.

- L920821EF; 1260 khz; 1 kw-D, 500 w-N; FM: BALH920821EE; 104.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Thomas A. Bruinsma, bankruptcy trustee for Triad-Commco., to Donald R. Fox for \$340,000. Sale includes WELL(AM) Battle Creek, MI (see below). **Seller** has no other broadcast interests. **Buyer** has no other broadcast interests. Filed Aug. 21.
- **WELL(AM) Battle Creek, MI** (BAL920821ED; 1600 khz; 1 kw-U)—Seeks assignment of license from Thomas A. Bruinsma, bankruptcy trustee for Triad-Commco., to Donald R. Fox for \$340,000 (see WALM[AM]-WELL-FM Albion, MI, above). Filed Aug. 21.
- **WJUE(TV) Battle Creek, MI** (BAPCT920827KF; ch. 43)—Seeks assignment of CP from Margaret Miller to Western Michigan Christian Broadcasting Inc. for \$55,467. **Seller** has no other broadcast interests. **Buyer** is headed by William Popjes, and has no other broadcast interests. Filed Aug. 27.
- **WMIN(AM) Maplewood (Minneapolis), MN** (BAL920826EB; 1030 khz; 50 kw-D, 1 kw-N)—Seeks assignment of license from Voyager Broadcasting Co. to Central Baptist Theological Seminary of Minneapolis for \$1.5 million. **Seller** is headed by Obed Borgen, and has no other broadcast interests. **Buyer** is headed by Ernest Pickering, and recently sold WCTS-FM Minneapolis for \$10 million ("Changing Hands," Aug. 24). Filed Aug. 26.
- **WMPX(AM)-WMRX-FM Midland-Beaverton, MI**

(BTC920807GP; 1490 khz; 1 kw-U; FM: 97.7 mhz; BTCH920807GQ; 3 kw; ant. 300 ft.)—Seeks transfer of control of Maines Broadcasting Inc. for partial consideration of \$75,000. **Sellers** are Ronald W. and Maria Maines, husband and wife, and George and Virginia Ulmer, husband and wife, selling their combined 62.1% interest to Thomas and Beverly Steel, husband and wife. Principal Myron Patten owns stock of licensee of WJXQ(FM) Jackson, MI. Filed Aug. 7.

- **WCTS-FM Minneapolis** (BALH920820GG; 100.3 mhz; 92 kw; ant. 1,015 ft.)—Seeks assignment of license from Central Baptist Theological Seminary of Minneapolis to Radio 100 Ltd. for \$10 million ("Changing Hands," Aug. 24). **Seller** is purchasing WMIN(AM) Maplewood, MN (see above). **Buyer** is owned by Cofax Communications, licensee of WTEM(AM)-WGMS-FM Washington. Filed Aug. 20.
- **KZKX(FM) Seward (Lincoln), NE** (BALH920824HY; 96.9 mhz; 100 kw; ant. 610 ft.)—Seeks assignment of license from KZKX Inc., subsidiary of Sherman Broadcasting Corp., to C.T. Robinson for \$2.85 million ("Changing Hands," Aug. 31). **Seller** is headed by Jay Meyers, and also owns KKRD(FM) Wichita, KS. **Buyer** is also purchasing WAVH(FM) Mobile, AL, and recently purchased two AM's and two FM's. Filed Aug. 24.
- **WNEW(AM) New York** (BAL920821EC; 1130 khz; 50 kw-U)—Seeks assignment of license from WNEW-AM Partnership to Bloomberg Communications Inc. for \$13.58 million ("In Brief," Aug. 17). **Seller** is headed by Eric R. Weiss, and co-owned by Westwood One and Robert F.X. Sillerman. Sillerman is merging certain broadcast properties to form CF Media (see "Broadcasting," March 23). He also has interests in 10 AM's and 7 FM's. **Buyer** is headed by Michael R. Bloomberg, and has no other broadcast interests. Filed Aug. 21.
- **KAY(FM) Muskogee, OK** (BALH920824GI; 106.9 mhz; 100 kw; ant. 1,005 ft.)—Seeks assignment of license from Narragansett Radio to Riverside Communications Inc. for \$1.6 million. **Seller** is headed by Glenn M. Creamer, and is affiliate of Narragansett Capital Inc., licensee of WYNK-AM-FM Baton Rouge and KEZO-AM-FM Omaha. It also owns cable and newspaper properties. **Buyer** is headed by Carol Ann Yde, who, with William L. Yde III, has interests in licensee of KTZN(FM) Green Valley, AZ. Filed Aug. 24.
- **KVIN(AM) Vinita, OK** (BAL920826EA; 1470 khz; 500 w-D, 88 w-N)—Seeks assignment of license

## STOCK MARKET PERFORMANCE AVERAGES FROM SEP 1991 TO SEP 8, 1992



from Leemay Broadcasting Services Inc. to DLB Broadcasting Corp. for \$70,000. **Seller** is headed by Robert C. May and Jack D. Lee, and has no other broadcast interests. **Buyer** is headed by David L. Boyd, who has interests in two FM's. Filed Aug. 26.

■ **KFMX-AM-FM Lubbock, TX** (AM: BAL920819EA; 1340 khz; 1 kw-U; FM: BALH920819EB; 94.5 mhz; 100 kw; ant. 817 ft.)—Seeks assignment of license from KFMX Radio Ltd. to Sonance Lubbock L.C. for \$1 million ("Changing Hands," Sept. 7). **Seller** has no other broadcast interests. **Buyer** is headed by brothers William Hicks and Thomas Hicks, who are purchasing KCHX(FM) Midland, Tex., and owns one AM and one FM. William Hicks also has interests in one FM. Thomas Hicks also has interests in one AM and one FM. Filed Aug. 19.

■ **KTLE(AM) Tooele, UT** (BAPL920819EC; 990 khz; 1 kw-D)—Seeks assignment of CP from Vida Spanish Broadcasting Inc. to KTUR Inc. for \$100,000. **Seller** is headed by Joe Alaniz, and has no other broadcast interests. **Buyer** is headed by Robert Turley, and has no other broadcast interests. Filed Aug. 19.

■ **WAXS(FM) Oak Hill, WV** (BALH920824HX; 94.1 mhz; 25.5 kw; ant. 650 ft.)—Seeks assignment of license from Adventure Communications Inc. to Plateau Broadcasting Inc. for \$500,000 ("Changing Hands," Sept. 7). **Seller** is headed by Michael R. Shott, and is licensee of four AM's and five FM's. **Buyer** is headed by Anthony P. Gonzalez Jr., and has no other broadcast interests. Filed Aug. 24.

#### Actions

■ **KASA(AM) Phoenix, AZ** (BAL920713EF; 1540 khz; 10 kw-D)—Granted assignment of license from KASA Inc. to KASA Radio Hogar Inc. for \$475,000. **Seller** is headed by George A. Wilson, who has interests in two AM's. **Buyer** is headed by Moises Herrera, and has no other broadcast interests. Action Aug. 26.

■ **KBBA(AM) Benton, AR** (BAL920713ED; 690 khz; 5 kw-D, 50 w-N)—Granted assignment of license from KBBA Radio to Bernard Bottenberg for \$7,500. **Seller** is headed by Richard L. Cox, trustee, and has no other broadcast interests. **Buyer** has no other broadcast interests. Action Aug. 26.

■ **WTBB(FM) Bonifay, FL** (BAPLH920602GR; 97.7 mhz; 3 kw; ant. 298 ft.)—Granted assignment of CP from Mary Lake Communications Inc. to Group M. Communications Inc. for \$682,405. **Seller** is headed by John C. Culpepper III, and has no other broadcast interests. **Buyer** is headed by Christopher L. Murray, account executive at WTBB. Action Aug. 20.

■ **WDGR(AM) Dalton, GA** (BAL920713EE; 1210 khz; 10 kw-D)—Granted assignment of license from Andrews Broadcasting Co. to Gold City Broadcasting Inc. for \$120,000. **Seller** is headed by Jones P. Andrews, and has no other broadcast interests. **Buyer** is headed by Phillip W. Castleberry, and has no other broadcast interests. Action Aug. 25.

■ **KGRN(AM) Grinnell, IA** (BAL920619EE; 1410 khz; 500 w-D, 47 w-N)—Granted assignment of license from Blair Broadcasting Corp. to Mitchell Broadcasting Co.; buyer will release seller from its debt on Jan. 1988 promissory note with remaining principal amount of \$665,000. **Seller** is headed by Gary Blair, and has no other broadcast interests. **Buyer** is headed by Forrest Mitchell, and has interests in 3 AM's and 3 FM's. Action Aug. 25.

■ **WMIK-AM-FM Middlesboro, KY** (AM: BTC920618GF; 560 khz; 500 w-D, 88 w-N; FM: BTCH920618GG; 92.7 mhz; 130 w; ant. 1,438 ft.)—Granted transfer of control from Cumberland Gap Broadcasting Co. Inc. to Binghamton Baptist Church for \$240,000. **Seller** is headed by James E. Ballard, and has no other broadcast interests. **Buyer** is headed by J.C. Meredith, and has no other broadcast interests. Action Aug. 26.

■ **KKRP(FM) Delhi, LA** (BALH920630GO; 93.5 mhz; 3 kw; ant. 320 ft.)—Granted assignment of license from Delhi Broadcasting Ltd. to KT Enterprises Inc. for \$125,000. **Seller** is headed by Jim

Bolton, and has no other broadcast interests. **Buyer** is headed by Kerney Thomas Sr., and has no other broadcast interests. Action Aug. 19.

■ **KHUB(AM)-KFMT(FM) Fremont, NE** (AM: BTC920713EA; 1340 khz; 500 w-D, 1 kw-N; FM: BTCH920713EB; 105.5 mhz; 1.2 kw; ant. 450 ft.)—Granted transfer of control from KHUB Inc. to Robert Clausus and Joseph Nugent for \$400,000. **Seller** is headed by Raymond Shaheen and George Allen, selling their interest in licensee; they have no other broadcast interests. **Buyers** have no other broadcast interests. Action Aug. 25.

■ **KIMB(AM) Kimball, NE** (BAL920706EB; 1260 khz; 1 kw-D, 500 w-N)—Granted assignment of license from Western Management Corporation to David S. Young for \$50,000. **Seller** is headed by Joel H. Wrens, and has no other broadcast interests. **Buyer** is general manager of KSID-AM-FM Sidney, NE. Action Aug. 25.

■ **KATK-AM-FM Carlsbad, NM** (AM: BAL920720EA; 740 khz; 1 kw-D, 500 w-N; FM: BALH920720EB; 92.1 mhz; 3 kw; ant. 190 ft.)—Granted assignment of license from Frank A. Nymeyer to Radio Carlsbad Inc. for \$520,868, sold to highest bidder at auction. Previous application filed for sale of station can be dismissed. **Seller** has no other broadcast interests. **Buyer** is headed by Robert S. Swayze, and has no other broadcast interests. Action Aug. 26.

■ **WVUD-FM Kettering (Dayton), OH** (BALH920709GY; 99.9 mhz; 50 kw; ant. 500 ft.)—Granted assignment of license from University of Dayton to Liggett Broadcast Inc. for \$3.35 million ("Changing Hands," July 13). **Seller** is headed by Bernard J. Ploeger, and has no other broadcast interests. **Buyer** is headed by Robert G. Liggett Jr. and James A. Jensen, and is licensee of one AM and six FM's. Action Aug. 26.

■ **KORQ-AM-FM Abilene, TX** (AM: BAL900112EG; 1340 khz; 1 kw-U; FM: BALH900112EH; 100.7 mhz; 100 kw; ant. 1260 ft.)—Dismissed app. of assignment of license from Bakcor Broadcasting Inc. to ADCOMM of Abilene Inc. for \$4,928 million. **Seller** is headed by George Bakke. **Buyer** is headed by Stephen M. Adams. Action March 10.

■ **KEZB-AM-FM El Paso, TX** (AM: BAL920228EC; 1150 khz; 1 kw-D, 380 w-N; FM: BALH920228ED; 93.9 mhz; 96.2 kw; ant. 1,207 ft.)—Granted assignment of license from KEZB Inc., trustee, to Paso Del Norte Broadcasting Corp. for \$1.02 million. **Seller** is headed by Donald S. Leslie, and has no other broadcast interests. **Buyer** is headed by Richard A. Najera and Mary S. Ponce, and is licensee of KINT-TV El Paso, TX. Action May 27.

■ **WFNR-FM Christiansburg, VA** (BTCH-920617GM; 100.7 mhz; 3 kw)—Granted transfer of control from Valley Radio Corporation to Karen Travis and Robert Travis for \$100,000. **Seller** is headed by Robert T.S. Colby, and has no other broadcast interests. **Buyers** have no other broadcast interests. Action Aug. 18.

## NEW STATIONS

#### Applications

■ **Pinckneyville, IL** (BPH920826MC)—Richard Blakely seeks 104.3 mhz; 3 kw; ant. 100 m. Address: 5 Patton Drive, Pinckneyville, IL 62274. Applicant has no other broadcast interests. Filed Aug. 26.

■ **Sandusky, MI** (BPED920826MB)—Ross Bible Church seeks 90.7 mhz; 18 kw; ant. 100 m. Address: 2865 Maywood Drive, Port Huron, MI 48060. Applicant is headed by Eugene Kent, and is licensee of WNFA(FM) Port Huron, MI. Filed Aug. 26.

#### Actions

■ **Baker, CA** (BPH911224MB)—Granted app. of Desert Broadcasting G.P. for 94.9 mhz; 15.5 kw; ant. 127 m. Address: 13260 Winona Rd., Apple Valley, CA 92308. Applicant is headed by general

partners Jonathan D. Stephenson and Althea Bauers, who have interests in four AM's and six FM's. Action Aug. 24.

■ **Fort Pierce, FL** (BPED910201MM)—Granted app. of Black Media Works Inc. for 91.1 mhz; 3 kw; ant. 48 m. Address: 1150 W. King St., Cocoa, FL 32922. Applicant is headed by Kimberly E. Holman, and has no other broadcast interests. Action Aug. 27.

■ **Pennsuco, FL** (BPED910912MG)—Granted app. of Hispanic Educational System Inc. for 88.3 mhz; 3 kw; ant. 51 m. Address: P.O. Box 660506, Miami Springs, FL 33266. Applicant is headed by Julio Izquierdo, and has no other broadcast interests. Action Aug. 24.

■ **Campbellsville, KY** (BPH891012NC)—Granted app. of Patricia Rodgers for 99.9 mhz; 3 kw; ant. 100 m. Address: 173 W. Owl Creek Rd., Campbellsville, KY 42718. Applicant has no other broadcast interests. Action Aug. 21.

■ **Willmar, MN** (BPH910821MD)—Granted app. of Kandi Broadcasting Inc. for 95.3 mhz; 50 kw; ant. 150 m. Address: P.O. Box 380, 730 NE Hwy. 71, Willmar, MN 56201. Applicant is headed by Perry W. Kugler, and is licensee of KDJS(AM) Willmar, MN. Kugler also has interests in licensee of KNSP(AM) Staples, MN. Action Aug. 21.

■ **Crete, NE** (BPED911122ME)—Granted app. of Doane College Board of Trustees for 91.9 mhz; .2 kw; ant. 20 m. Address: 1014 Boswell Ave., Crete, NE 68333. Applicant is headed by Douglas A. Switzer and J. Taylor Greer, and has no other broadcast interests. Action Aug. 26.

■ **Zanesville, OH** (BPED880718MF)—Granted app. of Joseph Welling for 90.1 mhz; 4 kw; ant. 85 m. Address: Ohio University, 9 South College St., Athens, OH 45701. Applicant has no other broadcast interests. Action Aug. 26.

■ **West Chester, PA** (BPED920203ME)—Returned app. of Student Services Inc. for 91.7 mhz; .1 kw; ant. 32.8 m. Address: 211 Sykes Union Building, West Chester, PA 19383. Applicant is headed by Mell Josephs, and has no other broadcast interests. Action Aug. 26.

■ **Sisseton, SD** (BPED911126ML)—Granted app. of Sisseton Wahpeton Sioux Tribe of Lake Traverse Reservation for 89.3 mhz; 3 kw; ant. 114 m. Address: P.O. Box 509, Agency Village, SD 57262. Applicant is headed by Michael I. Selvage Sr., and has no other broadcast interests. Action Aug. 19.

## FACILITIES CHANGES

#### Applications

##### AM's

■ **Mobile, AL** WABB(AM) 1480 khz—July 29 application of Wabb Inc. for CP to make changes in antenna system.

■ **Fairbanks, AK** KBCN(AM) 1300 khz—July 31 application of The Great Alaska Electric Radio Inc. for MP (BP920124AC) to increase power to 5 kw; make changes in antenna system and diplex with KCBF antenna at 3528 International Way, Fairbanks, AK 64 51 49 - 147 45 06.

■ **Kodiak, AK** KVOK(AM) 560 khz—July 30 application of Cobb Communications Inc. for CP to change TL 8.4 km west of Kodiak off Anton Larsen Bay Rd., Kodiak, and make changes in antenna system; 57 46 33 - 152 32 07.

##### FM's

■ **Arab, AL** WCRQ-FM 92.7 mhz—July 30 application of WCRQ Inc. for mod. of CP (BPH-860618IC as mod.) to make changes; change ERP: .8 kw (H&V); ant.: 190 m.

■ **Lake Havasu City, AZ** KBBC(FM) 101.1 mhz—Aug. 4 application of London Bridge Broadcasting Inc. for CP to make changes; change ant.: 188 m.; TL: 2 km west of SR 95, 20 km north of Lake Havasu City, Mohas County, AR; change to class



C1, downgrade via application.

■ **Compton, CA** KJLH(FM) 102.3 mhz—July 31 application of Taxi Productions Inc. for CP to make changes; ERP: 5.6 kw (H&V).

■ **Quincy, CA** KQNC(FM) 101.9 mhz—July 30 application of Olympic Broadcasters Inc. for CP to make changes; ERP: .13 kw H&V, class: from 271C2 to 271A (per MM docket #92-20).

■ **Springfield, FL** WRBA(FM) 95.9 mhz—July 29 application of Styles Broadcasting Company Inc. for CP to make changes; ERP: 50 kw (H&V).

■ **Lumpkin, GA** WYAZ(FM) 99.3 mhz—July 22 application of Radio Lumpkin Inc. for mod. of CP (BPH-891214MI) to make changes; change main studio location.

■ **McDonough, GA** WMVV(FM) 90.7 mhz—July 30 application of Mt. Vernon BAP Church of Henry Co. Inc. for CP to make changes; change; ERP: 10 kw (H&V); TL: 1736 Highfalls Road, Griffin (Spalding) GA; change city of license from McDonough to Griffin.

■ **Richmond Hill, GA** WRHQ(FM) 105.3 mhz—Aug. 3 application of Thoroughbred Communications Inc. for CP to make changes; change; ERP: 11,237 kw (H&V); ant.: 148.2 m.; TL: 1311 West 52nd Street; Savannah, Chatham County, GA; change class to C3 (per MM docket #91-127).

■ **Wabash, IN** WWIP(FM) 105.9 mhz—Aug. 3 application of Conaway Communications Corp. for mod. of CP (BPH-880722MK) to make changes; change: ant.: 97 m.; TL: southeast corner of Morrett Road and Dowd Road.

■ **Henderson, KY** WGBF-FM 103.1 mhz—July 31 application of Aiken Communications Corporation for CP to make changes; ERP: 3.16 kw (H&V); ant.: 138 m.

■ **Radcliff, KY** WUOX(FM) 103.5 mhz—Aug. 4 application of W & B Broadcasting Inc. for mod. of CP (BPH-871110MU) to make changes; ant.: 137 m.; TL: 3110-8 South Wilson Road, Elizabethtown, Hardin County, KY, specify directional antenna.

■ **Winchester, KY** WLFX(FM) 100.1 mhz—Aug. 3 application of Gary L. Jensen, receiver, for CP to make changes; change ERP: 32 kw (H&V); ant.: 149.5 m.; TL: existing WLAP(AM)-WMXL(FM) tower at intersection of Huffman Mill and Russel Cave Roads, Fayette County, KY; change to class C2 (per MM docket #88-31).

■ **Shreveport, LA** KMJJ-FM 100.1 mhz—July 30 application of Sungroup Broadcasting of Louisiana for CP to make changes; change freq.: 99.7 mhz (per MM docket #84-231); ERP: 50 kw (H&V); ant.: 150 m.; TL: 5.15 km (3.1 mi.) north of loop 220 on farm road 3049; 1100 feet west of hwy. 3049; change to class C2 (per MM docket #84-231).

■ **Northfield, MA** WNMH(FM) 915 mhz—Aug. 3 application of Northfield Mount Hermon School for CP to make changes; change freq.: 88.9 mhz; ERP: 1.2 kw (H&V); ant.: -92 m.

■ **Ashley, MI** WJSZ(FM) 92.5 mhz—Aug. 3 application of William V. Constone for mod. of CP (BPH-901226MD) to make changes; change ERP: 2 kw (H&V); ant.: 122 m.

■ **Glassboro, NJ** WGLS-FM 89.7 mhz—July 31 application of Glassboro State College for CP to make changes; change ERP: .158 kw(H) .640 kw(V); ant.: 49.9 m.; TL: approximately .35 km east of intersection of Rte. 47 and Fish Pond Road, adjacent to Glassboro State College Campus.

■ **Cleveland** WMJI(FM) 105.7 mhz—July 29 application of Legacy Broadcasting for CP to make changes; ERP: 16 kw (H&V); ant.: 344 m.; TL: 1.2 km southwest of intersection of Broadview and Ridgewood Roads, Parma, Cuyahoga County, OH.

■ **Shadyside, OH** WEEL(FM) 95.7 mhz—July 29 application of Adventure Three Inc. for CP to make changes; change ERP: 5 kw (H&V); change to class B1 (per MM docket #88-544).

■ **Wilburton, OK** KZUD(FM) 103.7 mhz—July 30 application of Blue Mountain Broadcasting for CP to make change; change ERP: 90 kw (H&V); ant.: 276 m.; TL: 2.8 km northeast of Krebs, Pittsburg County, OK; change to class C1 (per docket #91-232).

■ **Lebanon, OR** KIQY(FM) 103.7 mhz—July 29 application of Spotlight Media Corp. for mod. of CP (BPH-910531ID) to make changes; change ant.: 335.2 m.; TL: Peterson Butte, 5.7 km from Lebanon city hall on bearing of N231E degrees.

■ **Scranton, PA** WEZX(FM) 107.1 mhz—Aug. 3 application of Scranton Times for mod. of license to change channel from 296 to 295 (per MM docket 89-328).

■ **Walterboro, SC** WONO(FM) 105.3 mhz—Aug. 3 application of TBJ Broadcasting Partnership for mod. of CP (BPH-880601ND - new station) to change freq.: 93.7 mhz; ERP: 6 kw H&V; TL: off Featherbed Road, Colleton County, SC; 2.71 km N (359.9 degrees) of Neyles; 1.84 km SE (162.8 degrees) of Sandy Dam Branch (per MM docket #91-127).

■ **Crossville, TN** WXVL(FM) 99.3 mhz—July 31 application of Crossville Radio Inc. for CP to make changes; change TL: approx. 11 km NNW of Crossville, TN.

■ **Spring City, TN** WAYA(FM) 93.9 mhz—July 31 application of Walter E. Hooper III for CP to make changes; TL: 2 km southeast of Tranquility, TN, change to channel 230C3 (per docket #89-398).

■ **Columbus, TX** KULM-FM 98.3 mhz—July 30 application of Wajama Productions Inc. for mod. of CP (BPH-900810IO) to change antenna supporting-structure height and ant.: 77 m.

■ **Copperas Cove, TX** KOOV(FM) 103.1 mhz—July 31 application of Centroplex Communications Inc. for CP to make changes; change ERP: 6.3 kw (H&V); ant.: 20 m.; TL: rural Copperas Cove, Coryell County, TX, 6.47 km on bearing 227 ft. from Copperas Cove reference coordinates; change to class C3 (per MM docket #90-545).

■ **San Diego, TX** KUKA(FM) 105.9 mhz—July 29 application of Brent Epperson for mod. of CP (BPH-881128MA) to make changes; change ERP: 6 kw H&V; ant. 100 m.; TL: Highway 44, 3.4 mi. west of Alice, TX (see BALH-920624GJ).

■ **Stephenville, TX** KSTV-FM 105.7 mhz—Aug. 3 application of Cen-Tex Media Inc. for CP to make changes; ERP: 90.3 kw (H&V); ant.: 626.9 m.; TL: approx. 5.6 km west of Gibtown, TX, on TX Hwy. 2210, left on private road approx. 1.4 KM; site is approximately .5 km west of road; class C1 to C (per MM docket #92-106).

■ **Mechanicsville, VA** WCDX(FM) 92.7 mhz—July 28 application of Sinclair Communications for CP to make changes; ERP: 4.5 kw (H&V); ant.: 235 m.; TL: 2345 Basie Road, Richmond, Henrico County, VA; freq. changed from 92.7 mhz to 92.1 mhz; class changed from A to B1.

■ **Centralia, WA** KCED(FM) 91.3 mhz—Aug. 4 ap-

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

Service	ON AIR	CP's <sup>1</sup>	TOTAL*
Commercial AM	4,969	186	5,155
Commercial FM	4,707	944	5,651
Educational FM	1,557	290	1,847
<b>Total Radio</b>	<b>11,233</b>	<b>1,420</b>	<b>12,653</b>
Commercial VHF TV	557	13	570
Commercial UHF TV	583	164	747
Educational VHF TV	124	4	128
Educational UHF TV	236	10	246
<b>Total TV</b>	<b>1,500</b>	<b>191</b>	<b>1,691</b>
VHF LPTV	466	131	597
UHF LPTV	818	841	1,659
<b>Total LPTV</b>	<b>1,284</b>	<b>972</b>	<b>2,256</b>
FM translators	1,901	390	2,291
VHF translators	2,512	80	2,592
UHF translators	2,406	392	2,798

### 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.

plication of Centralia Comm. College for CP to make changes; change ERP: 5 kw (H); ant.: 40 m.; TL: 300A Clear View Height Rd., Centralia.

■ **Richland, WA** KOTY-FM 106.5 mhz—Aug. 4 application of I-82 Acquisition Corporation for mod. of CP (BPH-870302IS) to make changes, change. ant. 346 m.; TL: Johnson Butte, 11 km south of Kennewick, Benton County, WA.

## CALL LETTERS

### Applications Contingent on Assignment Grants

#### AM's

KWOG(AM) KKTY Lonnie M. Horton; Douglas, WY  
WKHF(AM) WAPR Pearl Lee; Avon Park, FL

#### FM's

KWOG-FM KKTY-FM Lonnie M. Horton; Douglas, WY  
WLQT(FM) WYUD-FM Liggett Broadcast Inc.; Kettering, OH  
WTND(FM) WVVY Taylor Communications Corp.; Grifton, NC

#### Grants

#### New AM

WWBG(AM) Triad Network Inc.; Greensboro, NC

#### New FM's

KCOT(FM) San Augustine Cable TV Inc.  
KMKE(FM) Blackridge Broadcasters Inc.;

Grand Junction, CO  
KRRD(FM) Roughrider Broadcasting Co.; Dickinson, ND  
KVTF(FM) Jana Tucker; Williams, AZ  
KVTO(FM) Simla B. Ellis; Rayne, LA  
KVYA(FM) Minnesota Public Radio; Decorah, IA  
KVYF(FM) Wilson Creek Broadcasting Co.; Wilson Creek, WA  
KVYM(FM) KS-NE Christian Broadcasting Inc.; Chester, NE  
KVYS(FM) Marvin Kent Frandsen; St. George, UT  
KVYT(FM) Caren Lacy; Basalt, CO  
KVYU(FM) Lou Smith Ministries Inc.; Springfield, MO  
KVYV(FM) Kenneth C. Rosato; Vinton, IA  
KVYZ(FM) Rochlis-Johnson Partnership; Thousand Palms, CA  
WJFM(FM) Bay Pointe Broadcasting Inc.; Lebanon, TN  
WSGM(FM) Cumberland Communication Corp.; Coalmont, TN  
WYSZ(FM) Side By Side Inc.; Maumee, OH  
WZLK(FM) Kenneth Osborne; Virgie, KY

#### New TV

KCHZ(TV) Nevada Television Corp.; Reno

#### Existing AM's

KBEE(AM) KOOK Citadel Communications Corp.; Modesto, CA  
KCNR(AM) KCPX Price Broadcasting Co.; Salt Lake City

KFSO(AM) KEYQ Americom II; Fresno, CA  
KGBS(AM) KUII Greyston D-M Ltd.; Dallas  
KLZX(AM) KCNR Citadel Communications Corp.; Salt Lake City  
KSVE(AM) KEZB Paso del Norte Broadcasting Corp.; El Paso, TX  
KXED(AM) KSKQ Spanish Broadcasting System of California Inc.; Los Angeles  
WABN(AM) WBBI Legend Radio Group Inc.; Abingdon, VA  
WASO(AM) WARB America First Communications Inc.; Covington, LA  
WASY(AM) WPNN Broadcast Communications Inc.; Gorham, ME  
WJIB(AM) WWEA Bob Bitner Broadcasting Inc.; Cambridge, MA  
WGPL(AM) WJMJ Radio Cordele Inc.; Cordele, GA  
WQWQ(AM) WWEZ Pathfinder Communications Corp.; Muskegon Heights, MI  
WTYM(AM) WACB Vernal Enterprises Inc.; Kittanning, PA  
WZNY(AM) WZZN Metroplex Communications Inc.; Jacksonville, FL

#### Existing FM's

KASY(FM) KIDI Ramar Communications Inc.; Albuquerque, NM  
KATM(FM) KBEE-FM Citadel Communications Corp.; Modesto, CA  
KBEV(FM) KCIZ Westark Broadcasting Company; Springdale, AR

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# Fates Fortunes

## TELEVISION

**William Miller**, president, Hearst Entertainment International and chairman, Hearst Animation Productions, New York, assumes additional responsibilities as co-chairman, Hearst Entertainment Distribution, there.

**Bill Scaffide**, VP, station manager, WKYC-TV Cleveland, named VP, gen-



William Miller



Bill Scaffide



Ronnie Hadar



Deborah Mitchell



Lou Abitabilo

eral manager.

**Larry Stephens**, senior counsel, Sony Pictures Entertainment Music Group, Culver City, Calif., named VP, assistant general counsel.

Appointments at Fox Broadcasting, Beverly Hills, Calif: **Paul Gendreau**, senior television publicist, Lorimar Television there, joins as publicity manager; **Nancy Carr**, senior publicist, CBS Los Angeles, joins as senior manager, publicity, in charge of specials; **Elaine Mallon**, senior publicist, CBS, Los Angeles, joins as senior publicity manager, movies.

**Pavel Marik**, former head, production, JE Entertainment, Cologne, Germany, joins Grundy Europe, London, as executive producer, serialized drama.

**Stephen Knowles**, VP, central sales, Warner Bros. Domestic Television Distribution, Burbank, Calif., named VP, Midwestern media sales.

**Ronnie Hadar**, president, Ronnie Hadar Productions, Inc., Burbank, Calif., joins Saban Entertainment

there as VP, production.

**Charles Allen**, chief executive, Granada Leisure, Manchester, England, named chief executive, Granada Television there.

**Gretchen Grant**, director, financial planning, analysis, Viacom International, New York, named VP.

**Kathleen Hrick**, VP, Latin American television sales, Orion Pictures International, New York, named senior VP, international television.

**Chris Jordan**, VP, New York sales manager, east station group, Katz Continental Television, New York, named VP, national sales manager.

**Howard Gladstone**, VP, integrated marketing services, Univision, joins Telemundo Group, Inc., New York, as VP, strategic marketing.

**Leola Gorius**, VP, talent relations, CBS Entertainment Productions, Los Angeles, named VP, business affairs.

**Brad Uecker**, auditor, Patchett Kaufmann Entertainment, Culver City, Calif., named manager, business affairs.

**Deborah Mitchell**, field producer, Tribune Entertainment's *Geraldo*, named producer.

Appointments at Worldvision Enterprises, New York: **Mary Ann Pasante**, VP, Latin American sales, Los Angeles, relocates to Atlanta in same capacity; **John Barrett**, domestic division account executive, Chicago, named VP, Southern divi-

sion, Atlanta.

Appointments at WNYW-TV New York: **Lou Abitabilo**, executive VP, Bohbot Communications, New York, joins as VP, general sales manager; **Paul Horrigan**, VP, finance administration, WFLD-TV Chicago, joins in same capacity.

**Cullie Tarleton**, former senior VP, general manager, WBTV-TV Charlotte, N.C., joins WCCB-TV there as general manager.

Appointments at Journal Communications, Milwaukee: **Robert Kahlor**, vice chairman of the board, Journal/Sentinel, Inc., there, named chairman, CEO; **Steven Smith**, vice chairman of the board, WTMJ Inc., there, named president.

**Karen Holm**, former contract/programming manager, cable television division, Viacom International, Pleasanton, Calif., joins Cooper, White and Cooper, San Francisco, as associate attorney.

**Richard Reingold**, news director, WKYC-TV Cleveland, joins WRC-TV Washington in same capacity.

**Kim Stephens**, anchor, KERO-TV Bakersfield, Calif., joins WBIR-TV Knoxville, Tenn., in same capacity.

**Robin Wagner**, anchor, WJW-TV Cleveland, joins WDAF-TV Kansas City, Mo., in same capacity.

**Sandra Bane**, account executive, KSBY-TV San Luis Obispo, Calif., assumes additional responsibilities as regional sales manager.



## RADIO

Appointments at The Arbitron Company, New York: **Mark O'Neill**, national sales manager WNEW(AM)-FM New York, joins as Northeastern manager, radio station services; **Kevin Stagg**, client service representative, Laurel, Md., named account executive, Atlanta.

**Gail Lee Dunson**, operations manager, Metro Traffic Control, Los Angeles, joins Traffic Control Broadcasting Inc., Dallas, as VP, sales and marketing.

**Alan Goodman**, general manager, WGAY-FM Washington, joins WHTZ-FM

Appointments at Discovery Communications, Inc., Bethesda, Md.: **Dwight Crawford**, director, financial services, named VP, financial services; **Mark Hollinger**, director, legal services, deputy general counsel, named VP, deputy general counsel, The Discovery Channel; **Mark Kozaki**, manager, program evaluation, Discovery Networks, named senior manager; **Larnie Higgins**, manager, creative services, Discovery Communications, named senior manager; **Tomi Bednar**, independent producer, Washington, joins Discovery Channel, as senior producer; **Eleanor Grant**, senior coordinator, Discovery Networks, assumes additional responsibilities as manag-

glewood, Colo., named VP, programming, domestic cable operations.

**Gary Lico**, former VP, Columbia Television, Los Angeles, leaves to form programming syndication company, Cable Ready, Riverside, Conn.

**Daren Miller**, director, business affairs, Liberty Sports Inc., Cheyenne, Wyo., named VP, corporate development.

Appointments at MTV Networks, New York: **Sandy Sheffer**, VP, key accounts advertising sales, named VP, market development, advertising sales; **Karl Lewis**, VP, advertising sales, Detroit, named VP, national sales, there; **Sam Moser**, VP, advertising sales, Eastern region, VH-1,



Mark O'Neill



Dwight Crawford



Mark Hollinger



Michael Berg



Kevin Klose

Newark, N.J., in same capacity.

**Steve Kotch**, senior account executive, WCTC(AM)-WMGQ-FM New Brunswick, N.J., joins WYNY-FM New York as New Jersey sales manager.

**Terrence Higham**, senior account executive, WHWH(AM)-WPST-FM Princeton, N.J., named local sales manager.

**Steve Downes**, program director, WRXK-FM Fort Myers, Fla., joins WYNF-FM St. Petersburg, Fla., in same capacity.

Appointments at WILM(AM) Wilmington, Del.: **Fred Hosier**, managing editor, named news director; **Jill Wolfe**, reporter/anchor, named managing editor.

## CABLE

**F. Steven Crawford**, VP, cable division, E.W. Scripps Company, Cincinnati, named senior VP. He succeeds Gilles Champaign, who died on Aug. 25 ("Fates and Fortunes," Aug. 31).

er, program evaluation; **Joseph Paglino**, account supervisor, Ross Roy Advertising, Bloomfield, Mich., joins as account executive, Discovery Networks, Detroit.

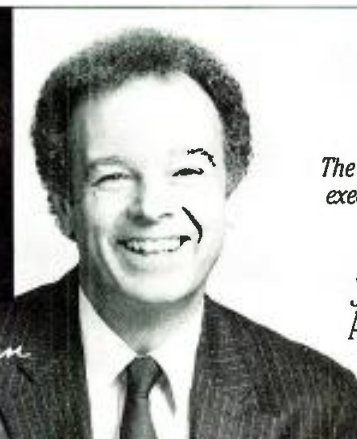
**Allan Goodson**, state manager, Tele-Communications, Inc., Cablevision, Daytona Beach, Fla., named VP, chief operating officer, Tele-Communications Inc., Great Lakes, Chicago.

**Jedd Palmer**, director, programming, Tele-Communications, Inc., En-

New York, named VP, advertising sales, Eastern region, Nickelodeon/Nick at Nite; **Doug Rohrer**, VP, New York sales, entertainment division, Turner Broadcasting, there, joins as VP, advertising sales, MTV: Music Television; **Bill Walters**, account director, advertising sales, MTV: Music Television, named director; **Harriet Shultz**, regional director, advertising sales, named VP, advertising sales, Western region; **Tom Nihem**, account director, advertising sales, Detroit, named direc-

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*Celebrating its victory in the grueling 11th annual Race Across America cycling race is the four-man squad from Atlanta, Team Manheim, which was led by captain Jim Kennedy (second from left), chairman and chief executive officer of Cox Enterprises Inc. Team members, who nicknamed themselves "Fools on Wheels," are (l-r): Steve Simberg, Kennedy, Chris Poucher and Mike Zoeliner. The cyclists raced 2,909 miles—from Irvine Calif., to Savannah, Ga.—in the record time of 6 days, 37 minutes.*

tor, there.

**Alyce Abbe**, market development analyst, The Arbitron Company, New York, joins Group W Satellite Communications there as senior media research analyst.

**Denis Coleman**, New York sales manager, Cable Media Corp., New York, named national sales manager.

**John Burns**, senior VP, affiliate sales, marketing, Showtime Networks, New York, joins Insight Telecast, Palo Alto, Calif., as executive VP, sales, marketing.

## ADVERTISING

Appointments at Interpublic, New York: **Joseph Gilbride**, VP, controller, named executive VP, chief financial officer, The Lowe Group; **Salvatore La Greca**, audit partner, KPMG Peat Marwick, New York, joins as VP, controller.

Appointments at Backer Spielvogel Bates, New York: **Walter Bishop**, VP, senior copywriter; **Belinda Broido**, VP, associate creative director; **Roberto Calderin**, VP, management representative; **Lee Nicholson**, VP, director, field service operations; **Grant Pace**, VP, senior copywriter; **Thomas Parkes**, VP, associate creative director, all named senior VP's; **Chuck Bromley**, copywriter; **Niclas Ericson**, art direc-

tor; **Vicky Frank**, out-of-home manager, media department; **Rich Goldstein**, senior art director; **Michael LaGattuta**, senior producer; **Leonard Susman**, business, finance supervisor; **Alan Zahn**, manager, music department, all named VP's.

**Shawn Blake**, senior account executive, Bender, Goldman & Helper, Los Angeles, named manager, consumer television division.

**Anton Schneider**, senior account executive, PorterNovelli, Washington, named VP.

**Cheryl Difatta**, manager, entertainment division, Bernstein/Ridini and Associates, Los Angeles, joins Merrill & Associates there as VP.

Appointments at Griffin Bacal Inc., New York: **Richard Solomon**, VP, named senior VP, group creative director; **Loretta Volpe**, senior VP, media director, named executive VP, director, media, marketing communications.

**Blake Thomas**, account supervisor, DDB Needham Worldwide, Chicago, named VP.

## WASHINGTON

**Ann Young**, former staff member, Senate subcommittee on Education, Arts and Humanities, joins the Association of America's Public Television Stations as congressional rep-

resentative.

**Michael Berg**, former partner, Miller and Holbrooke, Washington, joins Akin, Gump, Hauer & Feld, L.L.P., in same capacity.

Appointments at Wiley, Rein and Fielding: **Robert Smith**, former partner, Reed, Smith, Shaw and McClay, Washington, joins in same capacity; **Samuel Walker**, assistant secretary, Intergovernmental and Interagency Affairs, United States Department of Education, joins as of counsel.

**Kevin Klose**, assistant editor, former Moscow bureau chief, *The Washington Post*, joins Radio Free Europe as director, Radio Liberty, Munich.

## TECHNOLOGY

**Sheldon Goldstein**, VP, sales, marketing, Valiant I.M.C., Piscataway, N.J., named president, chief operating officer.

Appointments at General Instrument Corp., Videocipher division, San Diego, Calif: **Robert Gilber**, director, VLSI engineering, and **Kent Walker**, director, analog and consumer product design, named associate VP's.

**Allan Evelyn**, VP, corporate marketing, Twixel Technologies, Natick, Mass., joins Bose Corporation, Framington, Mass., as manager, residential market development.

**Brian Hanrahan**, sales representative, Swiderski Electronics, Elk Grove, Ill., joins Texscan MSI, Northbrook, Ill., as manager, broadcast, business video marketing.

## DEATHS

**William (Bill) Zino**, 50, engineering supervisor, KYW(AM) Philadelphia for 24 years, died Sept. 3 of complications following a heart attack at Hahamann Hospital there. Zino began his engineering career in 1966 at WHWH(AM) and WTOM-FM Princeton, N.J. He joined KYW(AM) as a technician in 1968. Zino was the president of Local 12 of the National Association of Broadcast Employees & Technicians (NABET). Survivors include his wife, Deanna, and two sons.



# Fifth Estate

## BRYAN SCOTT NORCROSS

In the hours before Hurricane Andrew began to level the homes of more than 100,000 people in suburban Miami Aug. 24, it became apparent to local television meteorologist Bryan Norcross that human lives, not just homes, were in jeopardy.

"Now is the time to find a closet in the inside of your home and get everything out of it," Norcross warned viewers, and listeners tuned to a simulcast on WHYI-FM Fort Lauderdale. "The last-resort place you're going to be is the back of that closet with a transistor radio and a mattress over the top of you, and we'll tell you when it's okay to come out." At 3 a.m., station employees became concerned for their own safety, and after a makeshift bunker was located behind the studio, live cameras followed Norcross inside.

Those words and dramatic images symbolize the Fifth Estate's efforts to aid people during the worst natural disaster in this country's history, with Norcross the calm voice before, during and after the storm.

Late Saturday evening, on Aug. 22, Norcross had become the focal point of the newscast, standing at the chroma-key in front of hurricane satellite photos while taking questions from reporters in the field.

At 9 a.m. Sunday he had abandoned his role as WTVJ(TV) weatherman; he was now sitting at the anchor desk. It wasn't until last Friday, 12 days later, after an initial 23-hour shift and through coverage of the hurricane's aftermath, that he relinquished the anchor chair.

It made perfect sense to the NBC-owned station's management that, when it came to hurricanes, he was the most obvious person to take over the anchor position. Norcross proved equal to the task.

The devastation caused by Andrew still astounds Norcross, and even with the daily front-page press the area has received, it amazes him how most people have not put the disaster in what he believes is its proper perspective. "If a comparable-sized city had totally disintegrated, you'd still be



hearing about it," Norcross says. "But the fact that it was a suburban part of a large metropolitan area, with names like Kendall and Homestead, it doesn't make as sexy copy."

Norcross's preparation for covering emergencies started on his first day as news director at WLKY(TV) Louisville, Ky., in 1978. At 5 a.m. in a borrowed

LTD he plowed through 14 inches of snow as the only person who could get to the studio, turned the camera on himself and went on the air.

In 1980 he received a meteorology degree from Florida State University, a degree that is not required of television weathercasters. "In many stations," Norcross notes, "the role of the weathercaster is not to provide the best possible information about weather." But in tornado country, he says, "you'll find very few weathercasters who are not meteorologists—nobody would watch them."

During his career, which has included a weekend position in 1980 at then fledgling CNN, Norcross has

forecast weather in Los Angeles, San Francisco, Denver and Atlanta. He has produced five hurricane specials since coming to WTVJ in 1990, including one that concluded, via a construction testing facility, that taping windows was a waste of time and gave a false sense of security. "Windows don't break because of the wind, they break because debris hits them," Norcross says. "[Taping] does keep them from shattering to some degree, but once the window comes in, everything is history anyway."

The specials were part of an effort spearheaded by Norcross to position WTVJ as Miami's hurricane authority. That effort included the Channel Four Storm Center, complete with new tracking and forecasting equipment.

But money and effort would not have been enough, says Norcross, had there not been an emergency plan to coordinate efforts and provide efficient coverage, and someone clearly in charge. "As part of that plan,"

Norcross says, "there has to be at least one person the coverage will focus on. You can't let format get in the way of coverage when you're in a crisis."

Norcross believes in an emergency plan enough to advocate that the FCC make it the centerpiece of its public service requirement, even if it means picking up the feed of another station, such as the agreement between WTVJ and WHYI-FM.

Since covering Andrew, the thousands of letters, three pending movie deals and talk at the station of a possible permanent anchor spot have not

swayed him from his appointed rounds. As of last Monday, Norcross was back in front of the chroma-key. ■

**Chief meteorologist, WTVJ(TV) Miami; b. Nov. 25, 1950, Riverside, N.J.; B.S., math, Florida State University, 1972; M.S., meteorology and communications, FSU, 1980; staff engineer, WFSU-TV Tallahassee, Fla., 1972-73; staff engineer, WXIA-TV Atlanta (formerly WAXI-TV), 1973-74; staff director, WXIA-TV, 1974-75; newscast director, KUSA-TV Denver, 1975-76; news producer/director, KUSA-TV, 1976-78; news director, WLKY-TV Louisville, 1978-79; broadcast news production-engineering consultant, 1979-84; weathercaster, WTXL-TV Tallahassee (formerly WECA-TV), 1979-80; weekend weathercaster, CNN, 1980; weekend weathercaster, KGO-TV San Francisco, 1980-81; executive producer for documentaries and magazines, WTBS(TV) Atlanta, and weekend weathercaster, WXIA-TV Atlanta, 1981-82; weathercaster, WPLG(TV) Miami, 1983-90; present position since 1990.**

# In Brief

**Jeff Franklin, creator and executive producer of ABC's rookie comedy *Hangin' with Mr. Cooper*, has unexpectedly left the show only a few weeks before its debut.** Neither officials at Lorimar, the studio that produces the show, nor publicists for Franklin would comment on the matter other than to acknowledge his leaving. According to speculation, Danny Kallis, co-executive producer, is expected to take over the helm of the series. It's not known what effect this situation will have on Franklin's overall deal with Lorimar. He signed his three-year deal in March 1991, commanding between \$5 million and \$7 million.

**Chase Communications exited television broadcasting last week with a definitive agreement to sell its four Fox affiliates to Renaissance Communications for cash and stock (see "Changing Hands"). Terms were not disclosed, but most recent estimates peg the selling price at close to \$200 million.** The stations are WATL(TV) Atlanta; KDVR(TV) Denver; WTIC-TV Hartford, Conn., and WXIN(TV) Indianapolis. Renaissance President Michael Finkelstein stressed that a possible future public offering of the company would not occur before the deal closed. Renaissance will sell its other station in the Hartford market, WTXN(TV) Waterbury, as required by the current FCC one-to-a-market rule.

**Despite President Bush's refusal to appear at the first of the proposed single-moderator debates (on Sept. 22) if they remain in that format, the Commission on Presidential Debates is still going ahead as planned, at least for now.** It met last week with network, station, and radio representatives to discuss the logistics of coverage of the debate. Sept. 16 is when the commission is scheduled to start setting

NSS POCKETPIECE	
(Nielsen's top ranked syndicated shows for the week ending Aug. 23. Numbers represent aggregate rating average/stations-% coverage)	
1. Wheel Of Fortune.....	11.9/224/96
2. Jeopardy.....	10.2/214/96
3. Oprah Winfrey Show.....	9.7/230/99
4. Star Trek.....	8.8/243/99
5. Entertainment Tonight.....	7.6/189/95
6. Married...With Children.....	7.3/176/94
7. Current Affair.....	6.9/182/94
8. Inside Edition.....	6.7/145/89
9. Cosby Show.....	6.5/199/96
10. Wheel Of Fortune-wind.....	6.2/170/70
11. Donahue.....	5.7/230/98
12. WKRP In Cincinnati.....	5.4/236/98
13. Selly Jessy Raphael.....	5.3/211/97
14. Baywatch.....	4.8/155/90
14. Hard Copy.....	4.8/178/91

up for the debate at Michigan State University, but it will halt preparations if it has not heard from the Bush campaign by then. It is now up to the Clinton and Bush campaigns to ne-

gotiate a debate format acceptable to both, said the commission's media director, Bob Neuman. Clinton had approved the original format (three single-moderator debates) and has vowed to show up at Michigan State whether Bush is there or not. The Bush campaign has said it prefers just two debates with a panel of questioners.

**Magnum, P.I. continues to generate substantial back-end revenue for MCA. Word last week was that the company has agreed to sell a third-cycle syndication package of 156 episodes to MCA/Paramount-owned USA Network for around \$150,000 per episode, or \$23.4 million.** The four-year deal kicks in in 1994, with two years non-exclusive (the last two-years of the second broadcast syndication cycle) and two years exclusive. It's said to

## CNN JUST SAYS NO TO BUSH AD

**C**NN was approached about airing the five-minute commercial for President Bush that ran on the three broadcast networks last Thursday night, but declined to do so. The network does not accept commercials longer than two minutes, and the FCC does not require cable networks to accept political advertising. The five-minute spots were the Bush campaign's first lowest-unit-rate buys of the election. The networks had to cut back on promotion time and slightly shorten the preceding programing to make room for the ads. The campaign spent \$295,000 to run its ad at 10:55 on CBS's *Middle Ages* and \$250,000 to run it on NBC's *L.A. Law*, also at 10:55. ABC refused to air the ad at the same time, at the end of *PrimeTime Live*, and instead ran the \$200,000 spot at 9:55 after *Homefront*. The network has a policy "not to cut news programing to accommodate commercials," said a spokesman. The Bush campaign has also bought 60-second spots on ABC, NBC and CBS. On ABC: *Monday Night Football*, Saturday college football, *Full House*, *Home Improvement*, *Going to Extremes*, *Room for Two*, *Covington Cross* and *Crossroads*, and a movie. On NBC: *Secret Service*, *I Witness Video*, *Unsolved Mysteries*, *Cosby*, *Night Court*, *Round Table* and the *Miss America Pageant*. And on CBS: three spots on yesterday's U.S. Open men's finals.

In other political advertising news, Clinton has made a regional buy on ABC, for a total of \$120,000, airing spots in the East Central region on Sept. 28. And yes, that was Lyndon LaRouche on CBS last Friday night. The perennial presidential candidate bought a half-hour at 10:30 on the network for \$240,000.

-SDM



be the first major off-network property USA has agreed to buy on a non-exclusive basis. In its first cycle, *Magnum* earned a record (which still holds) \$2.5 million an episode for an off-network hour in syndication. *Cosby*, of course, is the all-time off-network revenue generator at about \$4 million per episode.

**The American Association of Advertising Agencies' media policy committee last week endorsed a plan set forth by TV station advertising representatives to create a system that will electronically link reps, TV stations and ad agencies** to enable them to communicate about inventory avails and keep track of ads that have run. The proposed system appears to be a scaled-down version of an earlier plan the reps were working on, which was a more extensive electronic communications system (see BROADCASTING, April 27). The reps, headed by Katz Communications President Tom Olson, are currently in search of a vendor to create the system.

**Financially troubled Jacor Communications reported last Friday (Sept. 11) that the maturity date on a \$4 million note held by Zell/Chilmark L.P. was extended to Sept. 16.** The maturity date on \$115.7 million of the company's senior debt has been extended until Sept. 15. Jacor owns 11 radio stations, including AM/FM combos in Atlanta, Cincinnati, Denver, Jacksonville and Tampa.

**KEYV(FM) Las Vegas was sold by Unicom Broadcasting of Nevada Inc. to Broadcast Associates Inc. for \$2.25 million;** the parties plan to enter into an LMA. Unicom is headed by Andrew Molasky and is also licensee of KEYW(FM) Pasco, Wash. Unicom recently sold KEYF-AM-FM Spokane, Wash. The buyer is headed by Steve Gold, and also owns KFMS-AM-FM Las Vegas. Broker: Kalil & Co.

**GE American Communications saw Satcom C-3, the second of its two new-generation cable TV satellites, delivered safely into orbit by Arianespace last Thursday (Sept. 10).** Deployment of antennas and solar array and payload tests remain to be accomplished over the next six weeks, before more than 20 services, including Showtime,



*Top newsmakers of 1991 presented this year's National Academy of Television Arts & Sciences News and Documentary Emmy Awards last Wednesday night at the Plaza Hotel in New York. Final award tallies: ABC (15), PBS (11), CBS (10), TBS (5), NBC (4), CNN (2), Discovery (2) and HBO (2). Pictured above (l-r): NATAS Chairman Michael Collyer; NATAS President John Cannon; Emmy winner and CNN correspondent Peter Arnett for his coverage of the Gulf War; presenter Anita Hill, Oklahoma University law professor, and former Desert Storm General and Chief of Operations, Joint Chiefs of Staff, Thomas Kelly (U.S. Army retired), who presented the award to Arnett.*

MTV, A&E, C-Span, Family Channel and Prime Network, can move aboard C-3 at 131 degrees west longitude.

**CBS Radio said last week that it is not renewing *Walter Cronkite's 20th Century*, a daily 90-second program carried by the radio network.** A CBS spokeswoman said the show will air its last edition on Sept. 25. The decision not to renew the program was in keeping with the network's attempts to provide more hard news and fewer news features, the spokeswoman said.

**Paramount Network Television has signed film director/cinematographer Ernest Dickerson to direct the two-hour premiere episode of *The Untouchables*,** a first-run drama series set to debut in syndication in January 1993. The two-hour episode, which will be shot in Chicago, will be executive-produced by Christopher Crowe for Paramount Network Television and distributed by Paramount Domestic Television.

Warner Bros. Domestic Television Distribution late last week announced that ***NightTalk with Jane Whitney*, which began a slow market rollout last March in 21 markets, will continue on a "controlled build" to-**

**ward a full national run in January 1993.**

**Executives at Country Music Television are looking to expand the music video cable network into Europe by year's end.** CMT has been conducting focus groups in London to determine the right programming mix for an overseas version of the channel and is currently negotiating with record labels to secure international rights.

**The National Academy of Cable Programming announced last week the 14th Annual CableAce Awards will air exclusively on Lifetime Television on Sunday, Jan. 17, 1993.**

**The Electronic Industries Association will hold a Closed Captioning Technical Seminar, Oct. 15, in Washington.** Thomson and Philips Consumer Electronics last week said they will build Motorola Inc.'s single-chip microcontroller for closed-caption functions in sets 13 inches and larger sold in the U.S. after June 30, 1993. For information on events, including EIA's Fourth Annual Digital Video Communications Workshop (Sept. 30-Oct. 2, in Boston), call Maxine Stone at (202) 457-4975.

# Editorials

## DAMNED IF YOU DO

**C**aring for all sides of the Fifth Estate, one can only be ambivalent about the cable bill now poised for passage. Its retransmission-consent/must-carry provision is clearly in the best interests of the broadcasting industry, and for that reason we support it. The program-access and rate-regulation provisions are just as clearly draconian, and for those reasons we oppose it.

President Bush faces a dilemma. The cable bill violates all his principles of deregulation and a market economy. On the other hand, in this election year, it is labeled pro-consumer, and vetoing such a measure could exacerbate his existing deficit among voters. Moreover, the anti-cable forces may well be able to overturn the veto, the first such defeat of his Presidency. A lose/lose proposition.

Where is the line-item veto when you need one?

## COUNTING THE HOURS

**T**he hour drama, which not long ago was looking like a noncandidate in broadcast syndication, got another vote of confidence last week, although the returns will not be in until 1994.

A glance at the local TV listings provides ample evidence of the number of high-profile hour dramas that have gone the less lucrative cable network route in recent years—*L.A. Law*, *thirtysomething*, *China Beach*, *Quantum Leap*, to name a few. The news last week that Worldvision's hour teen drama *Beverly Hills, 90210*—targeted for a 1994 rollout—had found takers in five of the top 10 broadcast markets was a break with that recent history, and one that the industry, particularly long-form producers, will be eyeing with interest. (It didn't hurt that Worldvision has a two-year commitment from Fox for the series and has thus guaranteed 100 episodes for stripping.) It's not surprising that Worldvision would target broadcasters and the more lucrative license fees and barter opportunities there. But others with similar hopes have had to lower their sights and settle for the bird in the hand of a cable run. Worldvision, in fact, already had an offer from Lifetime. In light of that history, the top market interest in the show came as a pleasant surprise to the long-form community. Although there have been recent sales of a few action hours to stations (*In the Heat of the Night* and *Wiseguy*, for example) long-form's future may well hinge on the "18-34somethings" to which *90210* caters.

A *90210* success story in broadcast syndication would be a shot in the arm for the genre in general—and for the stable of teen-targeted hours getting network shots, whose

path to station syndication would be greased by a strong showing by *90210*. That payoff, if it comes, is still a ways in the future, but it is a future that appears rosier for long-form than its recent past.

## WEARING WELL

**W**hatever the outcome of the cable bill battle, broadcasters can be satisfied that their team fought the good fight. Only a President can stop them now.

It's been 10 years since Eddie Fritts took over leadership of the National Association of Broadcasters—a development this page viewed with alarm. We were concerned that the search process hadn't gone far enough or wide enough to discover the best possible candidate, and we kept close watch on 1771 N Street in the first years of the Fritts administration. When Senator Bob Packwood declared that the NAB couldn't lobby its way out of a paper bag, that sounded about right to us.

Well, the senator has recanted and we have too. Ten years later, Eddie Fritts has built the NAB into a formidable presence and has secured his own reputation as a hard-working, savvy, thoroughly expert advocate for the broadcasting industry. One measure of the Fritts presidency has been his grace under pressure—particularly that applied by this page. No matter how provoked, he never refused to return our calls nor did he ever give less than responsive answers to our questions. Such statesmanship is as rare as it is welcome in the media/source relationship.

We'll continue to keep close watch on the NAB, but we've long since stopped expecting the worst. Eddie Fritts doesn't need our endorsement, but he's earned it just the same.



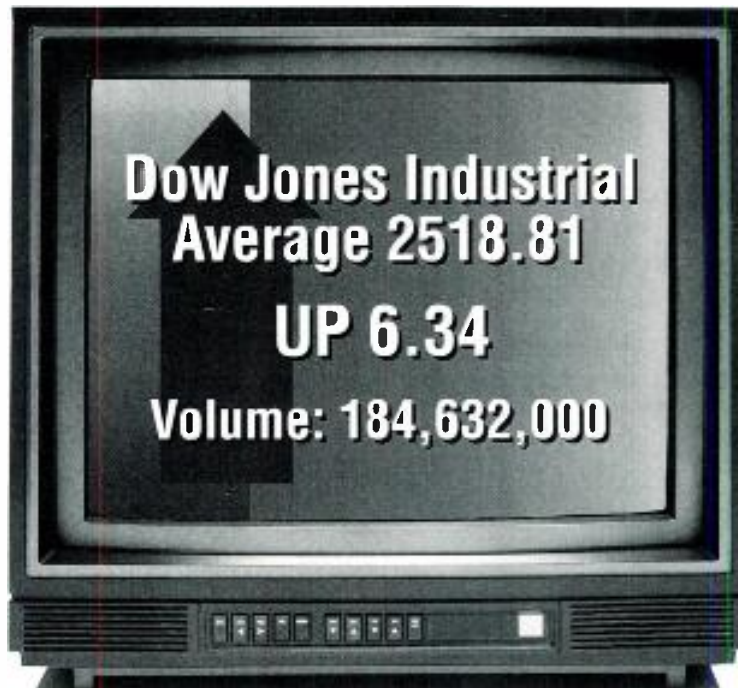
Drawn for BROADCASTING by Jack Schmidt

"The phone company is doing some video tests."





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