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60th Year 1991

TELEVISION / 32

New Line takes aim at market; PBS loses campaign contribution

RADIO / 40

Programers look to capitalize on fragmented future

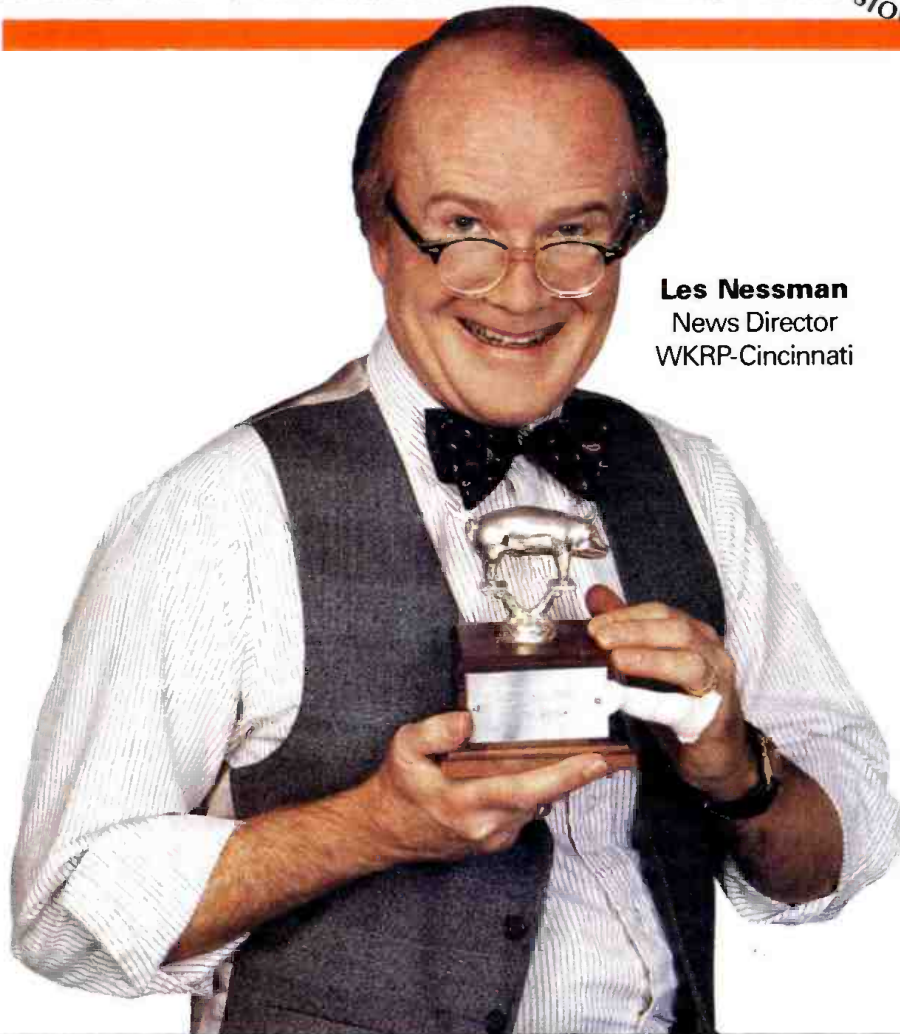
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Exclusive look at ABRY Communications' fast-growing TV group

Newsman of the Year



Les Nessman
News Director
WKRP-Cincinnati

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Vol. 121 No. 1 \$2.50

TV NETWORKS 1991
Fine line between profit and loss
FCC's downbeat report on broadcast TV to be focus of dereg inquiry

TINY TOON

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Tom Ruegger, Producer · Ken Boyer, Director · Art Leonardi, Director
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"Main Title Theme"
Bruce Broughton, Composer & Lyricist
Wayne Kaatz, Lyricist · Tom Ruegger, Lyricist

OUTSTANDING ACHIEVEMENT IN MUSIC DIRECTION AND COMPOSITION

"Fields of Honey"
William Ross, Composer



IS WIN BIG!



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THIS WEEK

23 / TV NETWORKS HEADING FOR PROFITLESS 1991

Securities analysts predict that combined profits of ABC, CBS and NBC will disappear this year due to rising costs and falling revenue. Outlook for long-term is brighter, however.

23 / FCC TO THE RESCUE

In wake of OPP report on problems ahead for over-the-air broadcasting, FCC this week will likely adopt broad inquiry to see if it can help by changing or dropping various rules.

24 / PEOPLE IN THE NEWS

A look at the three people responsible for the OPP's predictions on the fate of broadcast and cable TV: Robert Pepper, Florence Setzer and Jonathan Levy.

25 / WHAT'S NEXT?

OPP's Robert Pepper sits down with BROADCASTING and answers questions about the implications of his office's study.

26 / SHEDDING SOME LIGHT ON THOMAS

Some insight into Supreme Court nominee Clarence Thomas may be gained from an appeals court decision in which he participated on the FCC's women's preference policies.



These are the three authors of the FCC's Office of Plans and Policy's report on the future of broadcasting and cable (l-r): Florence Setzer, OPP Chief Robert Pepper and Jonathan Levy (page 24).

27 / BEHIND THE SCENES AT ABC, CBS, NBC

New book by Ken Auletta details upheavals at all three television networks in the 1980's following new ownership. Clashes between new owners and existing management and talent are recounted in great detail in "The Three Blind Mice: How the Networks Lost Their Way." Book will be published by Random House next month.

28 / GOING THEIR OWN WAY

NCTA, CATA, TCI and Time Warner turn down invitation from NAB to join in meeting to discuss industry guidelines following passage of Television Violence Act. Cable says it will develop its own set of standards.

29 / FOX, LBS SUE AND COUNTERSUE

20th Century Fox is suing LBS over revenues due company under barter sales agreement for Fox syndication properties. LBS has filed counter claim alleging Fox is trying to force LBS out of business so that, among other things, Fox can capture rights to popular game show, *Family Feud*.

30 / HANDS TIED

Networks were chaffing a bit last week at clause in prime time access rules that restricts what they are allowed to do in first-run syndication. Joining them were some syndicators who have been working with O&O's on shows. Issue came to head over clause in final report and order prohibiting any network-produced first-run syndicated shows in access

on affiliates in top 50 markets. Falling under definition are several shows currently being produced by network O&O's, including NBC-Viacom's *Johnny B... On the Loose*, which has been testing in access on NBC-owned WMAQ-TV Chicago and Viacom-owned NBC affiliate KMOV-TV St. Louis.

32 / NEW LINE SHOWS OFF ITS NEW LINE

New Line Television Distribution, which launched at NATPE convention in January, is armed with first-run and off-cable series and movie package that includes popular Teenage Mutant Ninja Turtles theatricals, with which it hopes to make its mark in tough syndicated marketplace.

36 / PBS LOSES CAMPAIGN FUNDING

Markle Foundation pulls planned funding of ambitious PBS 1992 election program/public service effort, citing broadcasting service indecision, underfunding and lack of commitment by service to effort as "a very high priority, perhaps a first priority," according to letter from foundation to project's supporters. Foundation will now look to 1996 elections, eyeing experimental and interactive TV, and possible alliance with commercial TV.

40 / CAPITALIZING ON A FRAGMENTED FUTURE

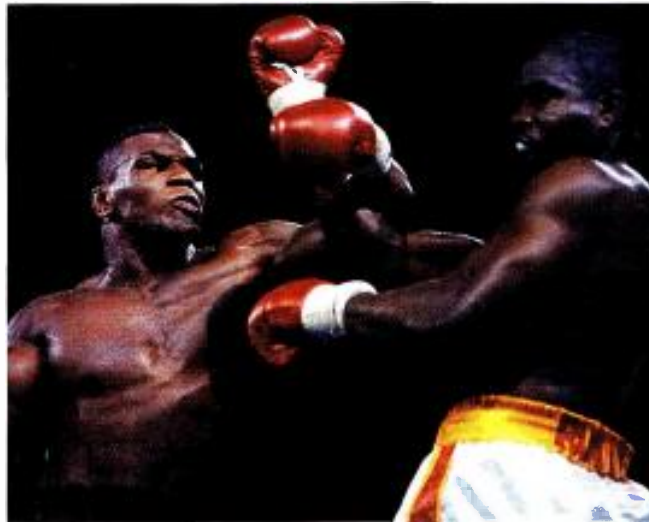
Listener loyalty in rapidly changing music industry has created a range of increasingly narrow niches. The result has been format splintering as suppliers try to keep pace with eclectic demand.

41 / RADIO ON TV

With radio stations spending some \$160 million yearly to promote themselves, New York-based company Effective Media Services is rolling out EFORT marketing plan to help radio stations advertise themselves effectively on TV.

43 / INDEPENDENT ABRY'S

Former consultants Andrew Banks and Royce Yudkoff (their initials form ABRY of ABRY Communications) have spent past two years buying independent TV's—five of them—while promising investors pre-tax return of 40%-50%. Harvard-educated partners are going about that task with acquisition strategy based on plenty of quantitative analysis,



Tyson-Ruddock II delivered a one-two PPV punch for cable operators. The June bout was one of several pay-per-view boxing and other specials on last month's card (page 48).

while keeping their eyes open for more stations.

48 / "AND THE WINNER": PPV

In busy pay-per-view month that included five boxing matches and specials, Tyson-Ruddock II still managed to generate a \$43 million take, second largest of year behind the nearly \$50 million for Holyfield-Foreman in April, and with buy rates approaching Tyson-Ruddock I.

49 / DAY IN COURT BEGINS

Courtroom Television Network, 24-hour cable channel devoted to judicial process, launched last week to 4.5 million cable homes in 38 states. Although debut was lacking hoped-for high-profile case, first day's fare included two criminal trials and parts of two civil cases in federal court, where a test of cameras also began last week. Said one Court TV executive: "We're a shadow of our future self." But same executive said that at launch, channel is "better than I thought it would be.

51 / ONE MORE TIME

FCC has asked U.S. court of Appeals in Washington for en banc rehearing of that court's decision (by three-judge panel including Supreme Court nominee Clarence Thomas) throwing out commission's 24-hour ban on indecency. Commission cites recent Supreme Court decision upholding nude dancing ban as well as earlier *Sable* decision in support of rehearing.

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51 / NAB TOPS HONORARIA SPENDERS

Once again, NAB was most generous telecommunications lobby in 1990 when it came to picking up tab for congressmen's speeches and travel. NCTA gained ground, while INTV appeared less active than in past years.

53 / TEST TIME

This week, enhanced-definition and high-definition television systems will begin to be scrutinized by the Advanced Television Testing Center, as it kicks off its year-long test of six systems, four of which propose digital delivery of HDTV via broadcast, cable, wireless and satellite. FCC, meanwhile, will issue broad notice of inquiry, probably in October, on any issue "not dependent on the test," including allocation of simulcast channels.

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

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The Fifth Estate TELEVISION Broadcasting Cable

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CLOSED CIRCUIT

WASHINGTON

Telcos on hold

Not on FCC's July 11 meeting agenda is proposal to launch review of statutory ban against telephone companies offering video services along with conventional telephone services.

Three weeks ago, FCC Chairman Alfred Sikes's office had considered pushing inquiry onto agenda, going so far as to have Office of Plans and Policy write memo on thrust of notice for other commissioners. But it ultimately decided to wait until this fall, saying Common Carrier Bureau, which is handling item, already has enough to do this summer.

Intra-commission politics may have also been factor in go-slow decision. Sikes, who has more liberal ideas about allowing telco's into television business than other commissioners, may have wanted more time to prepare way for notice. If delayed for political reasons, it would not have been first time. Sikes once promised to launch telco inquiry in July 1990.

More access?

Absent from FCC Office of Plans and Policy paper on future of broadcast TV (see "Top of the Week") was recommendation that Congress modify or repeal Cable Act's leased access provision. But OPP staff is still behind 1990's FCC Cable Report recommendation that provision be modified. Although Cable Report recommendation said minimal use of leased access channels is due to "cumbersome" enforcement procedures in 1984 Cable Act, OPP said changes in law might allow broadcasters opportunity to secure second, third or fourth channels, if they wanted them, to better compete in multichannel world. OPP said leased access is primarily cable issue and was therefore outside of paper's scope. OPP report said retransmission consent and compulsory copyright were more important to broadcast industry in general than must carry was for security of small number of stations. Position is consistent with Cable Report on must carry, OPP said, because Cable Report suggested must carry be adopted during

LOW BIDDERS?

Deadline Viacom Enterprises set for return on bids for *Roseanne* in Chicago—one of last remaining top 10 markets not closed—passed last Tuesday with sources indicating four independent stations in market came in below \$45,000-per-week floor price. Chicago station sources indicated that WGBO-TV declined to return sealed envelope, while remaining indies—WGN-TV, WFLD-TV and WPWR-TV—did not make minimum, which translates to \$60,000 per episode cash license figure. In light of package deal Viacom signed with WWOR-TV for renegotiated renewal of *The Cosby Show* tied to other series (see "In Brief"), one station executive suggested WFLD-TV, *Cosby* incumbent in market, may be in best position to work deal for *Roseanne*.

Tough reception in Windy City, according to station sources there, is attributed to glut of off-network sitcoms and lack of early fringe and access time slots. Sources said *Roseanne*'s asking price was on par with Columbia Pictures Television's minimum set for *Married...With Children*.

transition period to full retransmission consent without compulsory copy-right.

Silver lining?

Sky may appear to be falling on broadcast television industry with release of "Pepper paper" (See "Top of the Week"), but station trading market is not expected to suffer from OPP predictions on future of television industry. Impact of OPP paper is that station trading multiples may never get any higher than they currently are—averaging around seven or eight times cash flow (down considerably from 10-12 times during buying frenzy of middle and late 1980's). More moderate cash flows, believe some at FCC, may keep speculators out of market. That scenario may be key to factor that could alter OPP projections. Because new station owners will more likely get into business to run station as going concern, rather than flip for profit, they could well be more able and committed broadcasters. Many of TV industry's problems have been caused by too few of those in recent past, some at FCC believe.

NEW YORK

One book

Nielsen Media Research recently held its annual client meeting in Florida and among topics discussed was feasibility of single book compiling net-

work and syndication data. Nielsen is planning on surveying its customers to determine next step toward single "pocketpiece." Pushing for change is Advertiser Syndicated Television Association (ASTA) which wants syndication and network books to be published on same schedule. By combining two, circulation of syndication book would be increased, said ASTA Executive Director Tim Duncan, allowing more agencies to consider syndication when buying national broadcast.

Road show

Networks are not only ones to make upfront presentations to advertisers. CBS's five owned television stations are making separate but similar presentations to media buyers in local markets and national spot buying community. In addition to five owned-station markets (New York, Los Angeles, Chicago, Philadelphia and Miami), CBS station group is making presentations in Boston, San Francisco and Atlanta.

Tracking the elusive pilot

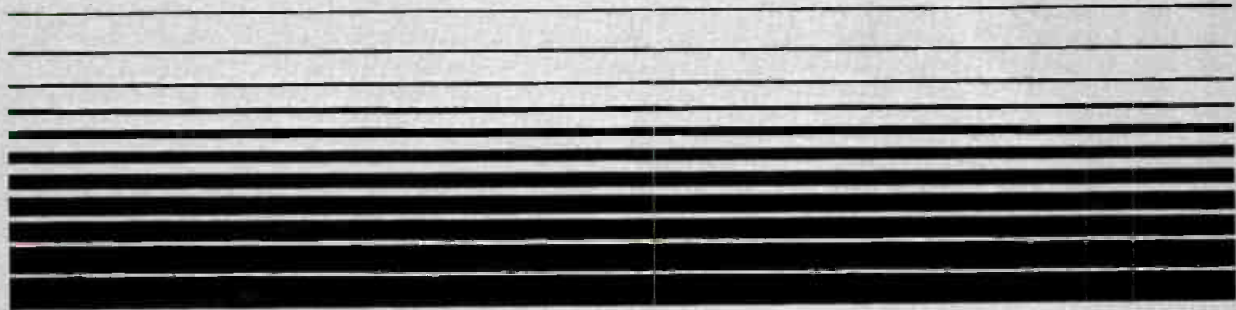
New York management consulting firm McKinsey & Co. is apparently exploring possibility of building database of statistics on development projects, pilots and series to help it track success of television programming by genre. For example, what are odds that half-hour network comedy development project makes it to schedule,

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National Representative
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Jacksonville, FL



PERFORMANCE IS THE BOTTOM LINE.



A May

IN MAY, ARSENIO



ARSENIO IS #1 AMONG

MARKET	STATION/AFF.	WOMEN 18-34
New York	WWOR/I	#1
Los Angeles	KCOP/I	#1
Philadelphia	WTXF/I	#1
San Francisco	KBHK/I	#1
Boston	WLV/I	#1
Washington, D.C.	WUSA/C	#1
Detroit	WJBK/C	#1
Houston	KTXH/I	#1
Cleveland*	WJW/C	#1
Atlanta	WAGA/C	#1
Tampa	WTOG/I	#1
Seattle	KCPQ/I	#1
Miami	WSVN/I	#1
St. Louis	KTVI/A	#1
Sacramento	KXTV/C	#1
Baltimore	WBFF/I	#1
Hartford	WFSB/C	#1
San Diego	XETV/I	#1
Orlando	WOFL/I	#1
Indianapolis	WXIN/I	#1
Portland	KPTV/I	#1
Cincinnati	WCPO/C	#1
Kansas City	KSHB/I	#1
Charlotte	WJZY/I	#1
Nashville	WZTV/I	#1
Raleigh-Durham	WLFL/I	#1
Columbus, OH	WBNS/C	#1
Greenville-Spart-Asheville*	WHNS/I	#1
New Orleans	WNOL/I	#1
Grand Rapids	WXMI/I	#1
Memphis	WPTY/I	#1
San Antonio	KRRT/I	#1
Salt Lake City	KSTU/I	#1
Norfolk-Portsmouth-Nws	WTVZ/I	#1
Harrisburg	WPMT/I	#1
Birmingham	WTTQ/I	#1
W. Palm Beach-Ft. Pierce	WFLX/I	#1
Greensboro-H. Point	WNRW/I	#1
Louisville	WDRB/I	#1
Dayton	WRGT/I	#1
Charleston*	WVAH/I	#1
Jacksonville*	WAWS/I	#1
Tulsa	KOKI/I	#1
Little Rock-Pine Bluff	KTHV/C	#1
Fresno-Viealia	KMPH/I	#1
Richmond-Petersburg	WRLH/I	#1
Knoxville*	WKXT/C	#1
Wichita*	KSAS/I	#1
Mobile-Pensacola	WPMI/I	#1
Green Bay	WXGZ/I	#1

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ZING!

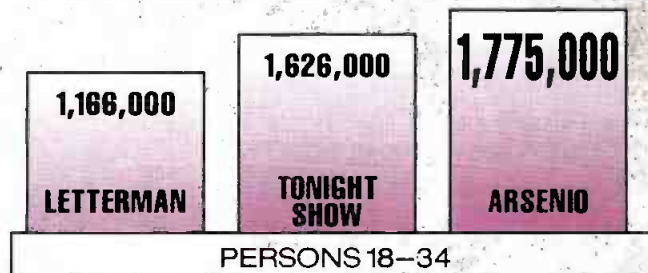
ZINGED THE COMPETITION IN KEY DEMOS

LATE-NIGHT TALK SHOWS

MARKET	STATION/AFF.	WOMEN 18-34
Albany	KSLA/C	#1
Anchorage	KHNL/I	#1
Boston	WUHF/I	#1
Buffalo	KBVO/I	#1
Chattanooga	KBSI/I	#1
Cincinnati	WDKY/I	#1
Cleveland	WRSP/I	#1
Columbus	KTTU/I	#1
Dallas-Ft. Worth	KLJB/I	#1
Detroit	WDSI/I	#1
Las Vegas	KVVU/I	#1
Los Angeles	WACH/I	#1
Memphis	WAAY/A	#1
Minneapolis	WMSN/I	#1
Mobile	WYTV/A	#1
Myrtle Beach	WFTX/I	#1
Nashville	KWKT/I	#1
New Orleans	WBRZ/A	#1
Northwest Florida	KXRM/I	#1
Omaha	WPTA/A	#1
Orlando	KVIA/A	#1
Philadelphia	WTOC/C	#1
Pittsburgh	WCTI/A	#1
Portland	WCOV/I	#1
Raleigh	WLNS/C	#1
Richmond	WTAT/I	#1
Riverside	KVRR/I	#1
San Antonio	WJBF/A	#1
San Diego	KCBA/I	#1
Seattle	WYZZ/I	#1
Tampa	KRGV/A	#1
Tucson	KADN/I	#1
Tulsa	WTLH/I	#1
Wichita	KHBS/A	#1
Yonkers	KOLO/A	#1
Atlanta	WXTX/I	#1
Dayton	KLSR/I	#1
Denver	WMAZ/C	#1
Fort Worth	KARD/A	#1
Houston	KIII/A	#1
Indianapolis	WBTW/C	#1
Jacksonville	KUZZ/I	#1
Los Angeles	KFDM/C	#1
Phoenix	KJTL/I	#1
Portland	WIBW/C	#1
San Francisco	WWAY/A	#1
Texas	KPEJ/I	#1
Wichita	KJTV/I	#1

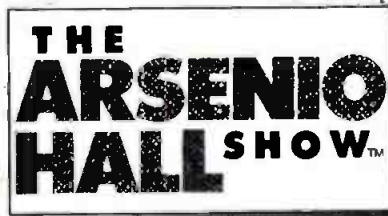
Source: May '91 NSI (ARB*) top 150 markets.

#1 IN PERSONS 18-34 vs. "TONIGHT SHOW" and "LETTERMAN"



Source: NTI, NSS Pocketpiece 5/6/91-5/31/91.

Arsenio's May-mentum scored impressive wins in a hotly contested sweep period. In market after market, **THE ARSENIO HALL SHOW** continued to dominate with young women. And in national ratings we maintained our position as the #1 late-night show with young adults. So,



who's leading the way with the late-night generation? It's a may-zing you should even ask.



FIN-SYN FIGHT: CBS, NBC PETITION FCC; ABC IN COURT

Although none is excited by prospect, the battle over the financial interest and syndication rules at the FCC will be rejoined today (July 8) with petitions asking the agency to reconsider the new fin-syn rules that were adopted in April and went into effect last Friday.

In a joint petition, CBS and NBC will ask the agency for greater freedom in domestic syndication—specifically, the ability to syndicate their own first-run programs and any off-network programs from other networks.

The two networks will also ask the agency to modify or eliminate some of the "anti-extraction" safeguards, arguing they are overlapping and have the collective effect of discouraging the networks from acquiring back rights in outside produced programming and from developing in-house co-productions.

To the dismay of CBS and NBC, ABC opted not to join them in asking for modifications on reconsideration. David Westin, vice president-general counsel, Capcities/ABC, said network felt an FCC petition would be fruitless and the next step should be a court challenge. To that end, he said, Capcities/ABC would petition the appeals court for review today. Sources at the other networks attributed ABC's dropping out of the FCC fray to its lack of interest in syndication—one of principal thrusts of the CBS-NBC petition.

While the two networks ask to further liberalize the rules, Hollywood's Coalition to Preserve the Financial Interest and Syndication Rules will petition to strengthen them. Among other things, it will ask for tougher anti-extraction safeguards and a cap on the movies and mini-series the networks may produce in-house.

and then odds that it would survive to reap syndicated back end? Such tracking, if feasible, would obviously be useful information to provide company weighing decision of whether to invest in program production.

CUBA

Tagging along

Sports division will not be alone next month when Capital Cities/ABC heads to Cuba to cover 11th Annual Pan American Games (see page 55). Riding piggyback on historic trip will be ABC news and entertainment personnel to scout out stories for *Good Morning America*, *Nightline* and other network programming. Miami-based ABC News correspondent John Quinones will be among those on hand providing commentary during competition.

LANDOVER

Price of Discovery

Landover, Md.-based Discovery Channel is instituting new rate card for affiliates. Rate for 1992 will be 11 cents, followed by 13, 15, 17 and 19.5 cents for years 1993 through 1996. Those rates are for charter affiliates who are eligible for advertising rebate money (approximately 90% of systems carrying Discovery). Rest of affiliates will be paying at substantially higher rate, starting at 22 cents in 1992, but increasing only one cent per year to

26 cents in 1996.

It appears unlikely Learning Channel rate card will be folded into Discovery, which had been under discussion. Exact direction of Learning Channel programming has not been determined, and with many Discovery contracts up at year's end, network wanted to begin letting MSO's know rate structure before budget season begins. In addition, potential of additional partners in Learning Channel could make bundled rate card more problematic from business and accounting standpoints.

BALA CYNWYD

Primestar primer

Be on lookout next week for first-time release of market test results from Primestar, as mid-power Ku-band direct satellite broadcast service nears nine months since its limited launch last November. Final meeting of distributors in 40 markets will provide forum for release of "some important findings," said Primestar President John Cusick.

Meeting will also mark turn toward gradual national launch of service that leases three-foot dishes and receivers and delivers package of seven superstations, three pay-per-view channels and Japan TV for monthly fee. With custom microchip work and equipment delivery delays overcome, Primestar will expand distribution first through cable systems within, and then beyond, nine MSO's with equity in-

terest in operation.

Among "competitively sensitive" data not to be released is sub count, although Cusick said Congressman Billy Tauzin (D-La.) was "wrong" when he said Primestar has garnered only 750 customers so far (BROADCASTING, June 24). "Our subs are in the thousands," Cusick said.

ST. LOUIS

Sold!

Country-formatted WKKX(FM) Jerseyville, Ill., was auctioned for \$1.85 million last week. Station had been in receivership with Don Cavaleri listed as receiver. Auction winner was Zimmer Group.

DENVER

Test sites

Encore officials are expected to announce this week list of MSO's that will begin testing of add-on pay programming service. Encore has gotten off to fast start with upwards of 750,000 orders through toll-free 1-800 number among Tele-Communications Inc. systems. TCI also has received 10,000 orders as first batch of business reply cards have arrived in mail. TCI hopes to attain 50% penetration for service, which would go long way toward Encore's breakeven figure of four million homes.

LOS ANGELES

'Dove' reprise

Outside sources say that CBS has ordered three-part, six-hour sequel to hit 1988-89 mini-series, *Lonesome Dove*, from co-producers RHI Entertainment and Motown Productions for broadcast in November 1992. Spokeswoman at CBS would only say that project is in development. It has been rumored that cast members from original four-parter, Tommy Lee Jones, Anjelica Huston, Dianne Lane and Ricky Schroder, have already been signed to reprise their characters. Robert Duvall, who also starred in Western saga based on Larry McMurtry novel, will likely not return, since his character died in *Lonesome Dove*, which averaged 23.8 rating/34 share for its initial run. Sources said that production will start in early 1992, with RHI Entertainment's Robert Halmi Sr. and Motown's Suzanne DePasse heading production, script for which will be penned by McMurtry.

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a few
new tricks.





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TONIGHT



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DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

July 7-10—*New England Cable Television Association* annual convention and exhibition. Speakers include FCC Commissioner Sherrie Marshall; Disney Channel President John Cooke; Colony Communications CEO Jack Clifford; Turner Networks' Terry McGuirk; Providence Journal Co. President Trygve Myhren, and Continental Cablevision President Mike Ritter. Newport Marriott and Sheraton Islander, Newport, R.I. Information: (617) 843-3418.

July 9—An evening of comedy with "Rent This Space," sponsored by *New York Television Academy Young Professionals*. The Duplex, New York. Information: Mike Perry, (212) 768-7050.

July 9—*American Women in Radio and Television, Oklahoma City Chapter*, luncheon. Applewood's, Oklahoma City. Information: Michelle Nalley (405) 478-6661.

July 9-11—*Idaho Cable Television Association* summer convention. Templin's Resort, Post Falls, Idaho. Information: (208) 345-0362.

July 10—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (818) 792-0421.

July 10—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jerry Baldwin, senior vice president, Synchronal Corp., on "Infomercials: What They Are and Where They're Going." Copacabana, New York. Information: (212) 768-7050.

July 10-12—Pro Audio Asia '91, third international trade exhibition for professionals in the recording, public address, sound reinforcement, installation/contracting, sound-for-vision, broadcast and duplication industries in Asia, organized by *Business & Industrial Trade Fairs Ltd.* World Trade Center, Singapore. Information, in Hong Kong: 575-6333.

July 11-13—*Satellite Broadcasting and Communications Association* trade show. Opryland Hotel, Nashville. Information: (800) 654-9276.

July 11-14—16th annual Upper Midwest Communications Conclave. Theme: "Life Is Hard, Radio Is Harder." Radisson Hotel South, Minneapolis, Minn. Information: (612) 927-4487.

July 12-14—*Oklahoma Association of Broadcasters* annual summer convention. Shangri La Resort, Grand Lake, Okla.

July 13—Employment assistance workshop sponsored by *National Capital Area Council of The Institute of Electrical and Electronics Engineers, Inc.* Sheraton Premiere, Vienna, Va. Information: (800) 562-2820.

July 13—Deadline for entries in Westinghouse Science Journalism Awards, administered by *American Association for the Advancement of Science*. Information: (202) 326-6440.

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

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

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

ALSO IN JULY

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

■ **July 17**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Stephen J. Levin, senior vice

MAJOR MEETINGS

July 11-13—*Satellite Broadcasting and Communications Association* trade show. Opryland, Nashville.

July 24-27—*Cable Television Administration and Marketing Society* annual conference. Opryland, Nashville.

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta.

Sept. 11-14—Radio '91 convention, sponsored by *National Association of Broadcasters*. Moscone Convention Center, San Francisco.

Sept. 24-29—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md.

Sept. 25-28—*Radio-Television News Directors Association* international conference and exhibition. Denver.

Oct. 1-3—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (212) 673-9166.

Oct. 3-6—*Society of Broadcast Engineers* fifth annual national convention. Houston. Future convention. Oct. 14-17, 1992. San Jose, Calif., and Oct. 13-16, 1993. Richmond, Va. Information: 1-800-225-8183.

Oct. 10-14—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 26-29—*Society of Motion Picture and Television Engineers* 133rd technical conference

and equipment exhibit. Los Angeles. Future conference: Nov. 10-13, 1992. Metro Toronto Convention Center, Toronto.

Oct. 27-30—*Association of National Advertisers* 82nd annual convention. Biltmore, Phoenix.

Nov. 20-22—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif.

Nov. 23-25—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera Hotel, Las Vegas.

Jan. 7-10, 1992—*Association of Independent Television Stations* annual convention. San Francisco.

Jan. 20-24, 1992—29th *NATPE International* convention, New Orleans Convention Center, New Orleans.

Jan. 25-29, 1992—49th annual *National Religious Broadcasters* convention. Washington. Information: (201) 428-5400.

Jan. 30-Feb. 2, 1992—*Radio Advertising Bureau* Managing Sales Conference. Nashville.

Feb. 7-8, 1992—26th annual *Society of Motion Picture and Television Engineers* television conference. Westin St. Francis Hotel, San Francisco.

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

March 2-4, 1992—*Television Bureau of Advertising* 37th annual meeting. Las Vegas Hilton,

Las Vegas. Information: (212) 486-1111.

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

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

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

April 13-16, 1992—*National Association of Broadcasters* 70th annual convention. Las Vegas Convention Center, Las Vegas. Future convention: Las Vegas, April 19-22, 1993.

April 19-24, 1992—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

■ **April 22-24, 1992**—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York. Future convention: April 28-30, 1993. Buena Vista Palace, Lake Buena Vista, Fla. and 1994. Town and Country Hotel, San Diego, Calif.

May 3-6, 1992—*National Cable Television Association* annual convention. Dallas. Future convention: June 6-9, 1993. San Francisco.

May 27-30, 1992—*American Women in Radio and Television* 41st annual convention. Phoenix.

July 2-7, 1992—*International Broadcasting Convention*. RAI Center, Amsterdam. Information: London—44 (71) 240-1871.

president and general manager, WNUJ-TV, Channel 47 (Telemundo) on "Spanish Language Television: Where the Past Meets the Future." Copacabana, New York. Information: (212) 768-7050.

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

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

■ **July 17-18**—Broadcast Cable Financial Management Association and Broadcast Cable Credit Association board of directors meeting. Buena Vista Palace, Lake Buena Vista, Fla. (in Disney World). Information: Cathy Lynch, (708) 296-0200.

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

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

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

■ **July 19**—"The Cable Cruise," luncheon and cruise on the Spirit of Philadelphia sponsored by Women In Cable, Greater Philadelphia chapter

and Cable Television Administrative and Marketing Society, Philadelphia chapter. Penn's Landing, Philadelphia. Information: Miriam Shigon, (215) 828-8316.

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

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

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

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

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

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

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

July 24-26—Cable Television Administration and

Marketing Society annual conference. Opryland, Nashville. Information: (703) 549-4200.

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

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

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

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

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

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

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

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

July 31-Aug. 2—Michigan Cable Television As-



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If you didn't read Broadcasting  Jul 1, you missed the definitive story on the FCC's bleak predictions for over-the-air TV and bright future for cable

ERRATA

David Detweiler is president of Commonwealth Communications Services, not Joseph M. Higgins, as reported in July 1 "Changing Hands" on sale of WHP-AM-FM Harrisburg, Pa.

Broker credit to **New England Media Inc.** for sale of WLPZ(AM)-WWGT(FM)-FM Westbrook-Portland, Me., was inadvertently omitted from July 1 "Changing Hands."

In July 1 "In Brief" on departure of Thomas Tannenbaum from Viacom Productions, it was incorrectly stated that Gus Lucas reported to Tannenbaum. In fact, **Tannenbaum reported to Lucas, who is president of West Coast operations, Viacom Productions, and executive VP, Viacom Entertainment Group.**

Production price of MSG Network's new series *Around the NFL* is \$1 million for all 22 episodes, not \$1 million per episode as reported in July 1 issue.

sociation annual summer meeting. Grand Traverse Resort, Traverse City, Mich. Information: (517) 482-2622.

AUGUST

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

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

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

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

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

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

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

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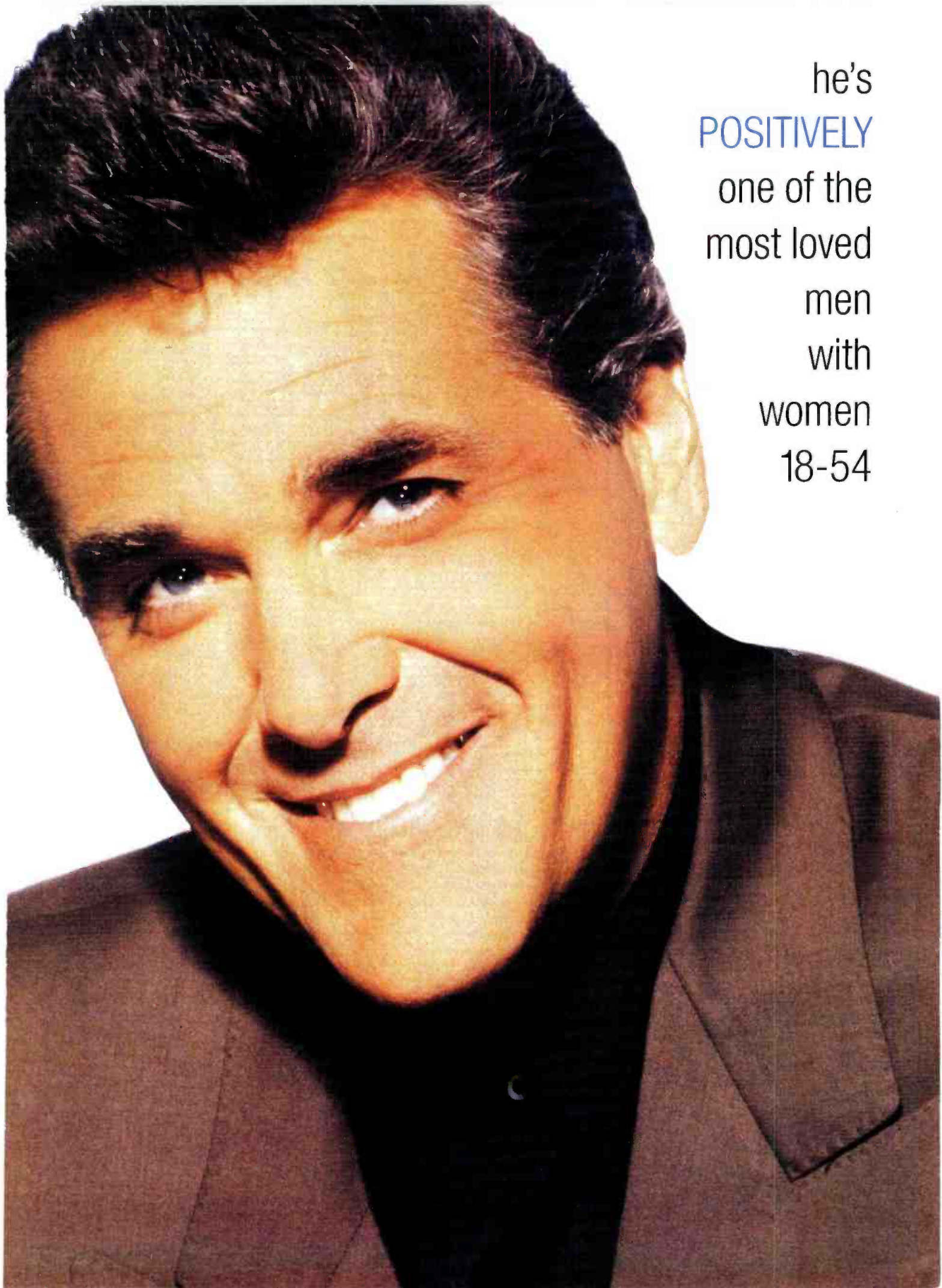
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MONDAY MEMO

A VCR/ratings commentary from Sheva Farkas, Ohio University School of Communications, Athens

Measuring viewing audiences is a challenge for researchers in both the academic and private sectors. Academic researchers have focused their attention on the effect of television on audiences, while the private sector has focused on who is watching. It would appear that these two segments have little in common. However, any dichotomy is as artificial as the methodologies used to measure audiences. With the advent of the VCR, it is time to look at why the ratings industry has moved so far away from the "audience" in its attempt to satisfy its clients.

The ratings industry has been caught in the middle between two client bases at odds with each other: (1) stations and networks want the largest possible audiences, since they can charge clients based on audience size as well as demographics, while (2) advertisers and their advertising agencies, who pay for each viewer, want the lowest audience level. The proliferation of VCR households now offers a chance to re-evaluate how ratings are calculated and reported.

Television ratings are generated by three major methodologies: (1) diaries are placed in households in small and medium markets for both viewing and demographic data; (2) household meters measure what television sets in metered households are tuned to, using diary data for demographics; and (3) peplemeters measure both viewing and demographic data in the largest markets and nationally (by Nielsen).

VCR usage is measured in both the diary and meter services. In the diary service, separate VCR diaries are sent to households along with regular viewing diaries. In the meter service, all VCR recordings are included in the database. However, playback data are not included in the calculation of ratings; it is assumed that if a program is recorded, it will be played back. The major reason for this is not methodological, it is technical.

Peplemeter systems were to be developed with the capability of measuring both VCR recording and playback, but here too the technological and methodological problems of measuring playback are enormous. Once the technological problems are overcome, the meter will be capable of measuring



many, if not all, of the activities VCR's are used for. The question of how this metering system will affect audience behavior by virtue of its limitations on mobility nevertheless remains.

Methodologically, the issue of playback focuses on the user of the data.

Networks and stations contend that playback of their programs should include playbacks that have commercials deleted by zapping and zipping. Advertisers and agencies feel that paying advertising rates based on these viewers in addition to live viewers is unfair. While the scope of the problem is still small, it is potentially a major source of conflict as VCR users become more adept at using their machines.

Playback of recorded material is assumed by both rating services to be 100% in spite of evidence showing that not everything recorded is, in fact, played.

This is the focus of the dilemma facing audience research. If audiences use the VCR as a different medium, why is it treated as an extension of television viewing? Computer use and home video games are not included in the ratings or homes using television (HUT) level. VCR usage may be more like going to the movies than watching television.

The "modest" proposal suggested is three-fold. VCR audiences should be studied independently of regular television audiences. Television ratings

should be just that: television audiences. The calculation methodology should include only live viewing of a program at the time it is broadcast/cablecast. Demographics should include only those actually watching the show as it was broadcast.

VCR activity should be reported independently including data on both record and playback. Record data should reveal whether programs were recorded while viewed, while viewing something else or while the set was off, and evidence of zapping of program material. Playback data should include separate ratings and demographics for the audience viewing a program at a later time, the amount of time zipped as the tape is played back and information on the percentage of programs recorded that are played back, including number of playbacks as well as the length of time between record and playback.

Measurement of television and VCR usage should acknowledge alternative uses of the technology.

The "modesty" of this proposal is that it asks the ratings services to become vendors of data and to stop trying

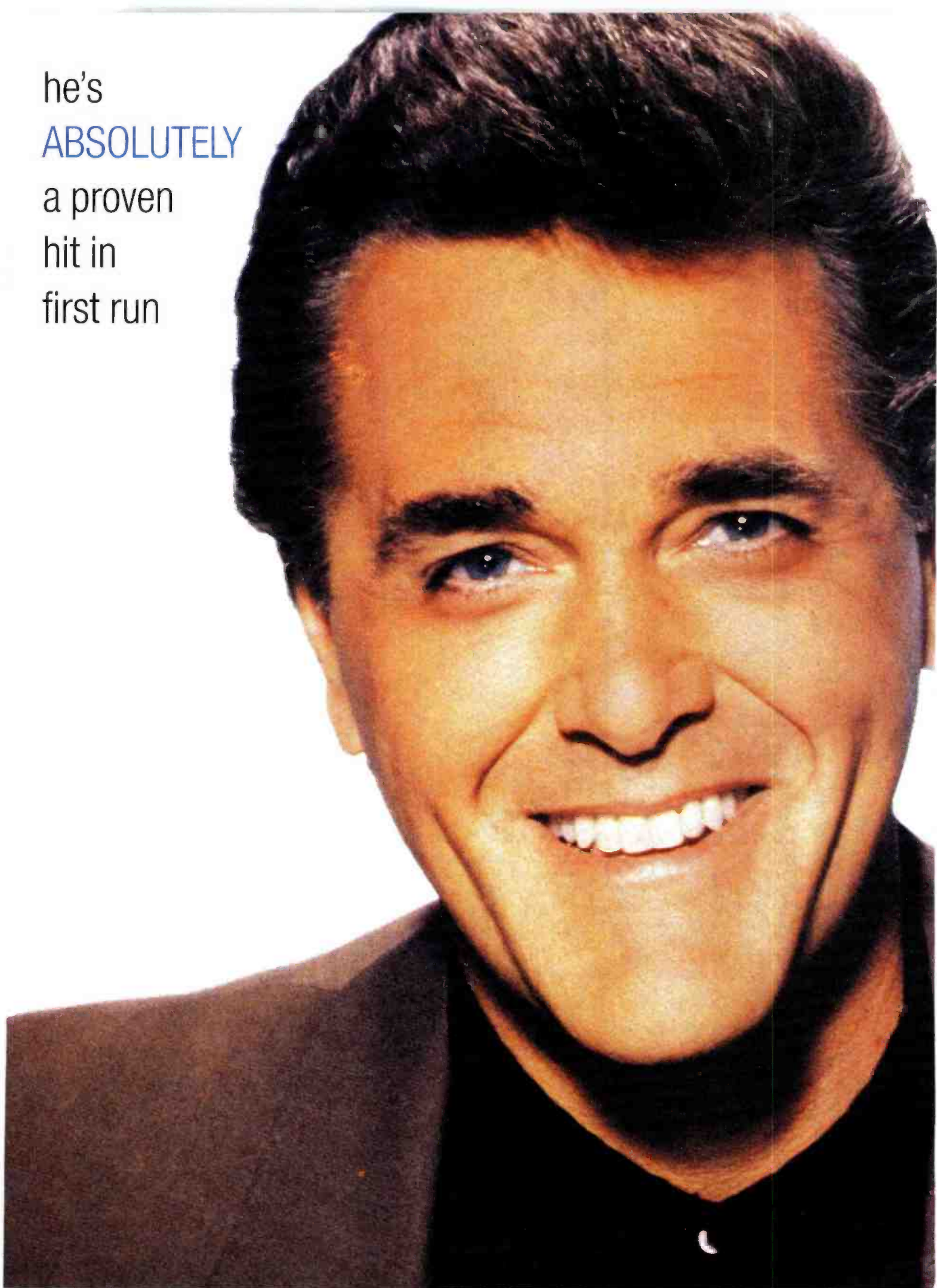
to be all things to all clients. The current manipulation of data to include VCR record data with the addition of simulated "viewers" ascribed by a computer program taints the data and makes it virtually useless for academic research. If a client feels that record data should be included in her/his ratings, it would be up to that client to add it (a simple task) and to justify its inclusion.

Audience behavior can also be studied to determine the effect of technological change on the use of the television set.

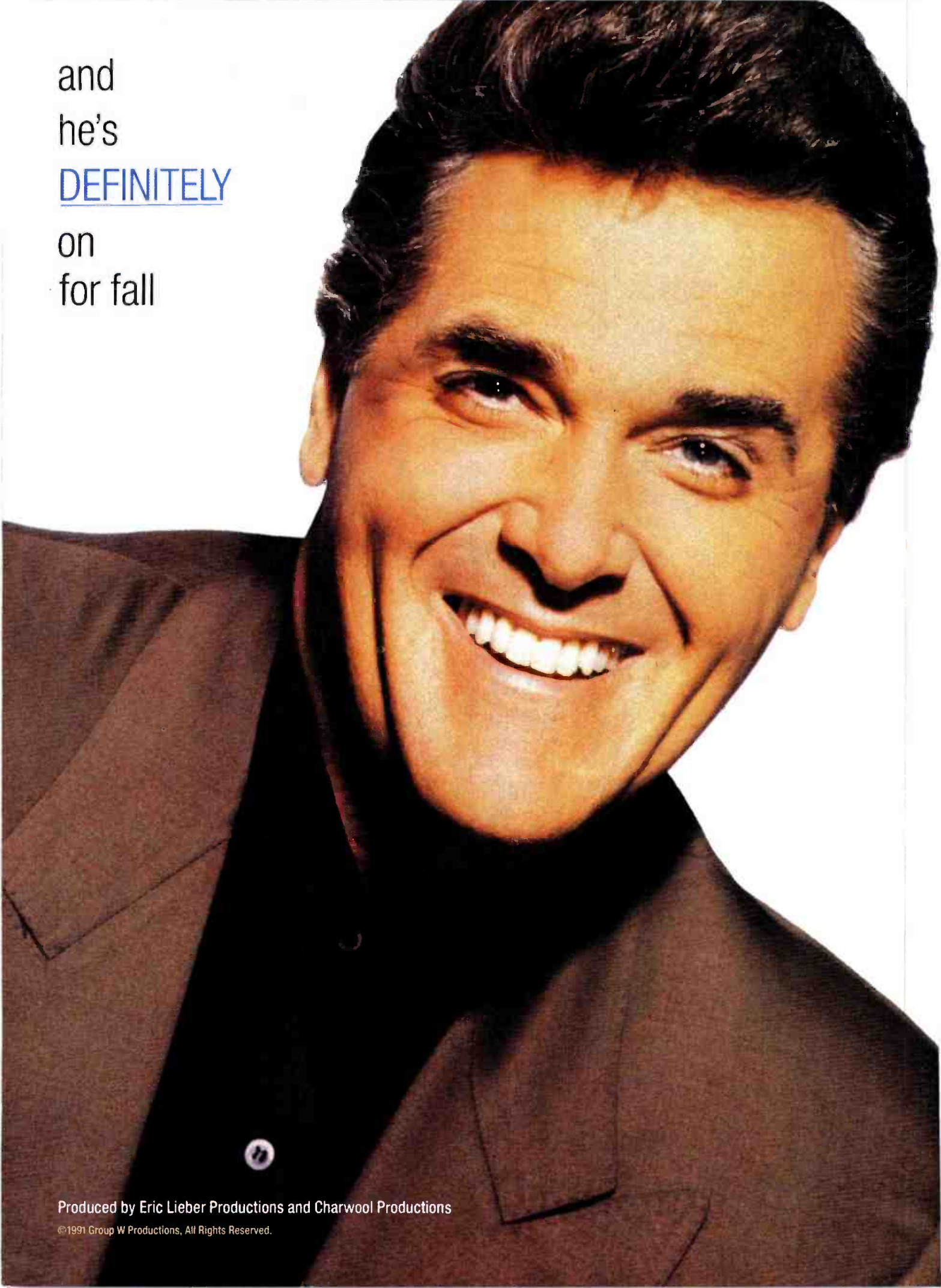
The final reason for the proposal is academically selfish. If the industry changes the way audiences are measured to distinguish actual behaviors, a wealth of data will be generated that can be used in the development of theoretical foundations for how audiences behave. This will add to the scholarly literature and provide the industry with a means of using the academic community in a relationship that benefits all participants. ■

"VCR activity should be reported independently including data on both record and playback."

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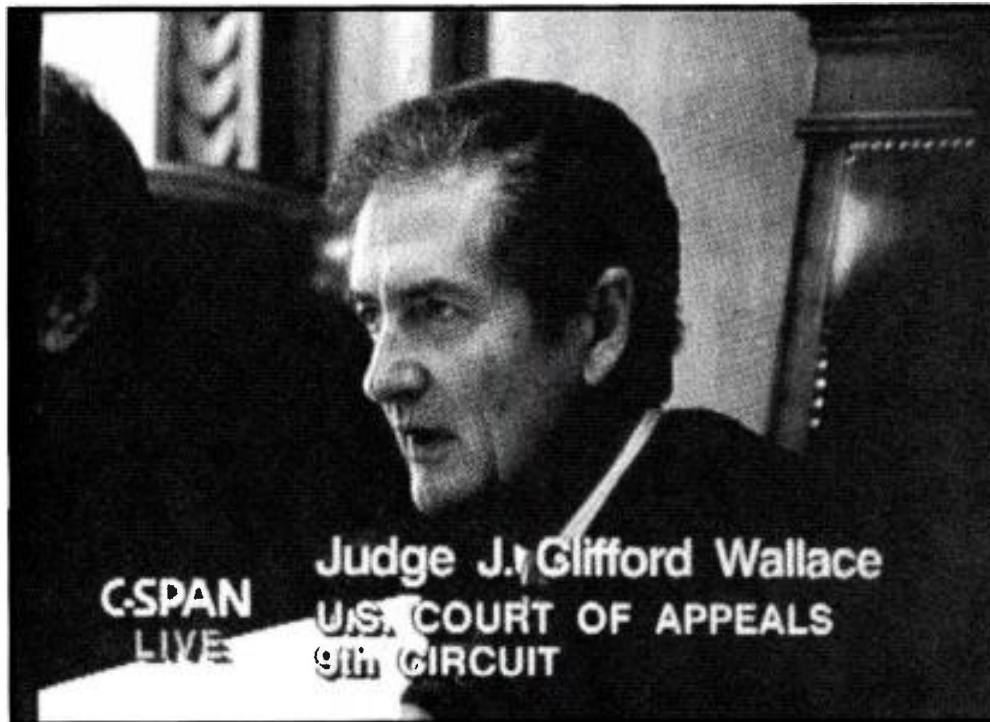
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TOP OF THE WEEK

NETWORK TV: AN \$8 BILLION NONPROFIT INSTITUTION

The combined profits of ABC, CBS and NBC will disappear in 1991. At best the three may register a profit margin of 1% to 2%, an event that could cause more hand-wringing over the fate of over-the-air television. Similar concerns for the station side of the business—both network affiliates and independents—were detailed last week in the “Pepper Report” emanating from the FCC’s Office of Plans and Policy.

Network profits, which last year weighed in at a combined \$440 million (BROADCASTING, May 6) are being depleted this year from both sides: costs and revenue.

On the cost side there are two major factors. One, a surprise, was the Gulf war, which added tens of millions of dollars in newsgathering costs. The other cost increases from sports rights were expected. Anticipating profit pressures, at least two of the networks—CBS and NBC—tried to reduce costs early in the year. Capital Cities/ABC has been more active lately in attempting to keep underlying costs flat.

Revenue problems were expected as the economy cycled into a recession, and network ratings, on average, continued to decline. Both factors have contributed to an upfront marketplace where unit prices are down. Combined with the dismal performance in the scatter market through the first

half, ABC, CBS and NBC will have a hard time collectively registering more than a minor increase in revenue. Since no one is sure whether national advertisers will return to the network advertising marketplace in force, estimates still cover a wide range—from a revenue decline of 1% to a 2.5% three-network gain—with only six months to go. The final number will be set by the fourth-quarter scatter market.

It is possible that only one of the networks, ABC, will make money in 1991, although securities analysts are projecting a 30% decline, to roughly \$150 million. That amount may be roughly offset by the losses at CBS, including its loss on the 1991 portion of its baseball contract. As for NBC, its profits will certainly decline, and Brown Brothers analyst Jay Nelson said GE Chairman Jack Welch earlier this year predicted “a break even year, perhaps even slightly in the red.”

The stock market seems not to like the near-term prospects for the three networks, noted Peter Appert, an analyst with C.J. Lawrence: “The network stocks have been in the doghouse for a while; rallies in other media stocks have left them behind.” But in a recent report, Appert said that beyond 1991 the networks should show good profit growth. Smith Barney’s John Reidy agreed: “This is not the world’s worst business on a relative recovery basis.”

—GF

SIKES LOOKS TO STRENGTHEN BROADCASTERS’ HAND

Commission is likely to adopt broad inquiry into how its rules can best be modified—or dispensed with—to stem medium’s decline

Last week, the FCC issued a report predicting continuing hard times for TV broadcasting. This week, it plans to ask what, if anything, it should do about the medium’s slide.

Up for a vote and likely adoption at Thursday’s (July 11) open meeting is a wide open inquiry into the regulatory implications of the Office of Plans and Policy’s report, which concludes broadcast TV “has suffered an irreversible long-term decline in audience and revenue shares, which will continue through the current decade.”

“We’ve got to have reality-based regulation and the reality is fragmentation, intense competition,” said FCC Chairman Alfred Sikes, who is the inquiry’s prime mover. “The transmission medium that had been dominant is now secondary,” he said. “Broadcasting has been eclipsed by cable.”

“We’ve got to adapt regulatory structure to that marketplace reality,” said Sikes. “We have a burden in government to justify restraint on economic freedom and opportunity and I think some of that restraint is not justified.”

The inquiry represents the second leg of Sikes’s “attic-to-basement” review of broadcast regulations. The first leg—

a rulemaking aimed at relaxing national and local ownership restrictions for radio—was launched May 9.

The brief notice of inquiry, which is subject to change up until the meeting, offers no suggestions, leaving it to broadcasters and other commenters to recommend ways the FCC might modify its policies and rules to strengthen the hand of broadcasters in competing with other media.

As such, the inquiry is less than what some had expected. FCC Chairman Alfred Sikes had, as recently as three weeks ago, heralded the inquiry as a reexamination of the major TV ownership restrictions (“In brief,” June 24).

Those rules include the national multiple ownership rules, which cap ownership at 12 stations and no more than 25% of television households (the caps are 14 and 30% for minority broadcasters); the duop-

“The transmission medium that had been dominant is now secondary.... Broadcasting has been eclipsed by cable.”

—FCC Chairman Alfred Sikes

oly will limit local ownership to just one station, and the bans against common ownership of broadcast networks and cable systems and television stations and cable systems in the same market.

According to one FCC source, the discussion of the ownership rules in the inquiry is limited to a single general question on whether they hamper broadcasters' ability to compete.

All the ownership rules are indirectly addressed, however, by reference to the OPP report, which attacks the rules as anachronisms. "In today's market...common ownership of larger numbers of broadcast stations nationwide or of

more than one station in a market, may permit exploitation of economies of scale and reduce costs or permit improved service," the report says.

"For these reasons, the commission should eliminate its broadcast multiple ownership rules, relax the duopoly rules to permit common ownership of television stations unless their grade A contours overlap and consider eliminating the duopoly rules for unaffiliated UHF stations," it says.

The report also recommends repeal of the network-cable crossownership ban and, "under certain conditions," the local broadcast-cable restriction.

Despite his earlier talk, Sikes maintains that focusing on specific rules in the inquiry would be premature. "We have to examine the underpinnings for those rules—scarcity and economic concentration—not the rules themselves," he said. "Once that examination takes place, then we can take a look at the specific rules."

And too much specificity too early could cause trouble on Capitol Hill, Sikes said. "You have a skeptical Congress when it comes to reexamining these [rules]," Sikes said. "You do not rush to judgment on this," he said. "It's just not possible." —NAJ

THE PEOPLE BEHIND THE PEPPER PAPER

The OPP report on the future of broadcasting and cable is the work of three people—OPP chief Robert Pepper and staffers Florence Setzer and Jonathan Levy

Robert Pepper, FCC Office of Plans and Policy chief, said the only problem with his staff "is they're so good, they keep getting job offers." That staff, Florence Setzer and Jonathan Levy in particular, was responsible for "Broadcast Television in a Multichannel Marketplace."

Pepper said "this staff works well together. We enjoy each other's company and pulling and tugging on ideas. We're having a lot of fun."

But Pepper acknowledges that it is a staff he inherited when he became OPP chief in December 1989, three years after coming to the FCC as a senior adviser to former Commissioner Patricia Diaz Dennis. He has also held various positions at the National Telecommunications and Information Administration, including acting Associate Administrator for Policy Analysis and Development and Director of Domestic Policies.

Pepper was a research affiliate of Harvard University's Program on Information Resources Policy and was head of the University of Iowa's communications program. He received his PhD in communications from the University of Wisconsin-Madison.

■ Setzer joined OPP in 1979 and has previously worked on major policy studies concerning children's television, UHF comparability, direct broadcast satellite regulatory policies, home video market, minority ownership and HDTV spectrum policy. She has a PhD in economics from Yale.

■ While working on the report, Levy split his time among various other OPP projects. He has been responsible for several FCC reports and notices on



The controversial report forming the basis for the FCC inquiry into broadcast TV regulations (see above) is the product of (l-r) the FCC Office of Plans and Policy's Florence Setzer, Chief Robert Pepper and Jonathan Levy.

home satellite dish matters, as well as for other mass media and common carrier issues over the years. He has a PhD in economics from Yale.

Pepper is quick to remind people that the report reflects OPP staff views, and not the views of the commission. The report, he said, has been in the official works for over a year and a half, although he "has been kicking the idea for the report around since shortly after the 1988 report was released."

That report, commonly known as the "Pepper Paper" advocated telco entry into video programming and delivery, and predicted that telcos would have installed integrated broadband fiber net-

works by the end of the century into as many as 18% of American homes despite regulations restricting them from the programming business (BROADCASTING, Nov. 28, 1988).

None of those predictions were factors in the latest OPP paper, which some are calling "Pepper Paper II" (a misnomer, Pepper said because Setzer and Levy wrote most of it). Pepper has since changed his mind about the 1988 report. He said: "I don't believe fiber will be widely deployed in the near term. The long-term is another story."

And there will be no rest for Pepper and his staff—they're too busy kicking around more ideas. —PJS

WHAT'S IT ALL MEAN? DEBRIEFING ROBERT PEPPER

FCC Office of Plans and Policy Chief Robert Pepper sat down with BROADCASTING to talk about the implications of OPP's "Broadcast Television in a Multichannel Marketplace."

What's it all mean?

Our conclusion is that the broadcasting industry is an important and critical part of the video market. It will continue to be. We expect by the end of the decade the broadcast industry will be profitable. But we expect that it will be smaller, with fewer stations, and with profits lower than they are today.

There's very strong evidence that the market has changed dramatically over the past 15 years, and those changes appear to be continuing. The dramatic increase in viewer choices coupled with new technology have given viewers control over their viewing that they did not have before [when] viewers saw what the broadcasters wanted them to see when they wanted the viewer to see it.

The public benefits from all these choices, but broadcasters are no longer benefitting from cable's growth. Increased competition has changed the traditional underlying economics of the broadcasting business. What you now have is a video marketplace that is multichannel with direct viewer payment as well as advertiser support. The result is that the single-channel, advertiser-supported broadcaster will have increasing difficulty competing in a multichannel world where it has a single revenue stream while its competitors have multiple revenue streams.

Any surprises?

Anybody who's been paying close attention to the changes in the market over the last 10 years would not be surprised by what we found. We were struck by the depth of the changes. When you actually start looking at the shift in the market, it has been more dramatic than we had anticipated.

As a policymaker, what do these changes mean?

The lesson to be learned is that the future belongs to the programmer. To the extent that you produce and control your programming, you'll be successful. The public does not care about the means in which programming is delivered.

But as an official of the FCC, your concern is not the programmer, but the medium.

We have a new competitive reality, but we have old rules. Some have been in



Robert Pepper

place since the three networks *were* the video marketplace. At the staff level what we recommended is allowing broadcasters to achieve economies of scales and scope to compete. There are rules that impede the broadcaster's ability to be a more effective competitor.

Including the multiple ownership and duopoly rules?

Multiple ownership denies some broadcasters the ability to bargain for better deals in terms of programming and to achieve economies of scale in terms of administration and overhead. The duopoly rule that prevents two unaffiliated UHF stations from joining together no longer seems appropriate to us.

Anything goes?

Not necessarily. We do not propose eliminating duopoly altogether. We are saying there are some situations at the margins that it may help. The staff recommendation has been to redefine the [permissible] overlap from grade B to grade A so it would be possible for two small-market stations to combine and share costs of news operations, and so on, to provide better service. We've also recommended allowing unaffiliated UHF stations to combine; they're the ones most at risk.

Same thing for multiple ownership, especially in small markets. Overhead is a very high [percentage] of the cost of doing business. If you have more stations to spread those costs over, you have opportunities to cut those costs.

We worry about multiple ownership.

We have one superstation that reaches the whole country, and yet we say to broadcasters: "I'm sorry, you're only permitted to reach 12 markets."

The report also addresses retransmission consent and compulsory licenses.

From a policy perspective, the nature of the cable television industry has changed. In cable homes the plurality of viewing is to over-the-air TV stations. It's evident that broadcasters are excellent programmers. Cable operators benefit from that programming without paying for it. For local television stations to be giving their programming over to cable operators under a government requirement, for free, is giving valuable product to a competitor who then uses it to attract viewers to cable channels.

That's why we believe Congress should adopt retransmission and repeal the compulsory license. It would give broadcasters the ability to negotiate—not for dollars necessarily, but for a second or third channel.

What does that do to must carry?

If you repeal compulsory copyright [and advocate retransmission consent], from a policy perspective, must carry does not make any sense. You can't say to a broadcaster that a cable operator must carry you and then say to a cable operator that you don't have to carry a broadcast signal. The two things run into each other.

What about the network crossownership ban?

The OPP staff believes the networks should have the ability to become multichannel providers without having the ability to own systems. Networks as cable programmers should have the same ability as all other cable program providers have to enter into cable system ownership arrangements. The networks are not going to become major MSO's overnight.

And local broadcast-cable crossownership?

That's a statutory prohibition, and we recommend that Congress modify it with certain safeguards [because] competition for advertising revenues is still strongest between broadcasters in the market.

What's the bottom line?

There are different rules applied to broadcasters and all the others in the video marketplace. The question is: does that still make sense? We believe the answer, in many respects, is no, it does not make sense.

—PJS,HAJ

FCC CASE MAY ILLUMINATE SUPREME COURT NOMINEE

Observers interested in views of Clarence Thomas are awaiting release of appeals court panel decision in challenge to FCC's women's preferences

An obscure FM licensing case now pending before the U.S. Court of Appeals in Washington could fuel the upcoming confirmation fight over Supreme Court nominee Clarence Thomas.

The 43-year-old conservative was a member of the three-judge panel that heard arguments last January in *Lam-brecht v. FCC*—a case questioning whether the FCC may favor women applicants in awarding broadcast licenses.

Since Thomas's hostile attitudes toward affirmative action and other government-sanctioned preferences for women and minorities is shaping up as one of the dominant themes of his confirmation hearings, the issuance of an opinion in which those attitudes are in play could spell trouble.

The consensus among attorneys who heard Thomas grill the FCC attorney defending the preference last January is that he would be more likely than not to vote against the FCC and its preference.

"It's going to be a hot potato," said Harry Cole, an attorney who lost a Supreme Court case last year challenging the FCC's "distress sale" policy favoring minorities.

Although Thomas's dislike of preferences is known, an opinion in which Thomas comes down against them would "focus the issue and give his critics a handle," Cole said. "It would get the women's groups up in arms."

Considering the case's potential volatility, speculation mounted last week that an opinion in the case would not be forthcoming any time soon or that if it did emerge it would do so without Thomas's name on it.

"I would be amazed if he were to participate in any opinion between now and his confirmation on an issue as hot as that," said Andy Schwartzman of the Media Access Project, noting that judges have the option of withdrawing from cases. "Joining in on an opinion in this case could not assist his confirmation one way or the other regardless of which way he comes out," said Schwartzman.

Thomas's opposition toward affirmative action and preferences is evident in his speeches and writing as well as his record as chairman of the Equal Employment Opportunities Commission during the Reagan Administration.



Supreme Court nominee Clarence Thomas

Photo by Philippe Jenney

In light of the antagonism, some believe the FCC's minority and female licensing preference would be placed into jeopardy should Thomas win confirmation.

The Supreme Court last year upheld by a 5-4 vote the FCC minority licensing preference as well as the commission's distress sale policy, which allows broadcasters facing loss of their license for FCC rules violations to sell their stations to minorities at less than full market value.

Since then, two members of that majority—William Brennan and Marshall—have retired. Brennan was replaced by conservative David Souter. If conservative Thomas replaces Marshall, said one FCC litigator, "it could be 6-3 against us."

Nonetheless, Schwartzman, a proponent of the minority ownership policies, was not too worried. Having just affirmed them, he said, the court is unlikely to take another case challenging the policies any time soon.

However, the woman's licensing preference is another matter. If the FCC loses *Lambrecht* before the court of appeals and asks for Supreme Court review, he said, the court might well take it up. And with a newly appointed Justice Thomas on the bench, he said, the preference could fall.

Having sat on the appeals court for just 15 months, Thomas's court record

offers little to the lawyers and journalists interested in his background on which to predict how he might vote as a Supreme Court justice on issues affecting broadcasting and cable or on any other subject for that matter.

Thomas joined with two other members of the court in striking down the FCC's 24-hour-a-day ban of broadcast indecency last May. But Timothy Dyk, who represents the coalition of media and citizens groups that challenged the ban, was reluctant to declare Thomas a champion of broadcasters' First Amendment rights.

It is unclear whether his vote was a simple acknowledgment of precedent or a matter of conviction, Dyk said. But, he added, had it been based solely on precedent, he would have expected Thomas to attach a statement saying so.

Dyk said he was also encouraged by an opinion Thomas wrote in false advertising case involving two dog food companies. In that case, Thomas ruled a district court injunction against Ralston Purina was overbroad, intruding unnecessarily into noncommercial speech. "It indicates some care as far as First Amendment issues are concerned," said Dyk.

"His writings on individual liberties are more consistent with those of a strong conservative rather than a libertarian conservative—closer to [FCC Chairman Alfred] Sikes in terms of inde-

gency than [former FCC Chairman Mark] Fowler, who was always uneasy about moving on indecency," said Schwartzman. "Over the long term, I don't think he is good for the First Amendment," he said.

After graduating from Yale Law School in 1974, Thomas served three years as assistant attorney general under Missouri Attorney General John Danforth. After Danforth's election to the Senate, Thomas spent two years as a

attorney before going to Washington in 1979 to join Danforth's staff.

He worked two years for Danforth until President Reagan appointed him assistant secretary for civil rights at the Department of Education and later the EEOC. President Bush nominated Thomas to the court of appeals in October 1989; the Senate confirmed him the following spring.

Having a common friend and mentor in Danforth, Thomas and Sikes have be-

come friends. Sikes said Thomas would bring a "special insight and make an inspiring member of the court." Sikes declined to speculate on Thomas's legal and constitutional views or on how he might vote on the *Lamprecht* case.

Sikes said he hoped Thomas's personality would not be unduly suppressed during the confirmation hearing. "He is a warm-hearted, spontaneous and witty person," he said. "I hope those traits come through." **-HBU**

OF MICE AND MEN AND THE NETWORKS

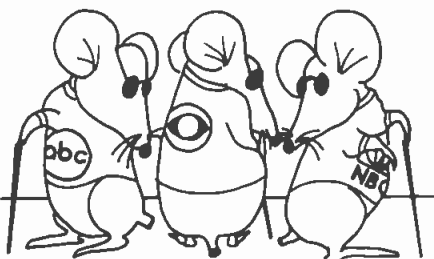
Soon-to-be-published book accuses ABC, CBS and NBC owners of ignoring competitive threats; details executive suite battles following 1980's takeovers

In the 1980's the television networks underwent more structural change than at any other time in their history. Not only did ABC, CBS and NBC all change hands, but the first alternative distribution system, cable television, experienced most of its growth.

An experienced chronicler, Ken Auletta, whose "Greed and Glory on Wall Street" exposed the soul of Lehman Brothers, has now done the same for the networks ("Closed Circuit," July 1). A well-connected New York-based journalist, Auletta not only talked regularly over the past six years with CBS's Laurence Tisch, General Electric's Jack Welch and NBC's Bob Wright, Capital Cities/ABC's Thomas Murphy and Dan Burke and other top executives but also had unimpeded access to several important network departments, including sales (at ABC), entertainment (at NBC) and affiliate relations (at CBS).

The resulting book, "Three Blind Mice: How the Networks Lost Their Way," is foremost a narrative of the network takeovers in 1985 and 1986 and the subsequent clash of the new ownership with the existing management and talent. The book's strength is its wealth of detail, especially about personal chemistries, conversations and social backgrounds of those who made the new owners' "teams" and those who did not. The opening chapter, describing a socially disastrous dinner party hosted by former NBC News President Larry Grossman for his new bosses, NBC Chairman Jack Welch and Wright, is riveting.

It is about NBC, which has received scant written attention, that Auletta's book reveals the most. Welch's involvement was greater than many may have previously thought. Wright is characterized as a corporate deal maker who has a hard time winning the allegiance of the



team he inherits from Grant Tinker and who is also uncomfortable with entertainment television.

While entertainment costs at the three networks were largely determined outside the new owners' control, news division costs were self-determined. Whereas the new owners were unsure of themselves in Hollywood—and for the first two years they coddled programers such as Brandon Tartikoff, Brandon Stoddard and Bud Grant—they had definite ideas about TV news: Welch described himself as a "news junkie."

Thus the clash occurred full blown at the news divisions and is revealed by Auletta in full and disproportionate detail. Auletta steers clear of taking sides but suggests that the news division leaders had a poor understanding of journalism's business side: "when it came to self-analysis they often practiced bad journalism." The book's summation of the 1987 McKinsey & Co. study of NBC news makes for fascinating reading.

Tisch, Auletta said, had to learn on the job not only about broadcasting, but about being a CEO. His habit of masking intentions, while appropriate for his weekly expert-level bridge matches or the trading of seven-year treasuries, was perceived by CBS executives and board

members as untruthful and unnecessarily secretive. At one private dinner Tisch's loyalty to Israel leads him to argue that TV cameras, including those of CBS News, "should be banned" from the occupied West Bank. As for the "Irish pols" at Capital Cities/ABC, Auletta writes: "By early 1988 ABC was clearly the best managed, the most pleasant place to work...."

The title, "Three Blind Mice" comes from the last sentence: "But it is not too soon to conclude that without fresh sources of revenue the once-mighty network lions seem as bewildered as three blind mice." Auletta reminds readers that while the new owners were merging corporate cultures and cutting costs, competitors such as cable, independent television and VCR's stole away viewers.

Were the networks blind, "overlooking" their new competitors? That is one question that the book, for all its many accomplishments, does not answer. And it rarely details the thinking of the new owners on the subject, although when it does so the results are interesting, such as when Auletta says that not everyone thinks Tisch is sincere when he denigrates the profitability of cable.

Auletta recognizes the regulatory limitations on ABC, CBS and NBC but does not explore what alternatives the three were left with. He only briefly mentions the vertically structured cable industry's fears of network participation and appears to have talked with only a few cable executives. It is not mentioned, for instance, that ABC's effort to buy into The Learning Channel was frustrated by Tele-Communications Inc.'s hint that it could not guarantee future carriage.

"Three Blind Mice" is published by Random House and is scheduled to be in bookstores by the middle of August. **-GF**

CABLE TURNS DOWN NAB VIOLENCE INVITATION

NCTA, CATA, TCI and Time Warner decline to attend meeting on Television Violence Act, saying they prefer to come up with their own standards

Cable industry representatives last week refused to attend a meeting on ways to control TV violence held at National Association of Broadcasters headquarters in Washington. NAB invited broadcast, cable and program production organizations to the meeting to discuss the provisions of last year's Television Violence Act. But cable leaders declined the invitation and said they would write their own TV violence rules.

NAB President Eddie Fritts, in a letter to Senator Paul Simon (D-Ill.), described the association's "statement of principles" concerning TV violence, approved by the NAB Board in June 1990. "The participants at today's meeting felt that it was appropriate to distribute this statement more widely," Fritts said.

"This forum should be seen as a good start and not as the last word on the subject," Simon said after receiving the Fritts letter. "The cable industry's decision to participate was a disappointment, but the fact that they are having a meeting of their own is another encouraging sign." Simon joined with Representative Dan Glickman (D-Kan.) last year as the co-sponsor and chief backer of the Violence Act.

NAB says it invited four cable organizations—the National Cable Television Association, Community Antenna Television Association, Tele-Communications Inc. and Time Warner—to the meeting, which was held last Tuesday (July 2). They stayed away, one cable industry spokesman said, because they plan to develop their own TV violence standards. Some cable executives fear broadcasters are attempting to frame TV violence as mainly a cable problem. They said the cable standards will be developed on the cable industry's timetable, not NAB's.

"We think the broadcasters ought to tend to their problems and we'll tend to ours. We won't be drawn into the broadcasters using us as a blind for their own [TV violence] problems," the spokesman said.

"I don't think it's true at all that broadcasters view it as [only] a cable problem," said Jeff Baumann, NAB executive vice president and general counsel. "We obviously viewed it as something broadcasters should take action on last June when we issued our own statement of principles. We will take the opportunity to send the cable parties copies of that statement of principles,

and if they find it useful in their own consideration of the issue, so much the better," Baumann added.

NCTA President James Mooney declined NAB's invitation to the meeting in a letter to Fritts dated May 16. "NCTA has for several months been discussing with its programmer members possible responses by the cable industry to the act and we have [had discussions] with both Senator Simon and Congressman Glickman. We believe the most positive overall result will occur if each of the television media consider its own situation separately," Mooney said.

CATA declined the invitation for identical reasons, association spokesman Rob Stoddard said. "At this point, some of our staff is working in consultation with NCTA to address the cable-specific issues in this matter. We think it is more appropriate first to look at the issues separately before we do anything jointly," Stoddard said. "I wouldn't foreclose [eventual] joint action; that's entirely possible." NCTA also said last week it would not rule out cooperation with broadcasters on the violence standards at some future date.

The Violence Act urges broadcasting, cable and program production interests to meet and set standards controlling violence in TV programming. Those groups were given a three-year exemption from antitrust laws while the standards are developed and implemented. The law does not, however, require the groups to meet or set the anti-violence standards (BROADCASTING, Dec. 17, 1990).

Last Tuesday's meeting at NAB was attended by representatives of the three major commercial networks and their affiliate associations, Fox Television Stations, the Association of Independent Television Stations and the Motion Picture Association of America. Most of the discussion centered on NAB's "statement of principles," which addressed the issues of children's programming and the presentation of programs with violent, sexual and drug-related themes adopted last year by the NAB board (BROADCASTING, June 25, 1990).

The statement's section on violence says violent content "should not be used exploitatively" and "should avoid the excessive, the gratuitous and the instructional." The principles outlined in the document "are not intended to establish new criteria for programming decisions,

STAFF CUTS LIKELY AT ABC NEWS AND ENGINEERING

A wave of layoffs and buyouts at Capital Cities/ABC could result in the elimination of at least 150 staff positions in the News and Broadcast Operations and Engineering (BOE) divisions, according to sources at the network.

Following weeks of anxiety over possible cuts, ABC News staffers this week are likely to be told about cutbacks in the division, according to a well-placed source. The number of layoffs at ABC News could total 100, although that number could be lower if the division decides to proceed with plans to launch an overnight affiliate news service, added the source.

The anticipated ABC News cuts are based on recommendations made in a post-war study of division expenses (BROADCASTING, May 27). Many cuts in the division of approximately 1,100 staffers are likely to be through attrition, while some employees will switch to freelance status. An ABC News spokeswoman declined comment on the possible cuts.

On the BOE side, division president Bob Siegenthaler said "a few dozen" staffers have been laid off in New York and Los Angeles. Most of the employees, he said, volunteered to take severance packages. "It is the sorry state of business that necessitates belt-tightening," Siegenthaler said, adding that the network is "trying to do it prudently."

Siegenthaler has also approached the National Association of Broadcast Employees & Technicians with a proposal for buying out contracts. Siegenthaler said there is no set number of people to be let go. "We do not have a quota; it is a solicitation to see if people are interested."

There are about 2,000 BOE employees at ABC; 1,400 are members of NABET.

but rather to reflect generally-accepted practices of America's radio and television programmers."

Broadcasters agreed to give the statement wider distribution, and MPAA said it would send copies of the statement to its members and to other companies with ties to the production community. "We hope to gain a better understanding of whether this statement reflects a constituency broader than that of NAB's board

of directors, or whether it stimulates further discussion within the television industry," Fritts said in his letter to Simon.

Simon praised the NAB statement. He also said that "the fact that violence is directly addressed in the context of the general television industry is, itself, a significant step forward that should lead to more sensitivity." In addition, Simon called the statement

"a constructive and promising first step" and said he would "continue to watch developments."

"On our part, we distributed our statement of principles. I don't know if that will be satisfactory, but I think it does indicate we did take a significant step," NAB's Baumann said. "If there is any more that can be done, certainly we stand ready to have further discussions." -RMS

SYNDICATOR FEUD: FOX AND LBS FIGHT IT OUT

Two companies are engaged in court suits over claims of failure to pay and attempting to put the other out of business

Although it may seem tame compared to the rape and murder trials the court TV shows go after, a dramatic court battle is being waged in New York between 20th Century Fox and LBS. The suit was filed by Fox, and claims that LBS intentionally failed to pay to Fox all the revenue due the company under a barter sales agreement for Fox syndication properties, including *A Current Affair*.

LBS filed a counterclaim, alleging Fox is trying to force LBS out of business so that, among other things, Fox could eliminate a competitor and possibly capture the rights to the Mark Goodson-produced, LBS-distributed game show *Family Feud*.

The suit was filed in March and Fox subsequently asked New York's Southern District Circuit Court for a summary motion on part of the suit, demanding payment of more than \$3 million in revenue owed Fox from barter advertising in its shows. The judge in the case, Kenneth Conboy, has yet to rule on the summary judgment motion.

The suit is also enlightening, because it has forced LBS to publicly confirm its precarious financial state, the subject of months-long speculation. LBS acknowledged that for the past several months it has been negotiating with a number of creditors, including the Bank of New York, Warner Bros., Columbia Pictures Television, DIC Enterprises, Grey Advertising and Warburg Pincus to "ensure its continued existence as a viable business."

"Certain debts are now hanging over LBS's head like a sword of Damocles," LBS said in court papers filed in May. It cited what it described as a "confession of judgment" in the amount of \$30 million held by Columbia Pictures Television against LBS.

The confession of judgment is a court

sanctioned IOU that prohibits LBS from further appeal on the matter. Columbia could execute the judgment at any time, requiring LBS to pay, even if it means shutting its doors to do so. LBS said in court filings that it was still negotiating a settlement with CPT. CPT declined comment, saying the matter was still in litigation.

LBS also said it offered Warner Bros.

LBS officials said Fox tried to force the company into involuntary bankruptcy.

Fox: "Truthful statements, however unflattering, are not actionable."

a confession of judgment in the amount of \$7,500,000. In late May, the two parties arrived at a final settlement on the issue, which concerned payments over the animated *Police Academy*.

According to court papers, LBS owes the Bank of New York, a fully secured creditor, almost \$11 million. Grey Advertising, former owner of LBS, is owed \$21.3 million and Warburg Pincus is owed \$10.8 million.

It is clear that Fox is really playing hardball with LBS over the disputed barter fees. In a sworn deposition, LBS attorney James Peck said Fox attorneys told him they had been "instructed to litigate this action very aggressively and not to extend" normal courtesies, such as extensions of time.

LBS admitted in court papers that it owed Fox over \$3 million in past billings. However, Fox also charged LBS with fraud in the accounting of revenues collected from barter sales. Fox said LBS's conduct was "wanton and willful" and asked the court to assess at least \$10 million in punitive damages against LBS.

LBS officials said Fox tried to force the company into involuntary bankruptcy. According to testimony by John Storrier, LBS executive vice president, he and others at the company began receiving reports from other entertainment companies in February that Fox was spreading the word that LBS was in financial trouble.

Storrier also said that two other creditors, Warner Bros. and DIC, "told me that Fox had tried to encourage them to join Fox in filing an involuntary bankruptcy proceeding against LBS." Fox also approached Columbia about joining in such an effort against LBS, Storrier said.

And Fox approached *Family Feud* producer Mark Goodson Productions, said Storrier, and shared some "disparaging information" about LBS's financial condition. Fox also shared similar information with other producers that LBS was discussing program deals with, including DIC, as well as advertisers, the LBS executive testified.

Fox made a point of not denying that it was talking to other companies about LBS's financial woes. "There is no allegation that Fox said anything false in this regard," responded Fox. "Truthful statements, however unflattering, are not actionable."

LBS alleged that Fox's comments harmed the company financially. Storrier said that as a result of hearing from Fox, Goodson was less inclined to renew its *Feud* distribution agreement

with LBS, "except on significantly more onerous terms." And Fox, he added, would be a strong contender to get the rights to *Feud* if LBS lost those rights.

Storrier also testified that talks with DIC concerning the distribution rights to

a DIC-produced show collapsed after Fox had been in contact with DIC. "DIC cited to me as the reason for its suspension of negotiations its doubt about LBS's financial condition and its concerns about the potential effect of a bankruptcy filing upon the transaction,

as a result of its communication with Fox."

LBS sold the barter time in Fox syndication properties under an agreement that ran from October 1987 through August 1990. Both Fox and LBS declined to comment on the case. -SM

TIGHTER SQUEEZE FROM NEW FIN-SYN RULES

FCC says revised regulations also apply to syndicated shows produced for a network, distributed by syndicator and aired in access

After analyzing the FCC's new financial interest and syndication ruling, the networks and first-run syndicators have discovered that their ability to collaborate on programs will be more limited than previously thought.

The FCC has ruled that first-run programming produced for syndication by a network and distributed by syndicators is still "network" programming for purposes of the prime time access rule. That means that affiliates in the top-50 markets may not air such programming in the prime time access time period.

The ruling has angered some syndicators, who noted that PTAR was enacted to help outside producers and syndicators compete more effectively in prime time. The new interpretation may have just the opposite effect, they said, especially for smaller distributors.

The interpretation came to light a week ago, after NBC decided the ruling applied to shows such as *Johnny B...On the Loose*, a new co-venture from NBC, Viacom and Fred Silverman. NBC-owned WMAQ-TV Chicago, which aired the show at 6:30 p.m. for two weeks, was told by network lawyers it would have to move the show by today (July 8), when the new rules take effect. The show will slip to 12:30 a.m., with *Later with Bob Costas* moving back to 1 a.m.

The station is expanding its 6 p.m. news to one hour to fill the void through the summer. In September, the off-Fox *Married...with Children* will air at 6:30 p.m.

Viacom came down with basically the same interpretation and as a result, its owned outlet in the 18th market, St. Louis, KMOV-TV, has also shifted the show out of access to midnight. *Best of Love Connection* will return to 6:30 p.m., where it had been before making way for *Johnny B*.

The ruling appeared to take networks and syndicators by surprise, and is almost certain to be addressed in petitions for reconsideration in the fin-syn ruling, which are due today (July 8). The com-

mission, however, did signal its intent, albeit briefly, in a single sentence in its summary of the ruling issued April 9.

The interpretation would appear to affect other programs, currently in syndication and other shows that syndicators have been working hard to clear for launch in fall 1991.

Studio 22 is one such show. It's pro-

"Why shouldn't we be able to do the same kinds of ventures that the Tribune or Fox stations can do?"

-NBC Stations' Al Jerome

duced by KCBS-TV Los Angeles, and has been on the CBS-owned stations since last year. Blair Entertainment subsequently acquired national syndication rights, and has cleared the show in about 85% of the country for next fall. It's a weekly show, cleared by many affiliates in weekend access.

"The significant aspect of this is that one interpretation of the rule has been in place for years and now has been reinterpreted and changed without any warning," said James Rosenfield, chairman, John Blair Co. "We've been operating in good faith based on one set of rules and now we could get really clobbered by the very rule that was created to help us," said Rosenfield.

Blair and CBS are currently discussing the ruling and how it affects the syndication plans. For the time being, Blair is going forward with the show. But Rosenfield said that could change and Blair may drop the show if it does not get some relief from the commission, preferably in the form of a grandfather clause for the syndication of *Studio 22*.

Jonathan Rodgers, president of the CBS Television Stations division, said *Studio 22* would be pulled from access on WCAU-TV Philadelphia and WCBS-TV New York next fall if the show goes forward in syndication. "We're going to produce the show whether it's in syndication or not," he said.

Rodgers said the ruling will not dampen his group's enthusiasm for first-run ventures. "Any project that's designed for access we will not be involved with," he said. "But access is not the only time period of the day. *Oprah* is not in access. *Regis and Kathie Lee* is not in access. There are other opportunities."

Other syndication properties may be affected as well. *Memories...Then and Now* is produced by NBC News Productions and is distributed by LBS. An NBC spokesman said the network believes the program is exempt from the ruling under the news and public affairs exemption for PTAR. However, others said that exemption may not apply when the show is cleared on Saturday night in access, where the weekly show is cleared in a number of markets and when the public affairs exemption is not allowed. LBS executives were not available at deadline.

Another show that could be affected is *Roggin's Heroes*, hosted by KNBC-TV Los Angeles sportscaster Fred Roggin. The show is distributed by MCA and produced by MCA and Roggin, in association with KNBC-TV. MCA officials were not available for comment at deadline, but the show has been cleared by many affiliates in weekend access periods.

Al Jerome, president of the NBC Stations division, described the ruling as "frustrating and difficult," particularly because it comes when all stations are struggling in a tough economy to come up with new programming and business opportunities. "We'd like to have a level playing field," said Jerome. "Why shouldn't we be able to do the same kinds of ventures that the Tribune stations or the Fox stations can do?" -SM

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PROGRAMING

NEW LINE AIMS TO MAKE FIRST-RUN MARK

New distributor's strategy includes getting station input on airdates for movie package

Just over a week ago, Orion Television Entertainment slipped out of the first-run syndication business, following other recent retractions within the distribution ranks. Set against that backdrop is New Line Television Distribution, which, armed with New Line Cinema's library of "Teenage Mutant Ninja Turtles" theatricals and an influx of other film and television product, is working aggressively to claim some territory in the first-run marketplace in its first year of operation, according to New Line Television Distribution President Jody Shapiro. Included in that strategy is allowing the station executive committee to determine air dates for a movie package.

New Line Television's centerpiece entry into first-run syndication is *Earth Journal with Dr. Richard Leakey*, a half-hour weekly environmental series for fall 1991, which Shapiro's sales force has sold to 73 stations, representing over 70% U.S. coverage. A \$400,000-per-episode production budget has been set for the 26 original weekly episodes. Thirty segments have already been shot with Leakey, a renowned paleontologist based in Kenya, who introduces segments from various locales around the world, according to Shapiro.

In targeting children's weekend morning and early fringe time periods, Shapiro said *Earth Journal* satisfies new provisions under educational content guidelines set forth under The Children's Television Act of 1990. (The barter advertising split is 2¼ minutes local and 2½ minutes national, which fall under the 10½ minutes per hour commercial content limitations on weekends also contained in the children's bill.) Shapiro said New Line has also budgeted \$800,000 to publish "teacher's guides" (distributed by Lifetime Learning Systems Inc.) for kindergarten through sixth-grade levels in over 70,000 schools nationwide. Shapiro said New Line is also considering sending videocassettes for school libraries.

New Line was officially launched at last January's NATPE Convention in



New Line hopes off-cable "William Tell" is on target

New Orleans, following New Line Cinema's purchase of 52% of RHI Entertainment, which helped finance acquisition of bankrupt Qintex's film and series library in late 1990. At the same time, Shapiro was brought in from Qintex to head up NLTD. Besides co-producing (with Motown Productions and Qintex) the highly rated and critically acclaimed *Lonesome Dove* (for CBS, 1988-89 season) and other telefilms, RHI Entertainment joined with French broadcaster/producer FR3 in the co-production of hour series *The Legend of William Tell* for The Family Channel (1987-89).

Now NLTD is selling the off-cable repeats of *William Tell*, already clearing 65 stations, representing over 60% of the domestic market. Shapiro said that a "major" unidentified national advertiser has asked to reserve over 50% of the upfront ad inventory. (NLTD will make available 26 hour-long or 36 half-hour *William Tell* episodes starting this fall, and is offering show on a barter basis.)

Perhaps the single most innovative marketing plan arises out of New Line's traditional core business—feature films.

Shapiro told BROADCASTING that *New Line Cinema*, an ad hoc barter movie package sold to 58 stations (65% of the U.S.), will consist of 62 titles and that a committee of eight station executives and two station representatives will meet in Chicago this week to decide on the trigger dates for each respective title. "Each picture does not have a release date—I'm just going to let that committee hash out the syndication trigger dates," said Shapiro, who said the station committee will have "90% say" over debut dates, with exception given to dates that may conflict with Showtime's exclusive first-play premium cable window. "I am supposed to be the expert on packaging, but they [stations] are the experts on programing."

As an added-value incentive, New Line is allowing stations to replace all national ad time with local spot advertising in 10 titles in 1992 and 19 titles in 1994, according to Shapiro.

(An initial launch of 52 titles is scheduled to start in January 1992, with another 10 new titles following in 1993 and an eventual repeat of all the titles in

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1994.) The package is being offered exclusively on barter terms (12 minutes local/12 minutes national ad splits) with no cash back-end. Some major urban, youth-oriented box office theatricals

such as "Teenage Mutant Ninja Turtles," "House Party," "Pump Up the Volume" and "Relentless," in addition to made-for-TV features *Incident at Lincoln Bluff*, *Mayflower Madame*, *The*

Prize Pulitzer and *The FBI Murders: In the Line of Fire*, are part of the package, which Shapiro says will have no prior basic cable or broadcast network windows. —MF

PBS LOSES FUNDING, DOWNSIZES ELECTION PLANS

The Public Broadcasting Service has abandoned an ambitious project to improve election coverage in 1992 due to insufficient funding and a limited amount of time to work on the plan. But the collapse might also point to another problem at the service, according to one participant in the project, citing public TV's "history of interneccine, political battles and lack of cohesive response to national problems and opportunities."

PBS, the Corporation for Public Broadcasting, and the New York-based John and Mary Markle Foundation have abandoned their 1992 Public Television Election Project after eight months, following what some participants characterized as a standstill. Its demise had been suspected by a number of PBS member stations after little was said of the project at their annual affiliate meeting last month in Orlando.

"Our ambitious goals required a policy decision by public broadcasting to make the election initiative a very high priority, perhaps a first priority, and an

understanding that this was a redefinition of a primary mission," wrote Lloyd N. Morrisett, president of the Markle Foundation, in a letter sent last week to supporters of the project. "That level of commitment was never achieved."

Plans had called for the joint presentation of a minimum of 25 hours of original programming tied to the upcoming election, as well as other outreach efforts. A feasibility study, conducted by executive director Alvin H. Perlmutter and funded by the Markle Foundation on behalf of the project, determined that public TV could best serve viewers by providing candidates with relatively unfettered air time and using its local origination capability and satellite system to create a national dialog on the campaign.

Prior to teaming up with public TV, the Markle Foundation had considered launching the project with a commercial broadcast or cable network, including CNN and C-SPAN. Morrisett said public TV was chosen for a number of reasons, including its educational mission;

its flexible use of air time; its strong satellite system, and its high level of community involvement.

However, Morrisett also pointed to public TV's weaknesses—such as chronic and increasing underfunding as well as the aforementioned interneccine problems—which eventually served to crush the election project.

The Markle Foundation is now pursuing its interest in experimental and interactive television with an eye toward the 1996 elections. Plans include a return to talks with commercial TV about possible alliances.

PBS and CPB together will fund a coordinated Election '92 Project for public TV with their previously announced commitment of \$3 million from the Program Challenge Fund. Election programming will include expanded coverage of *Frontline* and *The MacNeil/Lehrer Newshour* as well as a live "national issues convention," which will bring together voters and presidential candidates over a three-day period in January 1992. —RB

SYNDICATION MARKETPLACE

RYSHER Entertainment announced that the teenage cast from NBC's *Saved by the Bell* will be going on a nationwide "Mall Tour '91" this September and October as a precursor to its off-network syndication launch. RYSHER, a Los Angeles-based distribution company started by Keith Samples when he left Warner Bros. Domestic Television Distribution as senior vice president of off-network sales earlier this year, has sold *Saved by the Bell* in more than 75% of the U.S., including 34 of the top 35 markets. Client stations will have an opportunity to promote mall visits locally, a promotion that NBC undertook last year for its in-house half-hour.

Claster Television has cleared *Casper and Friends* in 60% of country for its fall 1991 debut, including all of the top 10 markets. Top station clearances are WPIX-TV New York, KCOP-TV Los Angeles, WFLD-TV Chicago, WTXF-TV Philadelphia, KOFY-TV San Francisco, WLVI-TV Boston, WDCA-TV Washington, KTVT-TV Dallas, WKBD-TV Detroit and KHTY-TV Houston. Culled from Harvey Publications' library of more than 200 *Casper* cartoons (the rights were acquired by California entrepreneur Jeffrey Montgomery in 1989), Claster is distributing 65 newly-packaged half-hour episodes. Featuring such animated characters as Baby Huey, Herman and Katnip and Buzzy the Crow, each episode will showcase four

original theatrical features, which have been color enhanced, re-edited and given new musical soundtracks, graphics and titling sequences.

The **CBS owned-and-operated stations**, which will be airing CBS's network coverage of the U.S. Open tennis tournament, have signed with **GGP** to produce and syndicate the half-hour *U.S. Open Preview Special*. In addition to CBS O&O's WCBS-TV New York, KCBS-TV Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and WCIX-TV Miami clearing the special, CBS affiliates WTVT-TV Tampa and WHDH-TV Boston are also on board. The U.S. Open, which is one of four grand slam tennis tournaments (with Wimbledon, the French Open and the Australian Open) will be fed to stations Aug. 24, two days before the tournament begins. CBS's *U.S. Open* announcer, Tim Ryan, will also serve as preview host. GGP is offering the special on even 3½-minute local/national barter splits.

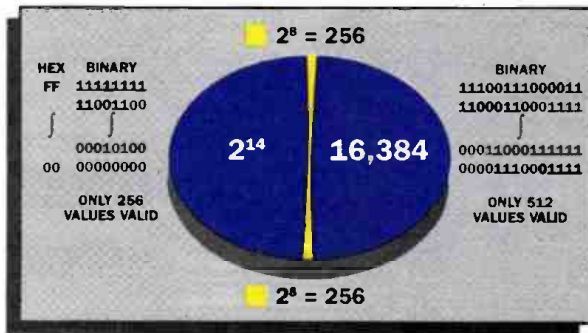
In related product news, GGP has increased clearances of its *Albertville '92* winter Olympics preview specials to 135 markets, representing 75% national coverage. In addition, GGP has sold a package of six monthly hour-long specials (triggering this September) to more than 20 countries including Australia, Spain, Japan, Finland and Norway.

RATINGS ROUNDUP

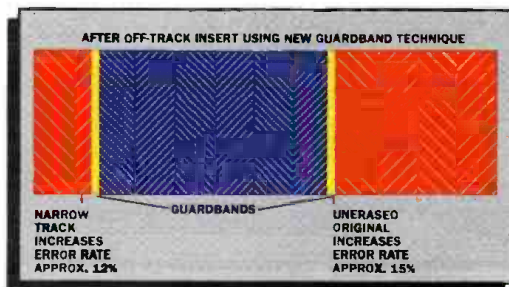
	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 6/24	ABC 9.8/18		MACGYVER (52) [8.2/16] 7.7/16	8.6/17	ABC MONDAY NIGHT MOVIE—DAVID (24) [10.6/19] 8.8/16	10.0/17	11.4/20	12.2/22
	CBS 11.3/21		MAJOR DAD (34) 10.0/20	FAMILY MAN (40) 9.2/18	MURPHY BROWN (7) 12.3/22	EVENING SP. (4) SHADE 12.7/22	NORTH. EXPOSURE (12) [11.7/21] 12.0/21	11.5/21
	NBC 9.5/17		FRESH PRINCE (31) [10.2/20] 9.6/19	10.8/21	NBC MONDAY NIGHT MOVIE—QUANTUM LEAP (40) [9.2/16] 8.2/15		9.6/17	10.0/18
TUESDAY 6/25	ABC 11.1/21		WHO'S THE BOSS (36) 9.5/20	HEAD OF CLASS (21) 10.8/21	ROSEANNE (3) 13.3/24	COACH (5) 12.6/22	CHINA BEACH (29) [10.3/19] 10.6/19	10.0/18
	CBS 9.8/18		RESCUE 911 (17) 10.3/21	11.0/22 11.7/23	CBS TUESDAY NIGHT MOVIE—LEONA-QUEEN OF MEAN (40) [9.2/16] 8.1/15		8.5/15	9.9/17 10.2/19
	NBC 8.5/16		MATLOCK (46) [8.6/17] 8.4/17	8.7/17	LAW AND ORDER (46) [8.6/15] 8.5/16	8.8/15	QUANTUM LEAP (51) [8.4/15] 8.4/15	8.4/16
WEDNESDAY 6/26	ABC 8.2/16		WONDER YEARS (52) 8.2/17	GROWING PAINS (46) 8.6/17	DOOGIE M.D. (38) 9.3/17	MAN IN THE FAMILY (58) 7.7/14	EQUAL JUSTICE (58) [7.7/15] 7.5/14	7.8/15
	CBS 9.0/17		RESCUE 911 SP. (63) 7.2/15	FAMILY MAN (78) 5.6/11	JAKE AND FAT MAN (28) [10.4/19] 9.5/18	11.3/20	48 HOURS (31) [10.2/19] 10.1/19	10.3/20
	NBC 9.5/18		UNSLVD. MYSTERIES (14) [11.1/23] 10.0/21	12.1/24	NIGHT COURT (45) 8.7/16	SEINFELD (44) 8.8/16	QUANTUM LEAP (46) [8.6/16] 8.3/15	9.0/17
THURSDAY 6/27	ABC 7.4/14		FATHER DOWLING MYSTR. (68) [6.5/14] 6.2/13	6.8/14	GABRIEL'S FIRE (68) [6.5/12] 6.2/12	6.9/13	PRIMETIME LIVE (43) [9.1/17] 8.5/16	9.8/19
	CBS 11.6/22		TOP COPS (56) [7.8/16] 7.2/15	8.4/17	18th ANNUAL DAYTIME EMMYS (2) [13.5/25] 12.1/23		13.6/25	14.5/27 13.7/26
	NBC 10.9/21		COSBY (19) 10.9/23	DIFFERENT WORLD (14) 11.1/23	CHEERS (6) 12.5/23	WINGS (26) 10.5/19	QUANTUM LEAP (29) [10.3/19] 10.1/18	10.4/20
FOX 6.8/14		SIMPSONS (55) 8.0/17	TRUE COLORS (77) 5.7/12	BEVERLY HILLS 90210 (65) [6.8/13] 6.3/12	7.2/13			
FRIDAY 6/28	ABC 10.8/23		FULL HOUSE (26) 10.5/25	FAMILY MAT. (9) 11.9/27	PERFECT STRGN. (21) 10.8/24	GOING PLACES (34) 10.0/21	20/20 (23) [10.7/22] 10.9/23	10.4/22
	CBS 7.1/16		VERDICT (70) 6.4/15	TRUE SP. (71) DETEC. 6.3/14	CBS FRIDAY NIGHT MOVIE—FATAL IMAGE (60) [7.5/16] 7.1/16		7.1/15	7.9/16 7.9/16
	NBC 6.2/13		TRUE BLUE (83) [4.4/10] 4.3/10	4.5/10	HUNTER (72) [6.2/13] 5.8/13	6.7/14	QUANTUM LEAP (54) [8.1/17] 7.6/16	8.6/18
FOX 3.5/7		AMERICA'S MOST WANTED (82) 4.4/10	4.6/10	ALIEN NATION (90) [2.4/5] 2.3/5	2.5/5			
SATURDAY 6/29	ABC 5.7/12		YOUNG RIDERS (81) [4.6/11] 4.3/11	4.9/12	ABC SATURDAY NIGHT MOVIE—HITMAN/MAVERICK SQ. (72) [6.2/13] 5.5/12		6.3/13	7.4/16 5.6/12
	CBS 6.6/15		CBS SATURDAY MOVIE—HOUSTON: LEGEND OF TEXAS (66) [6.6/15] 6.0/15		6.2/15	6.1/13	6.5/14	7.1/15 7.7/17
	NBC 10.1/23		AMEN (64) 6.9/17	DOWN HOME (60) 7.5/18	GOLDEN GIRLS (9) 11.9/26	EMPTY NEST (8) 12.1/25	1st PERSON/SHRIVER (17) [11.0/24] 10.9/23	11.2/25
FOX 4.1/9		T.L.Y. HID. (86) VIDEO 4.1/10	YEAR-BOOK (89) 3.1/7	COPS (84) 4.2/9	COPS 2 (80) 5.1/11			
SUNDAY 6/30	ABC 7.3/14	LIFE GOES ON (78) [5.6/13] 5.1/12	6.2/14	AMR. FUN VIDEO (19) 10.9/22	AMR. FUN (14) PLP. 11.1/22	ABC MINI SERIES—NAPOLEON AND JOSEPHINE (72) [6.2/11] 6.4/12	6.0/11	6.3/12 6.2/12
	CBS 11.4/22	60 MINUTES (1) [14.1/32] 13.6/32	14.6/32	ALL IN THE FMLY (37) 9.4/19	SUNDAY DINNER (38) 9.3/18	MURDER SHE WROTE (9) [11.9/21] 11.5/21	12.4/22	TRAILS OF ROSIE (33) [10.1/19] O'NEIL 9.9/18
	NBC 6.7/13	C. EVERTT KOOP (88) [3.7/8] 3.8/9	3.6/8	EXPOSE (75) 5.8/12	REAL LIFE (66) J. P. 6.6/13	NBC SUNDAY NIGHT MOVIE—INHERIT THE WIND (50) [8.5/16] 8.4/15	8.2/15	8.7/16 8.8/17
FOX 7.4/15	TOTALLY HD VD (87) 3.9/9	P. LEWIS (84) 4.2/9	IN LIVING COLOR (62) 7.3/15	GET A LIFE (75) 5.8/11	MRD. WITH CHILD. (24) 10.6/19	MRD. WITH CHILD. (13) 11.6/21	SUNDAY COMICS (56) [7.8/15] 8.1/15	7.6/15

WEEKLY PRIME TIME AVERAGE	ABC 8.5/17	CBS 9.6/19	NBC 8.7/17	FOX 5.8/12	YELLOW = 1/2 HR WINNER
SEASON PRIME TIME AVERAGE	ABC 11.8/20	CBS 11.7/20	NBC 12.1/21	FOX 6.3/11	*—PREMIERE
NIGHTLY RATING / SHARE	(#)—RANKING	(#)—PROGRAM RATING / SHARE	HALF-HOUR RATING / SHARE	SOURCE: A.C. NIELSEN	

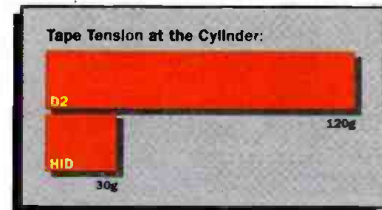
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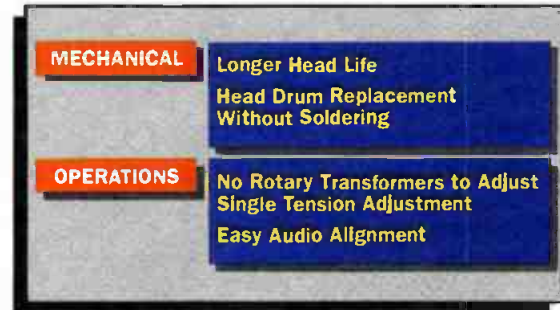
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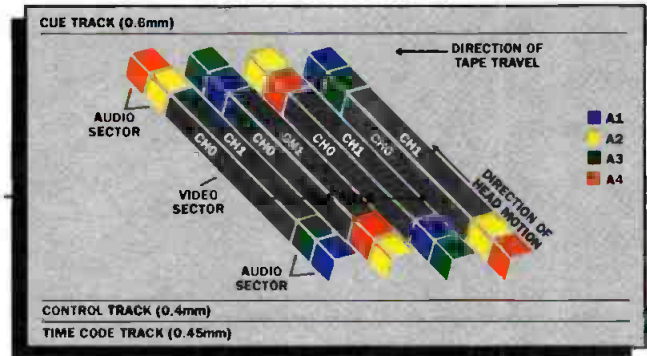
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RADIO

FORMAT SUPPLIERS' FUTURE IN FRAGMENTATION

Market conditions lead to further format splintering; suppliers say tape- and satellite-delivered programming now used by up to 50% of stations

Radio's new "F word" is fragmentation.

As more and more stations position themselves to deal with the proliferation of signals in the market, demographic fluctuations, changing consumer tastes and economic pressures, audience shares are shrinking and competition is becoming tighter. In an effort to establish an identity in such an overcrowded environment, stations are finding tighter and tighter programming niches with which to attract a loyal audience base and shave off a sliver of the radio revenue pie. Format fragmentation is fast becoming a double-edged sword by which stations live and die.

It also has increased the overall market for 24-hour programming syndication, according to Edith Hilliard, vice president-general manager at Broadcast Programming in Seattle, which currently distributes 35 music formats to more than 800 stations. "The growing number of signals in an already overcrowded radio marketplace increases the need for the quality- and cost-control benefits that syndicators offer," she said. Hilliard estimated that half of all commercial stations in the U.S. rely to some degree on syndicated programming, from overnight filler to full 24-hour turnkey operations.

Martin Raab, vice president, marketing, at Satellite Music Network in Dallas, pointed to fragmentation in other industries to suggest that it has become a fact of American life. "People are loyal to the things they grew up with, and radio listeners are loyal to the music they grew up with—especially in their teen years," he observed. This loyalty, combined with a rapidly changing music industry, has created a broad spectrum of musical niches that have led to today's format splintering. "People who grew up on AOR now listen to classic rock, and in 20 years radio will be calling it nostalgia rock," Raab predicted, adding that this splintering can only help his end of the business.

Gary Fries, president of Unistar Radio Networks in Colorado Springs, said

that, unlike locally programmed radio, "today's fragmentation really hasn't changed the way we do our formats because they're built around specific, highly focused niches." In fact, increased fragmentation has proven to be a boon to most format syndicators. "With the proliferation of stations in even the smallest markets, there's a lot of holes for square pegs, places where nobody else wants to tread," Fries said.

Traditionally, many program directors have scoffed at using a national programming service because it necessitates a loss of local control—and often the PD's

"Radio listeners are loyal to the music they grew up with."

—SMN's Martin Raab

job. The prevailing theory is that a station needs to keep a finger on the pulse of the market to understand the unique qualities of its citizens, to track listeners' tastes and offer programming to meet their needs. Fries counters this by saying that nationally programmed formats are based on considerable research, to which local stations often don't have access.

Local programming elements such as news and weather are important to listeners, but Raab suggested that "the music is what originally sold people on radio, and solidly researched programming is going to sell a station today." He said that SMN analysis indicates that "a Z-Rock listener in New York is not that different from a listener in Cincinnati. They like similar music, similar dress, similar entertainment. We're fast approaching that global village where literally everything is available anywhere."

Program directors who claim that lo-

calism is fundamental to successful radio should look at the success of *USA Today*, Raab suggested. "That paper supplies nuggets of information that either apply to the reader or they don't. They're short presentations, in and out. The same is true with an on-air presentation: if you're providing music and entertainment information that's pertinent to that audience, there's no reason it doesn't apply."

Unistar's Fries concurred that, despite the local elements of news and weather, most people tune in for entertainment value. "The bottom line is that they're listening for the music," he said. "The right music wins anywhere, in almost any size market, and our goal is to maintain a discipline and methodology that we can ensure that the quality of announcers, and music, is right all the time."

Fries said that contrary to the perception of many radio programmers, most 24-hour formats are compiled from extensive research, which "resulted in playing the right music in the right rotation with the right fit and familiarity. In fact, local stations usually don't have the financial resources to research and position themselves as extensively as we do, and they don't have the sophistication of implementation of information to keep it on target." These elements are even more critical with today's exploding competition between—and within—formats, because "so many other stations are always grabbing at the sides of your skirt," he added.

The primary difference between tape and satellite delivery is the immediacy of live radio and the presentation and familiarity of live announcers, Fries observed. "With satellite, the announcer can relate the events of the world, what's going on, things that are real today," he said. "Tape presentation doesn't afford you the ability to do that. Musically, you start with the same base, although very few tape companies put a great deal of research into the correct titles, but you just don't have the same

implementation with tape."

"Satellite allows for spontaneity and flexibility," SMN's Raab added. "We can combine up-to-the-minute customization. We can take live phone calls; we have request lines. If a station has an emergency, we will cut closed circuit feeds of announcements that there are particular problems." The bottom line is that each station must assess its needs and finances to determine which course it will take.

Broadcast Programming's Hilliard countered that tape- or digital-distribution allows stations greater local control and programming flexibility. "Essentially, we supply the music and the mix the station has determined it needs, and the station produces the other elements—the news and information and entertainment—that responds to market needs," she said. "Stations can develop their clocks exactly the way they want to, and daypart as they need. They don't have the limitations with tape or digital that they have with satellite."

Approximately half of BP's affiliates program some form of adult contemporary or country format, while the others program one of the niche formats that range from top 40 to jazz. The company

"We can create a new syndicated format overnight if there's a need for it."

—Broadcast Programming's Tom Casey

supplies both announced and unannounced tapes, and some stations subscribe to both "so they can have a local drive time, then switch to the tape," Hilliard said. "We also provide a customized liner service, and other elements that help them exploit the local factors, as a value-added service."

While keeping on top of current music trends is crucial to maintaining the competitive edge, format syndicators needn't exhaust themselves with research and development, according to Tom Casey, Broadcast Programming vice president, programming. "We can create a new syndicated format overnight if there's a need for it," he said. "It doesn't pay us to put a whole lot of money into developing something unless we feel it's here now."

"Our business—and the radio industry in general—follows rather than creates," added Hilliard. "If there's a de-

mand for a format, we will meet it. We need to stay in tune with what's happening in the music scene and be immediately responsive to whatever trends are developing, but it's not our appropriate role to go out and create a need."

Casey predicted that further fragmentation will come in AC "as every little niche station in every market tries to put that left-handed spin on what they're

doing. CHR also will see some more splintering, depending on what competitive forces are driving the station and because of the wide variances of the music and sounds, from metal to rap." On the other hand, Casey predicted that country won't splinter much further than the traditional and contemporary niches that cover both ends of the broad 25-54 demo. **—REB**

EFORT SELLS RADIO ON TV

The words "reach" and "frequency" are the banners of the radio industry's sales force. Pearl River, N.Y.-based Effective Media Services has developed a planning system designed to use these two concepts as the underpinning of radio station campaigns to promote themselves on television. The system, known as EFORT (Effective Frequency to Optimize Radio Promotions on Television), has been used successfully by several radio stations. And New York-based mega-rep KatzRadio Group has just signed a deal with Effective Media Services to offer EFORT to its clients on a first-come, first-served, market-exclusive basis (exclusive to music and information stations).

According to George Feldman, president, Effective Media Services, radio stations spent more than \$160 million to advertise themselves in 1990. In the top 70 markets, he said, the average expenditure was \$50,000 per quarter, per station. Said Feldman: "That is a lot of money to spend when you are guessing whether you are doing it right or not."

Traditionally, television advertising is sold on gross ratings points. And traditionally, says Feldman, ratings services provide a very limited amount of cume information for television stations. The advantage in EFORT, said Feldman, is its exclusive ratings data on television stations. "We incorporate the cume information for every station, in every daypart, for every market, into our planning and computer system." He continued: "We know what stations to use, what dayparts to go into, how many spots a week to run in order to reach specific audiences."

The lack of information, added Feldman, has led radio stations to promote themselves less effectively. "When it comes time to promote their radio stations," said Feldman, "radio operators don't use the same approach they take to sell radio; instead, they use the big-reach theory of television of trying to reach a



George Feldman's EFORT system has just been picked up by KatzRadio

lot of people at once."

One station that has seen immediate results from EFORT is WWYZ(FM) Waterbury, Conn. (Hartford). Steve Gilmore, vice president, WWYZ Inc., signed up for the EFORT plan last year. At the time, the country-formatted station ranked fifth in the market in its target demographic, 25-54. After implementing the campaign, the station gained enough ratings to rank first in the target demographic. "We ran a campaign for them in the fourth quarter," said Feldman. "They didn't change anything on the air, and they didn't even change the spots they had been using on television. The only thing they changed was hiring us." Said Gilmore: "We used him last year, and we are very happy with both the results and with how he personally works and the care he takes with us."

The system, as explained by Feldman, is basically a cume-building tool.

The idea is to target station listeners or potential listeners, analyze their television viewing patterns and reach them with enough frequency to build top-of-mind awareness. "We tell stations exactly what dayparts to buy on what television stations, what programs to buy into, and how many spots per week to run in each program," said Feldman, "and what the reach, frequency and effective frequency impact of that schedule will be."

Before employing the EFORT method, Feldman says, stations should

make sure that they have a format on the air that they want to promote. "After the campaign," he said, "it is up to the radio station to keep the listeners and deliver a product that listeners want." He said if a listener samples a station and finds a less-than-desirable product on the air, it will be twice as hard to get that listener to sample the station again.

As to who would be a likely client for EFORT, Feldman admits that for stations with small advertising budgets, the system is not cost-effective.

"You really can't do this if your advertising budget is \$10,000," he said, "because of the time and effort involved in the research and planning. Our fees are based on a percentage of gross billings that stations are spending to advertise."

Feldman's background includes research and sales positions with TeleRep, Katz Communications and Westinghouse. Effective Media Systems is part of the Active International organization, which specializes in barter services. **-LC**

RIDING GAIN

TED TALKS

CBS Radio Sports has slated a rare interview with baseball legend Ted Williams to kick off the network's coverage of the 62nd annual All Star Game in Toronto tomorrow night (July 9). The interview, conducted by CBS Radio sportscaster Hal Bodley, is scheduled to air in the pre-game portion of CBS's play-by-play broadcast, and commemorates the 50th anniversary of Williams's two-out, three-run home run in the bottom of the ninth inning that led the American League to victory that year. Play-by-play coverage of the All Star Game will be called by CBS sportscasters John Rooney and Jerry Coleman, with in-game interviews provided by Jim Hunter and color commentary anchored by former Cincinnati Reds catcher Johnny Bench. The Spanish-language announce team for the CBS Hispanic Radio Network is Armando Quintero, Billy Berroa, Jaime Jarrin and Gustavo Lopez Moreno.

RECORD DONATION

Capital Cities/ABC Inc.'s Chicago talk outlet, WLS(AM), has donated its entire music library to North Central College's noncommercial WONC(FM) Naperville, Ill. The library includes more than 8,000 LP's and 3,000 singles.

The donation was spurred by former WONC station manager Phil Duncan, currently production director at WLS. In addition to the music library, in the past WLS has donated two on-air consoles to the college station.

JAMMING IN WEST VA.

In Wheeling, W. Va., Osborn Communication's WWVA(AM) will once again produce one of country music's largest events, Jamboree in the Hills. The three-day event will be held July 19-21 and will celebrate its 15th anniversary with country music stars including Barbara Mandrell, the Judds and Charlie Pride.

FAST TRACK FOR FAST FOOD

Los Angeles Radio X-Ray for the first quarter of 1991 shows last year's leading restaurant and fast food radio advertisers maintaining their levels of spending, and new ones coming on strong. The top advertiser was McDonald's, \$665,000 versus \$578,000 for first-quarter 1990; Baker's Square, \$450,000 versus \$284,000; Sizzler's, \$440,000 versus \$169,000; El Pollo Loco, \$373,000 versus \$101,000; In N Out Burgers, \$325,000 versus \$240,000; Reuben's, \$309,000 versus \$0; Spires, \$22,000 versus \$0; Black Angus, \$200,000 versus \$0; Del Taco/Naugles, \$194,000 versus \$160,000, and Velvet Turtle, \$188,000 versus \$0. L.A. Radio X-Ray is produced by Miller Kaplan Arase & Co. and the Southern California Association of Broadcasters.

BAILEY'S KISS

Bailey Broadcasting Services of Los Angeles has announced that KISS 100-FM in London has signed to carry the syndicator's two dance-oriented programs, the daily *RadioScope* and weekly *Hip*

Hop Countdown & Report. The two shows mix dance music with exclusive interviews and spotlight interviews with top American dance artists. Bailey currently provides programming for other U.K. stations, including CHOICE-FM in South London, BUZZ-FM Birmingham, SUNSET-FM in Manchester and WNK-FM North London.

POP ROCK QUIZ

PolyGram Video, ABC Radio Networks, and Radio Today have launched a new trivia contest, *Flashback Pop Quiz*, to coincide with the launch of Radio Today's shortform program of the same name. Designed for the "baby boom" demographic, the nine-week promotion will offer listeners the chance to win PolyGram Video classic rock videos. The five-minute program, *Flashback Pop Quiz*, will be hosted by Bill St. James, and will air Monday through Friday.

NEW ORDER

As a result of the recent announcement by the American Association of Advertising Agencies regarding liability for payment of media expenditures, the Radio Advertising Bureau is urging its member stations to inspect contract language "regarding payments carefully before accepting new time orders."

The RAB is cautioning radio stations to be alert for language that could limit liability of advertising agencies for payment of orders they place, making it more difficult for stations to collect payment on those orders.

BUSINESS

INDEPENDENT TV'S ATYPICAL ABRY COMMUNICATIONS

Two former consultants raise both big money and station audiences; company is still growing after five stations

The idea that during the past few years a TV station operator could promise investors a 40%-50% pre-tax return is surprising. That this particular operator is run by two ex-consultants with limited prior broadcasting experience compounds the surprise.

But just over two years ago Andrew Banks and Royce Yudkoff, whose initials provide the signature half of ABRY Communications, raised tens of millions of dollars from the Bain & Co. venture capital fund and from Kohlberg & Co., the same Jerome Kohlberg who started Kohlberg, Kravis & Roberts and who is generally credited with being the father of the modern-day leveraged buyout.

In the roughly two years since ABRY began, the partnership has bought five TV stations: three non-Fox independents—WNUV-TV Baltimore, WSTR-TV Cincinnati and KSMO(TV) Kansas City, Mo.—and two Fox affiliates, WTTO(TV) Birmingham and WCGV-TV Madison, Wis. Although several other station groups were also looking for stations at the same time, ABRY has bought more, and is still looking.

The Boston-based company's acquisition strategy includes concentrating its search in markets 15-50, which contain roughly one-third of the U.S. population. That parameter is further refined to exclude "high-beta" markets, those whose economic fortunes fluctuate disproportionately.

Banks and Yudkoff further focus their station shopping on markets where there are hopefully no more than two independents, one of them presumably affiliated with Fox. The reason for limited competition in one-third of their target markets, said Yudkoff, is spectrum scarcity, while would-be competitors in some other markets face problems obtaining tower space.

Having picked a market, ABRY then looks to see if the audience share of the independent stations is below "normative," which Yudkoff defined as a 15-20 share: "If not, can we explain with some confidence what the problem is?" Similarly, ABRY analyzes market data to see



ABRY's Andrew Banks (l) and Royce Yudkoff

"We often think of ourselves as manufacturing audiences for advertisers...this is not show business."

—ABRY's Royce Yudkoff

if the independents' share of revenue is below the "normative" level of one-and-a-half times their ratings share.

In essence, said Banks and Yudkoff, ABRY assumes very low market growth and judges a potential acquisition on whether they can manage the station to growth—through revenue growth, cost management or both.

Being able to make such judgments requires quantitative analysis, and the two Harvard-educated partners—Banks at the law school and Yudkoff at the business school—have a large database of station financials collected during their station shopping.

The four P's

Once ABRY finds a station that meets its criteria, it not only analyzes the station for purchase but starts preparing as if it was buying the station, including making contingent program purchases.

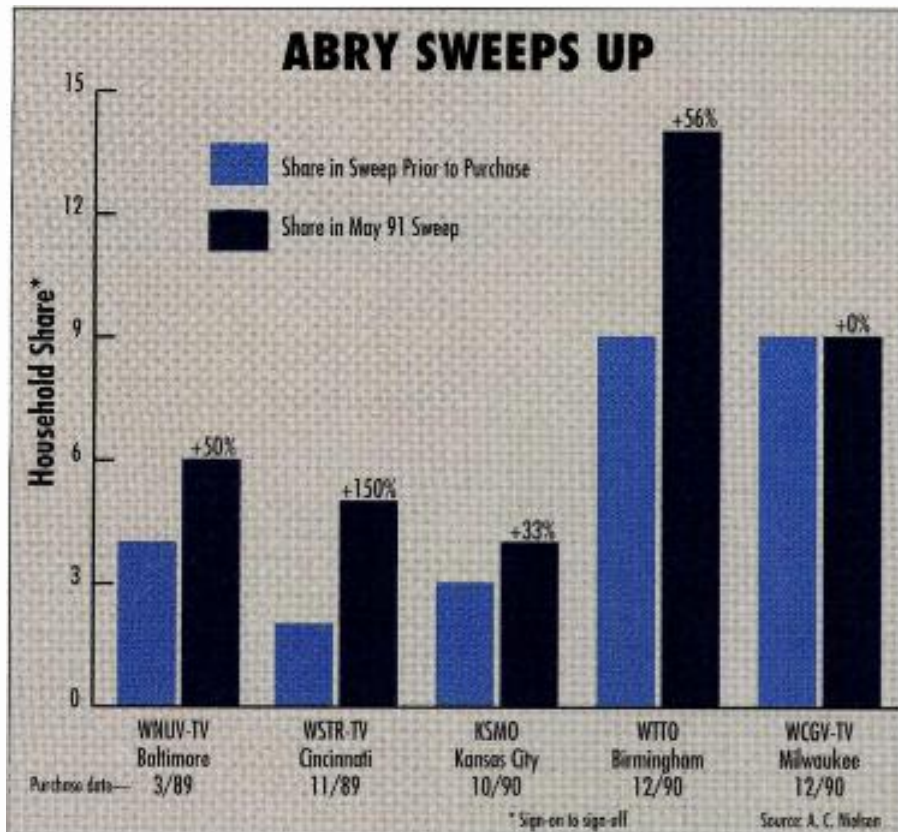
The station's power and technical facilities are where ABRY focuses first. It usually conducts, among other things, viewer phone surveys in the market prior to purchasing the station to find out where the signal is weak. ZIP code population surveys are also conducted to determine where the majority of the population will be living in the next few years so an antenna system can be tailored to handle any increases.

In Baltimore, for example, ABRY spent \$2.5 million on transmission and studio changes. The station, a former subscription TV station, had a lower-power signal that was adequate for specially designed STV antennas, but not for the average over-the-air antenna. Similar technical investments have also been made in Cincinnati (also a former STV property) and Kansas City.

The station's on-air appearance is also important to ABRY and is improved through investment in programing facilities. "Frequently," Yudkoff said, "underperforming stations have an on-air look that is different from network affiliates. They have fewer effects and graphics that make people say: 'That's a local station.' We bring a station into par with the affiliates and make sure the on-air look does not look different from the affiliates." The investment also enhances the station's ability to produce local commercials and promotion spots.

Once the station has what it considers sufficient power, ABRY starts promoting, through giveaways, heavy print, billboard and radio campaigns and surveys, to see what programing viewers want. The surveys have the added benefit of telling ABRY who their audience is. In Kansas City, 18,000 people filled out ballots in the "Your Vote Counts" promotion. WNUV-TV spends roughly 15%-20% of its budget on promotion, in

ABRY SWEEPS UP



cash.

Besides the program "ballots" distributed to potential viewers, ABRY also relies on focus groups and programing in demographically comparable markets. Said Yudkoff: "Ratings only tell you how a show does against a specific set of competitors—that is misleading. It may be strong or weak depending on its competition, and since the show will be moved out of its current time periods [when it enters syndication], we need to know its absolute attractiveness so we can create a rating point estimate and compare it to similar estimates and how they have turned out."

While scheduling programs locally, ABRY purchases them corporately, and it not long ago hired the former negotiator of station contracts for MCA television, David Pulido, who at ABRY now has the title of general counsel and corporate programing director. According to various ABRY competitors, the group has not spent lavishly on programing. For some shows, competitors said, the group has paid top dollar, for others it has been able to bottom fish.

With Fox affiliates carrying more network programing, the non-Fox independents such as ABRY's first three stations are in a good position to bargain because of the lack of competitors. That is especially true of movie packages, which ABRY relies upon heavily. Although

Yudkoff does not expect prices to decline any further, he also does not expect them to rise sharply.

In a typical 30-film package of high-quality action titles, Yudkoff said, each movie costs about \$4,000 and can be aired eight times, or roughly for \$500 per run. Typically, he said, the station carries thirty-six 30-second spots per title at an average price of \$250, which, even if not all sold for a total of \$9,000, more than covers the cost of the movie. In Cincinnati, *Andy Griffith* does about a 7 rating, which is less than the competition, but it also, according to Yudkoff, costs 10% less than the programing run on other stations.

While getting its power, promotion and programing in line, ABRY also makes strategic moves, which Yudkoff, to preserve the alliteration, terms "pre-emptive strikes." Such strikes often mean linking the stations with high-profile local events, such as in Baltimore, where WMUV-TV obtained rights to air the nightly state lottery drawings. The station also airs a monthly show hosted by Mayor Kurt Schmoke. In Kansas City, ABRY picked up the rights to Kansas City Blades hockey and Big Eight basketball as well as University of Kansas basketball.

The most dramatic strike came with ABRY's most recent acquisition, that of WTTO(TV) Birmingham, Ala., which,

with WCGV-TV Madison, Wis., was purchased for \$37 million at the end of 1990. A Fox affiliate, WTTO linked up with smaller market independents WDBB(TV) Tuscaloosa and WNAL-TV Gadsden last January. Explained Yudkoff: "The relationship we have is analogous to the network-affiliate relationship. We pay them network compensation; they retain a certain amount of ad time and take our feeds. They can pre-empt if they want." The smaller stations are helped by reduced out-of-pocket costs, while WTTO is provided with an estimated 105,000 additional TV households.

So far, ratings and revenue increases indicate that ABRY's four P's plan is paying off. Annual gross revenue (excluding barter and tradeouts) for the group owner is estimated to hit \$60 million in 1991, compared to just under \$20 million in 1990. And sign-on to sign-off shares have risen dramatically at most stations (see chart). At individual stations, advertising has shown strong growth. For example, in Baltimore, ABRY is projecting \$16 million in gross advertising revenue for 1991, a 35% increase over 1990. In Cincinnati, gross ad revenues for '91 are expected to hit \$6 million, a 50% increase over 1990.

While acknowledging that the current recession is affecting their stations, Banks said the company has not defaulted on its debt or gone back to lenders for relief.

Helping fuel the growth are the equity stakes given to top station executives—median ownership would be 5%-10%, said Banks—and the fact that top station management is weighted toward people from sales backgrounds.

ABRY is still in the market for new properties and, said Yudkoff, would expect to own several more in the next few years. In recent weeks they also have been talking with several investment bankers about the possibility of tapping securities markets—although they say they are not forced to cash out the limited partnership, which has no puts or calls.

But, Yudkoff added, the driving force for owning stations is business, not media control: "We really see broadcasting more as a business than many broadcasters we see out there who first feel a need to own a TV station, then, second, run a successful business. Although we like broadcasting a lot, we do not feel the need to own a television station." Distancing ABRY even more from the broadcaster's calling, Banks said: "We often think of ourselves as manufacturing audiences for advertisers...This is not show business."
—GF, JF

CHANGING HANDS

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

WTKN(AM)-WHVE(FM) Pinellas Park-Sarasota, Fla. □ Sold by Susquehanna Radio Corp. to Paxson Broadcasting of Jacksonville Inc. for \$6.4 million cash. Seller is headed by Louis J. Appell Jr. and is licensee of KNBR(AM)-KFOG(FM) San Francisco; KPLX(FM) Fort Worth; KKZR(AM)-KRBE-FM Houston; WAPW(FM) Atlanta; WRRM(FM) Cincinnati; WGH-AM-FM Newport News, Va.; WFMS(FM) Indianapolis; WARM(AM)-WMGS(FM) Scranton-Wilkes Barre, and WSBA(AM)-WARM(FM) York, both Pennsylvania. Buyer is headed by Paxson Enterprises Inc. (10%) and Lowell W. Paxson (90%). Paxson, former president and CEO of Home Shopping Network, is attributable shareholder (approximately 32%) in HSN, which is parent of 12 TV's. He recently purchased WCRJ-FM Jacksonville, Fla. ("Changing Hands," June 10). WTKN is fulltimer with news/talk/sports format on 570 khz with 5 kw. WHVE has adult contemporary format on 102.5 mhz with 100 kw and antenna 1,776 feet above average terrain. Broker: Media Venture Partners.

WLXI-TV Greensboro, N.C. □ Sold by Trinity Broadcasting Network Inc. to Radiant Life Ministries Inc. for \$1.9 million in form of 10-year promissory note at 5%. Seller is headed by Paul F. Crouch, and is licensee of one AM, one FM and 12 TV's including TV's in New York and Los Angeles. Buyer is headed by Garth W. Coonce and has interests in Tri-State Christian TV Inc., licensee of WTCT(TV) Marion, Ill.; WAQP(TV) Saginaw, Mich.; WNYB-TV Buffalo, N.Y., and WINM(TV) Angola, Ind. Tri-State has application pending for purchase of WGGH(AM) Marion, Ill., and is licensee or permittee of several LPTV's. WLXI-TV is independent on ch. 61 with 500 kw vis., 50 kw aur., and antenna 573 feet above average terrain.

WOKN-FM Goldsboro, N.C. □ Sold by WOKN Inc. to Southern Broadcasters Inc.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$10 □ 1

FM's □ \$1,164,767 □ 7

AM-FM's □ \$6,857,500 □ 4

TV's □ \$1,900,000 □ 1

Total □ \$9,922,277 □ 13

Year to Date:

AM's □ \$50,058,095 □ 131

FM's □ \$114,753,840 □ 144

AM-FM's □ \$137,021,587 □ 101

TV's □ \$269,399,000 □ 41

Total □ \$571,232,522 □ 417

For 1990 total see Jan. 7, 1991 BROADCASTING.

for \$560,500. Price includes \$19,500 escrow deposit, \$491,000 assumption of liabilities and \$50,000, four-year promissory note at 10%. Seller is headed by Robert Swenson, and has no other broadcast interests. Buyer is headed by Caroline Beasley and Bradley C. Beasley, sister and brother. Bradley Beasley is stockholder of Beasley Broadcasting of Philadelphia Inc., licensee of WXTU(FM) Philadelphia; 51% stockholder of CSRA Broadcasters Inc., licensee of WKXC-AM-FM Aiken, S.C.; Beasley also has interests in Wintersrun Communications Inc., licensee of WBSS-FM Millville, N.J. Caroline Beasley has interests in Beasley Broadcasting of Reidsville Inc., licensee of WJMH(FM) Reidsville, N.C.; Midwest Broadcasting of Chicago Inc., licensee of WBIG(AM) Aurora, Ill.; Beasley FM Acquisition Corp., licensee of KRTH-FM Los Angeles. Parent company

STEVENS RECEIVER FOR GMX STATIONS

Broker Gary Stevens of Gary Stevens & Co. was named receiver by Chrysler Capital Corp. for a group of eight radio stations in four markets: KLCL(AM)-KHLA(FM) Lake Charles, La.; WHBB(AM)-WDXX(FM) Selma, Ala.; WNAU(AM)-WWKZ(FM) Tupelo, Miss., and WHNK(AM)-WRLT-FM Nashville. The principal creditor, Chrysler Capital, agreed with the stations' parent company, GMX Corp., a concrete company, to put the stations into receivership after GMX defaulted on financing.

Stevens, a former radio group operator, said he's anxious to sell the Nashville stations quickly, since the FM is a Class A and the AM is off the air.

"I think it's a watershed," Stevens said. "It may be other [creditors] will see this [group of stations put into receivership] and decide this is what they want to do."

YTD MARKETS

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

San Francisco
Washington, D.C.
Minneapolis
Tampa
Kansas City
Jacksonville
Richmond
McAllen
Spokane
Pensacola/Mobile
Ft. Myers
Anchorage
Lake Charles
Winchester
Fairbanks

RANDALL E. JEFFERY
407-295-2572

ELLIOT B. EVERS
415-391-4877

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

RADIO and TELEVISION BROKERAGE
FINANCING · APPRAISALS



**MEDIA VENTURE
PARTNERS**

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SAN FRANCISCO

FOCUS ON FINANCE

Majority of media stocks were up in week where market indices were, for most part, up between 1% and 2%. Cable stocks—with exception of Time Warner—were flat to up last week. Some cable MSO stocks may have gotten boost from KKR and Cablevision announcement that two would spend \$1 billion (\$250 million equity, \$750 million debt)

acquiring cable systems.

Viacom may also have been helped by success of pay-per-view Tyson-Ruddock fight. Time Warner continues to feel negative impact from its rights offering and dropped to 88 $\frac{3}{4}$ %. On programming side, Disney stock was up as positive report on theme park business was issued by Dean Witter.

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

	Closing Tue Jul 2	Closing Wed Jun 26				Market Capital- ization (000,000)
			Net Change	Percent Change	P/E Ratio	

BROADCASTING

	Closing Tue Jul 2	Closing Wed Jun 26				Market Capital- ization (000,000)
			Net Change	Percent Change	P/E Ratio	
A (BHC) BHC Comm.	53	3/4 52	1/4	1	1/2	02.87 -6 1,513
N (CCB) Cap. Cities/ABC	433	7/8 440	1/2	- 6	5/8	-01.50 17 7,271
N (CBS) CBS Inc.	161	5/8 160	1/8	1	1/2	00.93 72 2,139
A (CCU) Clear Channel	15	14	3/4	1/4		01.69 -250 86
O (JCOR) Jacor Commun.	2	7/8 2	3/4	1/8		04.54 -3 28
O (OSBN) Osborn Commun.	7	7				00.00 -9 48
O (OCOMA) Outlet Comm.	7	7	1/2	-	1/2	-06.66 -10 45
N (PL) Pinelands	14	5/8 13	3/4	7/8		06.36 -39 249
A (PR) Price Commun.		5/16 15/16		-	5/8	-66.66 2
O (SCRIP) Scripps Howard	41	1/4 43		- 1	3/4	-04.06 18 426
O (SUNNC) SunGroup Inc.		3/4 3/4				00.00 -1 1
O (TLM) Telemundo	3	1/4 3	3/4	-	1/2	-13.33 -1 74
O (UTVI) United Television	31	29		2		06.89 3 336

BROADCASTING WITH OTHER MAJOR INTERESTS

	Closing Tue Jul 2	Closing Wed Jun 26				Market Capital- ization (000,000)
			Net Change	Percent Change	P/E Ratio	
N (BLC) A.H. Belo	31	31				00.00 23 580
A (AK) Ackerly Comm.	2	1/2 2	1/4	1/4		11.11 -2 38
N (AFL) American Family	21	3/4 20	5/8	1	1/8	05.45 14 1,771
O (ACMA) Assoc. Comm.	13	3/4 12	1/2	1	1/4	10.00 24 256
N (CCN) Chris-Craft	27	5/8 26		1	5/8	06.25 11 712
O (DUCO) Durham Corp.	32	32	1/2	-	1/2	-01.53 16 270
N (GCI) Gannett Co.	43	1/4 42	3/4	1/2		01.16 19 6,876
N (GE) General Electric	75	73	1/2	1	1/2	02.04 15 65,484
O (GACC) Great American	1	3/8 1	3/4	-	3/8	-21.42 49
A (HTG) Heritage Media	3	5/8 3	3/4	-	1/8	-03.33 -4 163
N (JP) Jefferson-Pilot	43	3/4 42	1/2	1	1/4	02.94 9 1,510
N (LEE) Lee Enterprises	24	3/4 25	7/8	- 1	1/8	-04.34 13 570
N (LC) Liberty	42	3/4 41	3/4	1		02.39 13 335
O (LINB) LIN	58	1/2 58		1/2		00.86 -13 3,005
N (MHP) McGraw-Hill	60	1/4 59	1/8	1	1/8	01.90 17 2,947
A (MEGA) Media General	21	3/4 21	1/8	5/8		02.95 22 562
N (MDP) Meredith Corp.	27	3/4 27	5/8	1/8		00.45 15 466
O (MMEDC) Multimedia	27	3/4 28	1/8	-	3/8	-01.33 19 960
A (NYTA) New York Times	24	5/8 24	1/8	1/2		02.07 35 1,903
N (NWS) News Corp. Ltd.	11	3/8 11	3/4	-	3/8	-03.19 7 3,053
O (PARC) Park Commun.	15	5/8 15	3/4	-	1/8	-00.79 18 323
O (PLTZ) Pulitzer Pub.	22	22	1/4	-	1/4	-01.12 21 230
O (SAGB) Sage Bcsg.	1	3/4 1	3/4			00.00 -1 6
O (STAUF) Stauffer Comm.	117	117				00.00 39 117
N (TMC) Times Mirror	30	1/4 29	7/8	3/8		01.25 24 3,886
N (TRB) Tribune Co.	44	7/8 43	1/8	1	3/4	04.05 31 2,879
A (TBSA) Turner Bestg.'A'	13	3/4 13	1/2	1/4		01.85 -32 2,051

	Closing Tue Jul 2	Closing Wed Jun 26				Market Capital- ization (000,000)
			Net Change	Percent Change	P/E Ratio	

N (WPO) Washington Post	226	3/4 227		-	1/4	-00.11 18 2,693
N (WX) Westinghouse	28	3/8 28	5/8	-	1/4	-00.87 52 8,215

PROGRAMING

	Closing Tue Jul 2	Closing Wed Jun 26				Market Capital- ization (000,000)
			Net Change	Percent Change	P/E Ratio	
O (IATV) ACTV Inc.	2	1/8 2	3/8	-	1/4	-10.52 1
O (AACI) All American TV	1	1				00.00 1
N (CRC) Caroleo Pictures	9	7/8 8	7/8	1		11.26 20 265
O (DCPI) dick clark prod.	4	1/2 4	3/4	-	1/4	-05.26 23 37
N (DIS) Disney	118	1/2 111	7/8	6	5/8	05.92 20 15,394
A (FE) Fries Entertain.		7/16 7/16				00.00 2
A (HHH) Heritage Ent.		11/16 13/16		-	1/8	-15.38 5
N (HSN) Home Shop. Net.	4	3/8 4	5/8	-	1/4	-05.40 16 381
O (IBTVA) IBS		1/2 1		-	1/2	-50.00 6 1
N (KWP) King World	28	7/8 30		- 1	1/8	-03.75 12 1,093
O (KREN) Kings Road Ent.		5/16 5/16				00.00 -1 1
N (MC) Matsushita	122	117	1/2	4	1/2	03.82 15 253,788
A (NNH) Nelson Holdings		7/8 13/16		1/16		07.69 3
O (NNET) Nostalgia Net.		7/16 9/16		-	1/8	-22.22 2
N (OPC) Orion Pictures	3	3/4 3	7/8	-	1/8	-03.22 -8 84
N (PCI) Paramount Comm.	41	3/4 39	1/2	2	1/4	05.69 21 4,912
N (PLA) Playboy Ent.	5	7/8 6		-	1/8	-02.08 65 108
O (QNTXQ) Quintex Ent.		1/8 1/8				00.00 2
O (QVCN) QVC Network	12	1/4 12	1/8	1/8		01.03 -12 214
O (RVCC) Reeves Commun.	6	3/4 6	3/4			00.00 -6 85
O (RPICA) Republic Pic.'A'	8	3/4 8	1/8	5/8		07.69 51 37
A (SP) Spelling Ent.	4	5/8 4	3/4	-	1/8	-02.63 33 152
O (JUKE) Video Jukebox	5	3/4 5	3/4			00.00 -44 60
O (WONE) Westwood One	2	3/8 2	1/2	-	1/8	-05.00 -1 35

CABLE

	Closing Tue Jul 2	Closing Wed Jun 26				Market Capital- ization (000,000)
			Net Change	Percent Change	P/E Ratio	
A (ATN) Acton Corp.	4	1/4 4		1/4		06.25 6
O (ATCMA) ATC	39	35	3/4	3	1/4	09.09 33 4,253
A (CVC) Cablevision Sys.'A'	26	1/4 26		1/4		00.96 -2 587
A (CTY) Century Comm.	8	7/8 8		7/8		10.93 -9 624
O (CMCSA) Comcast	14	1/2 13	3/4	3/4		05.45 -9 1,675
A (FAL) Falcon Cable	7	3/4 7	3/8	3/8		05.08 -4 49
O (JOIN) Jones Intercable	8	3/4 8	1/2	1/4		02.94 -2 104
N (KRI) Knight-Ridder	50	7/8 50	1/4	5/8		01.24 18 2,516
T (RCL.A) Rogers'A'	12	12				00.00 -9 381
O (TCAT) TCA Cable TV	15	1/2 15		1/2		03.33 64 379
O (TCOMA) TCI	13	3/4 13	3/4			00.00 -16 4,921
N (TWX) Time Warner	88	3/8 89	1/8	-	3/4	-00.84 -6 5,079
O (UAECA) United Art.'A'	13	3/4 13	3/8	3/8		02.80 -10 1,931
A (VIA) Viacom	27	1/4 25	1/8	2	1/8	08.45 -38 2,908

STOCK INDEX

Closing Closing Net Percent P/E Market
Tue Wed Change Change Ratio Capitali-
Jul 2 Jun 26 zation
(000,000)

EQUIPMENT & MANUFACTURING

	Closing Tue Jul 2	Closing Wed Jun 26	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
N (MMM) 3M	93 1/4	93 1/4		00.00	16	20,499
N (ARV) Arvin Industries	24 1/4	23 7/8	-3/8	-01.57	18	455
O (CCBL) C-Cor Electronics	6 3/8	5 1/2	-7/8	-15.90	637	28
O (CTEX) C-Tec Corp.	14 3/4	14	-3/4	-05.35	-18	243
N (CHY) Chyron	1/8	1/4	+1/8	+50.00		1
A (COH) Cohn	10 1/8	10 5/8	+1/2	+04.70	8	19
N (EK) Eastman Kodak	39 5/8	39 7/8	+1/4	+00.62	18	12,863
N (HRS) Harris Corp.	25 1/8	26 1/8	+1	+03.82	35	977
N (IV) Mark IV Indus.	12 7/8	12 7/8		00.00	7	183
O (MATT) Matthews Equip.	3 11/16	3 7/16	-1/4	-07.27	184	22
O (MCDY) Microdyne	9 1/4	9 1/8	-1/8	-01.36	-14	37
O (MCOM) Midwest Comm.	1/4	1/4		00.00		0
N (MOT) Motorola	66 7/8	67 3/4	+7/8	+01.29	18	8,807
A (PPI) Pico Products	7/8	3/4	-1/8	-16.66	-1	3
N (SFA) Sci-Atlanta	14 3/8	12 7/8	-1 1/2	-11.65	9	324
N (SNE) Sony Corp.	46 3/4	44 1/4	-2 1/2	-05.64	23	15,517
N (TEK) Tektronix	26 5/8	26 1/2	-1/8	-00.47	-24	776
N (VAR) Varian Assoc.	42 1/8	42 1/2	+3/8	+00.88	95	797
O (WGNR) Wegner	1 9/32	1 1/8		13.88	-3	9
N (ZE) Zentech	7 1/8	7 1/4	+1/8	+01.72	-2	207

Closing Closing Net Percent P/E Market
Tue Wed Change Change Ratio Capitali-
Jul 2 Jun 26 zation
(000,000)

SERVICE

	Closing Tue Jul 2	Closing Wed Jun 26	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
O (AFT) Am. Film Tech.	5 1/8	5 5/8	+1/2	+08.88		55
O (BSIM) Burnup & Sims	8 3/8	8 3/8		00.00	-25	105
A (CLR) Color Systems	3 1/4	3 3/8	+1/8	+03.70	-3	33
N (CQ) Comsat	28 5/8	28 3/4	-1/8	-00.43	-31	535
N (CDA) Control Data	10	10 1/2	+1/2	+04.76	83	425
N (DNB) Dan & Bradstreet	46 7/8	47 1/2	+3/8	+01.31	17	8,372
N (FCB) Foote Cone & B.	25	24 1/2	-1/2	-02.04	11	272
O (GREY) Grey Adv.	140	138	-2	-01.44	12	157
O (IDB) IDB Commun.	8 3/4	8 3/4		00.00	79	55
N (IPG) Interpublic Group	43 3/4	41 1/4	-2 1/2	-06.06	18	1,607
N (OMC) Omnicom	28	28 3/8	+3/8	+01.32	13	784
O (RTSY) Reuters	37 1/8	38 1/8	+1	+02.62	12	16,103
N (SAA) Saatchi & Saatchi	15/16	15/16		00.00		148
O (TLMT) Telemation	1/4	1/4		00.00		1
O (TMCD) TM Century	7/32	7/32		00.00		4
A (UNV) Unitel Video	8 1/8	8 5/8	+1/2	+05.79	10	12
O (WPPGY) WPP Group	4	3 7/8	-1/8	-03.22	1	164

Standard & Poor's Industrials 450.17 443.17 7.00 +1.6

Beasley Broadcasting is licensee of eight AM's, 18 FM's and 1 TV. WOKN-FM has urban contemporary format on 102.3 mhz with 3 kw and antenna 275 feet above average terrain.

KSNE(FM) Marshall, Ark. □ Sold by Marshall Broadcasting Corp. to Arthur C. Morris for \$500,000. Terms: \$25,000 earnest money deposit and \$475,000, 10-year note at 10%. Seller is headed by L.E. Willis Sr., who is president, director and 100% shareholder of Willis Broadcasting Corp., which is licensee of 12 AM's and 13 FM's. Buyer, Morris, is radio contract engineer in Missouri, and has no other broadcast interests. KSNE has C&W format on 104.3 mhz with 100 kw and antenna 820 feet above average terrain.

KNAB-AM-FM Burlington, Colo. □ Sold by Ray H. Lockhart to Bette Bailly for \$350,000 in transfer within licensee KNAB Inc. Terms: \$50,000 cash at closing and \$300,000 12½-year promissory note at 10%. Seller owns KOGA-AM-FM Ogallala, Neb., and 50% of KSTC(AM)-KNNG-FM Sterling, Colo. Buyer has no other broadcast interests. KNAB has adult contemporary and farm format on 1140 khz with 1 kw day. KNAB-FM has adult contemporary and farm format on 104.1 mhz with 50.7 kw and antenna 358 feet above average terrain.

For other proposed and approved sales see "For the Record," page 56.

June 1991

This Announcement Appears as a Matter of Record Only.

SOLD

MyStar Communications Corporation

has sold radio station

WZTR-FM

Milwaukee, Wisconsin

to

Shockley Communications Corporation

The Undersigned Represented the Seller



Thoben-VanHuss & Associates, Inc.

107 N. Pennsylvania Street, Suite 503, Indianapolis, IN 46204

(317) 636-1016 • FAX: (317) 637-2209

CABLE

BOXING'S A HIT IN JUNE PPV FLURRY

Buy rates for Tyson-Ruddock II come close to those for first fight in month that featured other bouts and specials

June capped a busy PPV fight month for cable operators, and while there were concerns that five fights would saturate the market, the month ended with a bang with the rematch of Mike Tyson and Razor Ruddock outdistancing Tyson-Ruddock I.

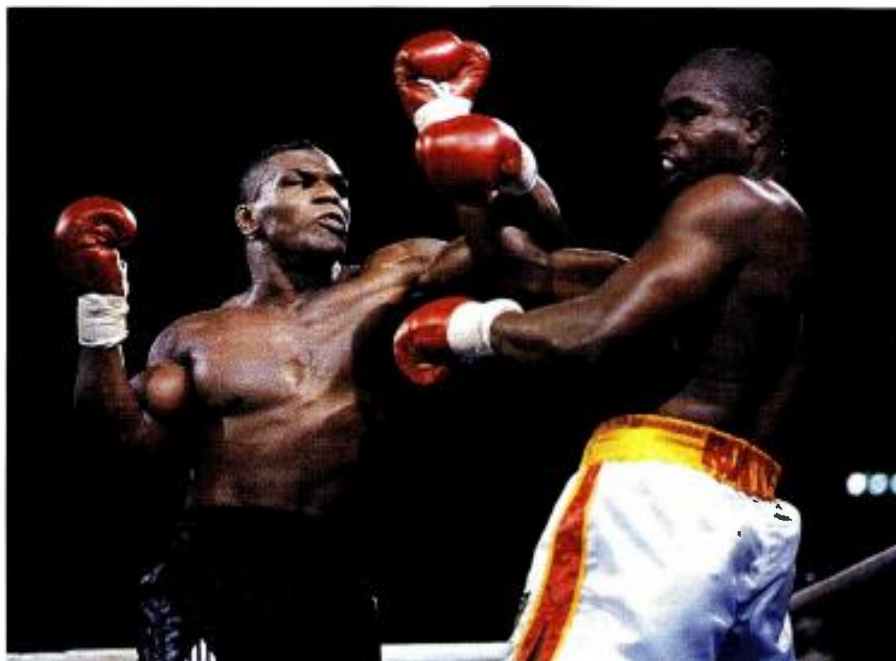
Scott Kurnit, president, Showtime EvenTelevision, estimated the buy rate for the fight at 7%-7.1% for the 17.4 addressable homes. In the 2.4 million homes with traps, the buy rate was estimated at 1.5%-2%. Overall, the fight took in more than \$43 million, said Kurnit, a 20% revenue increase over Tyson-Ruddock I, which scored a buy rate last year of 6%. That \$43 million take is the second largest this year, following the nearly \$50 million taken in by Holyfield-Foreman in April.

Overall, there were 1.2 million buyers for the \$36.50 Tyson-Ruddock II, Kurnit said. The fighters received a minimum \$5 million, with Tyson receiving an additional undisclosed amount. ABC also received a small portion of revenue based on an advertising barter arrangement.

Tyson-Ruddock II was the biggest of the five June fights, which included several smaller bouts, including Hill-Hearns and a second installment of TVKO's boxing series. Add to that a James Brown concert, and many operators felt there were too many events for them all to be promoted adequately. Others, however, felt that while the number of events made promotion difficult, each event added to the bottom line and brought in potential new PPV customers.

Cencom had a buy rate of just over 6% with Tyson-Ruddock II, which is 98% of what the first fight did, said John Clark, vice president, marketing and programming, and Cencom was expecting only 90%. "The execution is becoming better and better" for PPV events, he said.

Clark said Cencom's Los Angeles system suffered an earthquake the day of the fight and battled an erroneous news report that the fight would not be on,



Tyson-Ruddock II delivered a \$43 million PPV punch

and still executed the event and managed a buy rate that was 90% of the first fight. And that was without a local favorite on the undercard who had pulled out at the last minute because of an injury, he said. The on-again, off-again nature of the fight was "more of an operational irritant" than a marketing factor, according to Clark.

As for the number of events, Clark said Cencom would rather see "fewer bigger [events] as opposed to more smaller [ones]." A system has only so many promotional tools. "Five fights can't be promoted equally," he said. "If we have a quarterly big fight, we can market, focus and deliver," he said. "The concern at this point is whether there will be enough mega-events in the second half of the year."

Lynne Elander, PPV manager for Cox Cable, said the rematch mirrored the 7% buy rate of Tyson-Ruddock I, but that was the best performing bout of the month. "Cable systems have a limited amount of money used for marketing," which makes promoting five boxing

events a month difficult. But more promotion of events with lesser known boxers "doesn't make a lot of sense," she said, because "you can't recoup the costs."

Tracy Rinehart, PPV manager, Buckeye Cablevision, said ANI problems forced numbers down for the first Tyson-Ruddock fight, so the 4% buy rate for T-R II was a considerable improvement. "We love events," said Rinehart, but the system felt customers were overwhelmed with the number in June, which caused them to shy away from the smaller fights.

Buckeye tried to attract subscribers by offering TVKO fight subscribers the right to get the next mid-priced event for half price. Rinehart said that helped somewhat, but it was not an overwhelming success. The true boxing fan knows when the fights are scheduled, she said, and can plan their viewing for the month, deciding which ones they will buy. The major fights caused the first TVKO fights to produce smaller numbers, and at \$20 per event, Rinehart

said, "we think that's a little steep." However, once TVKO monthly bouts appear in months without a lot of other activity, those numbers may rise, she said.

Don Mathison, senior vice president, marketing and programming for Media General, said the system received 9,000 orders across 175,000 subscribers, for a buy rate of 5.14%, slightly below that of Tyson-Ruddock I.

One of the problems, said Mathison, was that the event had been canceled at the time the system's program guide went to press. The on-again, off-again nature of the event hurt pre-fight promotion, he said.

As to whether there were too many June fights, Mathison said "on a cumulative basis...we're thrilled to have all the additional special events. The net effect is very positive."

Like other cable systems, Mathison said Media General is working to get special event charges placed on credit cards. Although systems would have to sacrifice a percent or two on the transaction, it may make sense for events above \$20, said Mathison. As PPV grows, customers seeing high cable bills may reconsider pay services, for instance, he said. Moving the largest PPV charges to credit cards, Mathison added, would help prevent that.

Lori Dillon, PPV coordinator at Continental's Pompano Beach, Fla., system, said the fight scored a 8% buy rate, down slightly from the first fight's 8.2%. "We were pleased. It did better than we expected."

Barbara Royarsky, PPV manager at Garden State Cable in Cherry Hill, N.J., said the fight scored an 8.1, higher than Tyson-Ruddock I. "There are never too

many events," she said.

Cablevision of Baton Rouge scored a 4.08% buy rate, a spokesman said.

Not all systems held their own, however. Violet Gonzalez, PPV coordinator at Prime Cable in Chicago, said Tyson-Ruddock scored a 4.8%, down significantly from the first fight's 7.5%. In fact, Holyfield-Foreman, which fared better nationally than Tyson-Ruddock I, was lower in that system, and Tyson-Ruddock II was even lower. Gonzalez said a number of factors are in play: the early cancellation of the fight, its price and the bowing out of one boxer on the undercard. But despite heavy marketing, she said, boxing is showing the same kind of decline as wrestling events experienced. The cash economy and the ability of customers to pay for a series of major events also is affecting buy rates, she said. -MS

CABLE'S COURT IS IN SESSION

Steven Brill's Courtroom Television Network debuts with coverage of murder and rape cases as well as federal civil trials

Courtroom Television Network's gavel finally came down last week, but the network did not launch with the bang it had predicted. Instead of high-profile cases, such as the trial of Los Angeles police accused of beating a motorist (which now looks like it won't start until the fall), the network launched with several obscure trials, two of which were taken from the first days of the experiment with cameras in federal civil (not criminal) trials.

Steven Brill, Court TV's chief executive officer and president of American Lawyer Media, said it may not be so bad that the network did not launch with high-profile cases. This way, "we have time to get our act together," he said. The current on-air look of the network is not Court TV's final form. "We're a shadow of our future self," said Brill. "But it's better than I thought it would be."

Court TV spent its first few days primarily covering two criminal trials: a reopened, unsolved 25-year-old Florida murder case and the rape trial of University of Cincinnati basketball player Louis Banks. The network also showed bits of two federal trials, one involving a faulty product and the other an age discrimination suit. While civil cases are not always as riveting as criminal, "we want a balance of the two on the network," said Stephen Cohen, executive producer. But Brill acknowledged those particular trials would not likely be com-

mon on Court TV. "We worked so hard to get into the federal courts, we might have used trials we wouldn't normally put on," he said.

Approximately 4.5 million cable subscribers have access to Court TV, with the bulk coming from Court TV owners Time Warner (800,000) and Cablevision Systems (300,000-400,000) and soon-to-be-owner Tele-Communications Inc. (2 million). The network is being seen in 38 states and is in New York City and Chicago, but not Los Angeles.

Brill has continually said that the purpose of network is to go beyond the sound bite and show viewers the workings and drama of the courtroom. But not all of the workings are fit for television, it seems. In the recorded tape of the Louis Banks rape trial, the testimony of one of the victims was cut short just as she was beginning to speak about the rape itself. Court TV then went back to its anchor and commentator in the studio for analysis—evidence, perhaps, that the network is grappling with how to deal with sensitive issues. The testimony was shown in full later in the day, according to Cohen, who said the testimony of a rape itself "is germane" and should be shown, although graphic language will be cut out and the victim's face obscured. But Brill also wants to be careful not to exploit or sensationalize that or any other trial. That testimony in the Banks rape trial "is not terribly ger-

mane," he said. "Explicit details are too invasive, and that is not the kind of stuff we want to do."

One of reasons Court TV chose this rape trial was to prove to the judge presiding over the William Kennedy Smith rape case that it could handle the subject sensitively. That trial is scheduled to start Aug. 5, and Cohen said it is "almost certain" to be open to cameras. Court TV plans to position itself to be the pool camera for the trial.

Short news updates devoted to legal issues have been incorporated into the programming, and on the first day, one of the stories covered was *American Lawyer* magazine's story on the top 100 law firms. That represents what some consider Brill's use of Court TV as a vanity vehicle for his magazines, but Brill defends his actions and says Court TV will continue to pick up his publication's stories when it is warranted. "Instead of giving these scoops to other TV outlets, we will give them to ourselves," he said.

Based on its first couple of days on the air, Court TV still has some rough edges that need smoothing. It can get repetitive at times, as it did when it showed the same background piece on the Florida murder trial about once every half hour the first morning. Cohen said one of the reasons for that repetition was to satisfy one of the two types of viewer Court TV is seeking—the occasional

viewer (as opposed to the "core" viewer), and the network needs to be "reset" every half hour to do that, said Cohen. Brill is aware, though, that there needs to be some variation in the packaging of the repeated material. Brill said he also thinks there is "too much talking and too much jumping around" from image to image.

Another problem that cropped up, particularly on the network's first day, was an inability to keep track of everything that was going on, according to Cohen. Anchor Fred Graham kept promising to show an interview with the accused's son in the Florida murder trial, and the network took more than one hour to deliver that tape. Another problem in keeping the network cohesive is that each producer is responsible for three to four hours of air time and therefore can repeat or ignore

what happened in another producer's segment. That means "we don't look like a network yet," said Cohen. "That will take some time."

But Court TV is traveling up its learning curve as fast as it can, and making on-air changes constantly. On day one, for example, the network was avoiding the rape victim's face by having a not-too-tasteful closeup shot of her chest. By the second day, they were showing the entire victim and simply obscuring her face. By the second day, Court TV was also trying to rectify problems with identifying graphics, which were cluttering up too much of the screen.

Another problem with the network will likely be cleared up in six months when the network's studio lease is up and it can find larger accommodations. The studio set is very small, giving a

rather claustrophobic feeling, which Brill does not dispute. Brill hopes to give an airier feel to the network with a new studio, although as Cohen pointed out, "we will not be the great outdoors network."

When live coverage warrants it, commercials will be preempted. That is not of too much concern yet, since the network still has a great deal of unsold ad inventory and has no problems filling makegoods. During the first few days, the network has been filled largely with public service announcements and low-budget advertisers.

For prime time fare, Court TV will take what it considers the highlights of its 11 daily hours of coverage and compress them into three hours. The network is also creating two- to three-hour documentaries of trials. -SDM

CABLECASTINGS

ENCORE'S START

Encore was approaching 750,000 in orders last week among TCI systems for its add-on pay service. TCI also said it would begin offering to basic-only subscribers the ability to receive Encore and HBO or Encore and Disney for \$6.95. Subscribers can receive all three for \$12.90 if they maintain that level of service for one year. Encore signed a carriage deal with Telesynergy, a 12-member MSO consortium serving 2.3 million subscribers.

DATeline MOSCOW

Turner Broadcasting officials signed a final agreement with the Soviet Union for the 1994 Goodwill Games last week, which will be held in Moscow and Leningrad between July 23 and Aug. 7, 1994. Turner expects to be announcing shortly the joint coverage deal for the games between it and ABC. Turner would carry weekday events as well as some weekend material. ABC's coverage would also come on the weekends at a nonduplicative time.

DIGITAL FINANCING

Digital Planet has secured another round of financing from its original investor group, designed to bring the service to profitability. The investor group includes Enterprises Partners, Orien Ventures, Consumer Venture Partners, Crosspoint Venture Partners,

InterVen Partners and Techno Venture Management. The group put in \$7.2 million initially to fund Digital Planet and agreed to put in several million more to as much as \$10 million to \$13 million, depending on how much Communications Equity Associates raises in a separate private placement. CEA is pursuing a \$10 million to \$13 million placement. Digital Planet recently signed the National Cable Television Coop and Triax Communications, representing 2.5 million subscribers, to carriage deals.

GAN AFFILIATES WITH CHANNEL AMERICA

The Golden America Network has signed an affiliation deal with Channel America for its programming to be carried on 107 LPTV stations across the country. GAN will provide two hours of programming to Channel America stations beginning Oct. 1.

GAN will also appear on a number of cable systems. ATC has committed about 300,000 subscribers, said GAN, with systems to be designated in mature markets, such as Florida and Texas. GAN has also signed a deal with Service Electric covering 100,000 subscribers. TeleCable will carry the service in its Richardson and Plano, Tex., systems (50,000 subscribers), and Cablevision Industries will carry the service in

systems in mature markets.

TELEPORT BUY

Cox Enterprises purchased 12.5% minority stake from Merrill Lynch in Teleport Communications Group, which operates 17 fiber-optic metropolitan area networks across the country, including New York, Chicago and Los Angeles. ML and Cox said they will provide \$80 million for future Teleport expansion.

NOTES FROM ALL OVER

Graff's Spice PPV programming service will switch from a two-hour to a 90-minute program block beginning Aug. 1. Service said move will increase number of titles to 40 per month, with eight titles scheduled twice daily. ■ Although Court TV debuted last week, C-SPAN got jump on service in coverage from federal courts by carrying coverage from 9th Circuit Court in Boise, Idaho, on June 28. Judges there got headstart on July 1 launch date for three-year experiment on TV cameras in federal courts. ■ Cable Television Public Affairs Association has selected firm of Pittelli & Partners to provide management services for group. ■ Continental has launched a public service campaign promoting child welfare issues in a three-month effort that will include carriage of more than 3,000 PSA's.

WASHINGTON

FCC WANTS EN BANC REHEARING ON INDECENCY

Commission cites recent 'Barnes' nude dancing decision and earlier 'Sable' decision by Supreme Court in making request

The FCC last week asked the U.S. Court of Appeals in Washington for a rehearing on its May 17 ruling striking down the FCC's 24-hour-a-day ban on broadcast indecency and ordering the agency to establish a period each day when stations may broadcast indecent programming with impunity.

The ruling was made by a unanimous three-judge panel including Supreme Court nominee Clarence Thomas (see "Top of the Week"). If granted, the rehearing would be en banc—that is, before all of the court's 12 judges.

Lawyers familiar with the case saw the FCC petition as a long shot, designed primarily to set up the case for eventual Supreme Court review. "I would be somewhat surprised if the Court of Appeals grants a rehearing," said Timothy Dyk, who represented the group of media and citizen groups that challenge the ban. "There is no intra-circuit conflict on the issue."

The agency, in its 15-page petition, argued that the panel's ruling conflicts with the Supreme Court's highly publicized *Barnes* decision upholding states' right to outlaw nude dancing, which was handed down three weeks after the three-judge appeals court panel rejected the ban on broadcast indecency.

In *Barnes*, eight of the nine justices—all but Antonin Scalia—recognized that nude dancing was protected speech, the FCC said. Nonetheless, it argued, a ma-

majority upheld the Indiana law banning it on the grounds the ban served a "legitimate government purpose and...was narrowly tailored to serve the purpose without unduly infringing on protected speech."

In rejecting the total ban on broadcast indecency, which was mandated by statute, the appeals panel relied on earlier decisions by the court, which found broadcast indecency protected speech that could not be banned, but could be "channeled" to late-night or early-morning hours or so-called safe harbors to protect children.

The FCC also reiterated an argument

it made to no avail to the panel: that the total ban is supported by the Supreme Court's 1988 *Sable* decision. Although the Court found the record in the case did not support a total ban on indecent telephone messages, it "left open the possibility that given an adequate record the government could ban indecent speech on a particular medium."

Children's Legal Foundation and the American Family Association also asked for a rehearing, arguing the panel overlooked that "broadcast indecency" as distinguished from indecent speech was nuisance speech and, as such, unprotected by the First Amendment. **-NAJ**

NAB TOPS IN HONORARIA

Leads telecommunications spenders; NCTA increases

Based on a spot check of 10 high-ranking members on House and Senate committees and subcommittees with telecommunications oversight, the National Association of Broadcasters remains the most active telecommunications lobbying group in terms of paying for speeches and reimbursing travel expenses in 1990. The National Cable Television Association seems to have become more competitive with the older NAB, while the Association of Independent Television Stations

appears less active than in years past. That's according to financial disclosure forms filed by Senators Ernest Hollings (D-S.C.), Daniel Inouye (D-Hawaii), Robert Packwood (R-Ore.), John Danforth (R-Mo.) and Albert Gore Jr. (D-Tenn.) and Representatives John David Dingell (D-Mich.), Edward Markey (D-Mass.), Norman Lent (R-N.Y.), Matthew Rinaldo (R-N.J.) and Wilbert (Bilby) Tauzin (D-La.).

Of the five senators checked, Hollings, chairman of the Senate Commerce Committee, received the most honoraria—\$82,200. He kept \$26,988 and gave \$55,212 to charity; \$13,500 came from speeches sponsored by the NAB, NCTA, Viacom, MCA, CBS, Cellular Telecommunications Industry Association and Telecom Industry Association. NAB reimbursed Hollings for roundtrip airfare and one night's food and lodging from Washington to Atlanta; MCA reimbursed him for similar expenses from Washington to Los Angeles; NCTA reimbursed him for airfare from Charleston, S.C., to Atlanta, and on to Washington.

Senate Communications Subcommittee Chairman Inouye received \$13,000 in honoraria for seven speeches, none of

VEXING VENUE FOR FIN-SYN APPEAL

The Seventh Circuit Court of Appeals in Chicago has been chosen to hear the consolidated financial interest and syndication rules appeals filed by Schurz Communications Inc., licensee of CBS affiliate WSBT-TV South Bend, Ind., CBS Television Network Affiliates Association, Fox Broadcasting and The Media Access Project (MAP), on behalf of the Arizona Consumers Council. The Motion Picture Association of America filed in San Francisco, while the CBS affiliates and Fox filed in Washington (BROADCASTING, June 24).

The selection of the Chicago court, made by lottery, was discouraging to MAP. Gigi Sohn, deputy director, MAP, said the Court is filled "with a number of very free market judges who do not look very favorably at any government regulation. It's a 'get the government off our backs' court." Arguments are not expected to be heard until after the FCC has finished its reconsideration process this fall.

which were sponsored by telecommunications companies.

Packwood, the ranking minority member on the Communications Subcommittee, reported honoraria of \$45,000, with \$17,785 going to charity. However, the Office of Public Records said his total should be \$43,000 received and \$25,215 accepted. Over the year, NAB, U.S. Telephone Association and Cellular Telecommunications paid Packwood \$2,000 each for speeches.

Danforth, ranking minority member of the Senate Commerce Committee, received \$200 for an article in *The Washington Post*.

Gore, a subcommittee member and chairman of the subcommittee on Science, Technology and Space, received \$28,650 and accepted \$27,337. The rest, \$1,313, went to charity. Gore received \$2,000 for a speech to the Walt Disney Co. in Burbank, Calif., and \$1,500 for an article published by MCI.

On the House side, Dingell, chairman of the House Energy and Commerce Committee, received \$39,800 in honoraria, \$12,950 of which went to charity. None of his honoraria came from telecommunications companies.

Markey, chairman of the Telecommunications Subcommittee, does not accept honoraria, although NCTA reimbursed him for airfare, lodging and ground transportation from Washington to Atlanta for its annual convention in May.

Lent, ranking minority member of the House Energy and Commerce Committee, earned \$62,000 in honoraria, accepted \$27,000 and gave \$35,000 to charity. The Home Shopping Network, NAB, INTV and CBS Records paid Lent \$5,500. HSN reimbursed him for roundtrip airfare between Washington and Tampa, Fla., and two days' food and lodging in January. CBS Records reimbursed him for roundtrip airfare between Washington and New York and one day's food and lodging.

Rinaldo, ranking minority member of the Telecommunications Subcommittee, received \$47,250 in honoraria, of which \$21,750 came from 13 speeches over the year to NAB, Association for Maximum Service Television, Telecommunications Industry Association, USTA, NCTA, MCA, HSN, AT&T and Ketchum Communications. Rinaldo reported that he paid \$20,403 of his honoraria to charity.

In addition to paying for six of his speeches, the NAB reimbursed Rinaldo for airfare to Palm Springs, Calif., in 1990. NCTA reimbursed Rinaldo's cost to fly from Palm Springs to Los Angeles, and then to Washington, plus a

day's food and lodging, as well as roundtrip airfare to and from Atlanta in May. NAB reimbursed Rinaldo for airfare to and from 1990's NAB convention in Atlanta. HSN and USTA also reimbursed him for airfare or food and lodging.

Tauzin, a member of the Telecommunications Subcommittee, received honoraria totaling \$40,500, of which \$14,000 went to charity. Tauzin gave

five speeches to telecommunications groups—USTA, NAB, HSN and NCTA—for \$7,500, and \$3,150 went to charity. NAB, NCTA and Satellite Broadcasting and Communications Association reimbursed Tauzin for return trip airfare last year.

All five senators, but only Representative Dingell, listed videocassettes of PBS's *The Civil War* as tangible gifts received during 1990.

—PJS

WASHINGTON WATCH

NEW TACTIC

The group of political candidates seeking refunds from Georgia and Alabama television stations for alleged overcharges for campaign spots through civil suits or threats of them opened up a second front last week, filing an FCC complaint against one of the targeted stations, WXIA(TV) Atlanta.

Charging that the station "systematically overcharged" candidates in violation of the "lowest unit charge" law, the complaint asks the FCC to fine the station, revoke its license and, if the agency finds it has the authority, order refunds. "We always thought of this as a two-track course," said Bobby Kahn, attorney for the candidates.

The candidates' campaign to recover some of the advertising expenditures from the 1990 elections has bogged down over a jurisdictional dispute. Federal district court in Atlanta last month dismissed a suit against WXIA, saying the FCC not only has exclusive authority to decide the case, but also to order rebates if it finds there were overcharges.

The ruling runs counter to that of the federal district court in Alabama affirming the state court's jurisdiction. The U.S. Court of Appeals for the 11th Circuit has been petitioned to settle conflict.

At the prompting of the broadcasting industry, the FCC decided last month to intervene in court cases and assert its sole authority to determine a violation of law.

SUIT SETTLED

A group of former and current directors of GenCorp Inc. and its RKO General subsidiary agreed to

pay GenCorp \$4.1 million to settle a shareholder suit charging their action resulted in the loss of RKO's broadcast licenses. As a result of violations of FCC rules, RKO General was forced to give up its license for WNAC-TV Boston and to sell its other 14 stations at less than full market value. The settlement was approved by Delaware chancery court.

PIONEER SPIRIT

The National Association of Broadcasters petitioned the FCC to reconsider its new "pioneer preference" policy. Last April, the commission adopted a plan for granting developers of new communications technologies high priority for spectrum allocations to implement the new technologies (BROADCASTING, April 15). The rule could potentially affect future allocations for digital audio broadcasting and interactive TV services. NAB said the pioneer preference rules are vague, will "confuse applicants and lead to elongated litigation, likely delaying rather than expediting the introduction of new or improved services." The association asked the FCC to clarify the rules and use pioneer preference as "a weighted—not decisive—factor in the licensing process."

NEW CONTRACTS

NAB is offering revised political ad contracts for TV and radio stations. The contracts reflect recent changes in FCC political broadcasting rate policy, NAB said. The old contracts, which NAB designed and released several years ago, are now obsolete and should not be used. Pads of 100 contracts are available for \$10 for NAB members and for \$20 for non-members.

TECHNOLOGY

'WORLD WATCHING' FOR DIGITAL 'LEAP FORWARD'

As proprietary ATTC tests begin July 12, broadcasters prepare for public FCC proceeding on simulcast channel allocation, probably in October

Enanced- and high-definition television in the United States begin the transition from theory to hardware this Friday, July 12, as the Advanced Television Testing Center begins yearlong scrutiny of six advanced systems, four of them proposing to allow delivery of digital HDTV via broadcast, cable, wireless and satellite.

"It's reality time" for the proponents, said ATTC Executive Director Peter Fannon, at least for the Advanced Television Research Consortium (NBC, David Sarnoff Research Center, Philips Consumer Electronics and Thomson Consumer Electronics) and its Advanced Compatible Television (ACTV) system, the first system in.

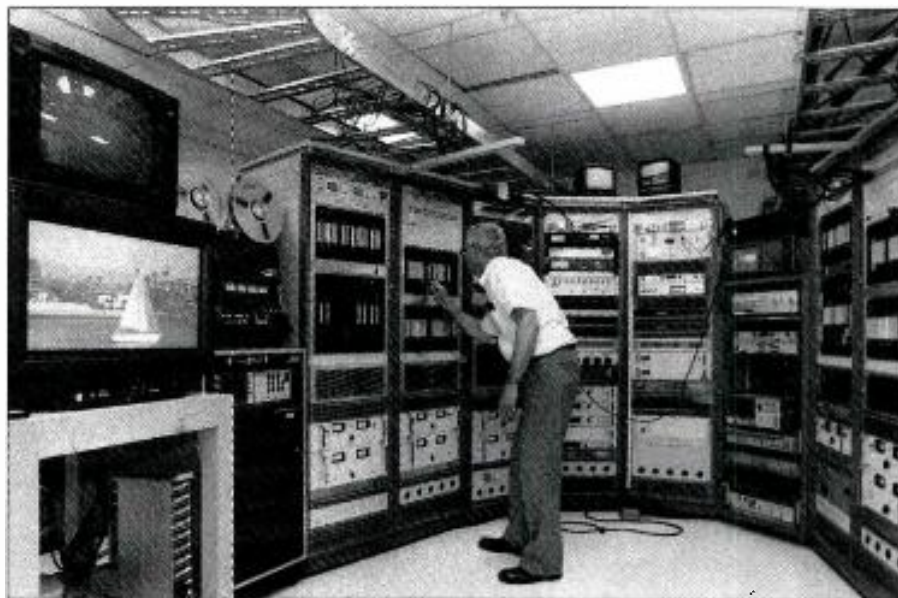
And, added Fannon, "all other parts of the world are watching for a real leap forward for terrestrial HDTV."

Richard Wiley, chairman of the FCC's advisory committee on advanced television service, agreed. "Three-and-a-half years ago, you would have said three things about HDTV: no broadcast transmission, it would be analog and the U.S. would be out of it," he said.

"Today the U.S. is leading the world, as far as terrestrial is concerned. There's a real chance to do something here"—specifically, prove it possible that broadcasters can deliver digital HDTV without 10 years of interim steps now proposed in Europe (BROADCASTING, July 1).

There is also the chance that "some things will leak out about how one system did compared to another," said Wiley. "But you can't really know anything until all the systems have been tested" between now and June 15, 1992.

In the meantime, perhaps by October, the FCC will "attempt to keep pushing the process" by issuing a broad notice of inquiry to raise "any issue not dependent on the tests," said William Hassinger, assistant chief of engineering for the commission's Mass Media Bureau. A spring 1992 notice will follow, and a final notice is likely in September 1992.



An engineer from the David Sarnoff Research Center prepares Advanced Compatible Television hardware for testing

Issues identified so far by FCC staff and the Association for Maximum Service Television include how and to whom simulcast channels will be awarded and whether, or for how long, their use might be limited to HDTV delivery (BROADCASTING, June 24).

"Our aim is to put a system in place which will allow broadcasters to respond, if they choose" to the likely introduction of HDTV via satellite, cable and other means, said Hassinger. "We have never taken the stance that they have to do it."

But the FCC has taken a stance on seeking a digital standard, despite a push from NBC and other broadcasters for adoption of a less expensive, nondigital, enhanced-definition (EDTV) NTSC system. FCC Chairman Al Sikes maintains his stance that no EDTV standard will be adopted "if ever, until the HDTV matter has been decided," Hassinger said.

Said Michael Sherlock, president of operations and technical services for NBC: "There's very little question in most people's minds that an all-digital system will eventually be adopted here,

and I like the idea of the United States leading the world in that regard." However, he said, even given adoption of a digital standard, "there's a lot of development that has to be done, to make the transition economical."

For broadcasters, Sherlock said, the "tension" between the benefits and costs of advanced TV "can be satisfied by an NTSC system that provides improvements" as stations and networks make the expensive move from analog to digital plants. The survival of some broadcast stations, he said, could depend on adoption of an EDTV standard first.

Hassinger said it is possible that one of the EDTV systems could prove enough of a picture quality improvement to win the standard over a more expensive digital system. "It's a dynamic, open process," he said.

However, he said, "we are not even contemplating an interim step" comparable to the European approach which, he said, will create a less than truly compatible interim standard (D2-MAC) and "a hodge-podge of converters. It's

hard to see how this is cheaper or easier." Nevertheless, two EDTV systems are among those to be tested. Sarnoff engineers have until Sept. 3 to prove the

viability of ACTV's 525-line, 59.94 cycles per second, progressive NTSC system. And between Sept. 10 and Oct. 24, ATTC will test Japan Broadcasting

Corp.'s analog Narrow MUSE.

General Instrument's DigiCipher system will be the first digital system tested, from Nov. 14 through Jan. 7, 1992. —PDL

TECHNOLOGICAL BOOM MAY BE BROADCAST TV BUST

FCC report on TV marketplace finds emerging technologies may well put broadcasters at competitive disadvantage

Technologies seemingly destined to define the video marketplace into the next century are expected to accelerate television's decline. That's more of the bad news out of the FCC's Office of Plans and Policy's "Broadcast Television in a Multichannel Marketplace" (see "Top of the Week" and BROADCASTING, July 1).

Along with projecting various viewing, advertising and programming trends established over the last 15 years, the report predicted the potential impact on the television industry through 1999 of several emerging technologies: digital compression, high-definition television and Direct Broadcast Satellites. Although the OPP staff that wrote the report does not expect full implementation of compression, DBS or HDTV by the end of the century, it is clear that the sooner each is implemented, the more accelerated the TV industry's decline will be.

The report said digital compression "will have the biggest impact on the video delivery marketplace over the next 10 years. It will expand channel capacity on all media and will reduce the cost of channel capacity, thus spurring the development of new, competitive program channels.... Expansion of channel capacity will benefit nonbroadcast media disproportionately," the report said.

The report concedes that terrestrial broadcasters may see four-to-one ratios, with the possibility of a market of 10 broadcasters delivering 40 channels, but current television sets would have to be replaced. The commission would also have to reexamine some of its regulations, including its dual networking rule, which limits a company to operating just a single network.

But aside from freeing up some of their allocated spectrum for other commercial uses, broadcasters will see compression quicken the development of HDTV and DBS, neither of which the report expects to be television industry friendly.

The report says that terrestrial broadcasters will probably follow DBS and cable in adopting HDTV because of

costs. DBS will deliver HDTV signals first because "the cost of the transmission equipment will be incurred only once for nationwide coverage."

For broadcasters, HDTV is likely to add \$1.5 million to \$2 million in costs just to transmit the network signal, and \$10 million to \$12 million more to produce and transmit local programming.

That \$11.5 million to \$14 million will not increase a broadcaster's viewer or advertising share, the report says. It will be done for purely defensive reasons: to prevent becoming a second-class service. HDTV penetration probably will not exceed 1% until some time after 2000, but stations will have to invest simply to meet competition and to avoid massive defections to HDTV carriers,

the report said. Even so, broadcasters will be several years behind DBS and cable on HDTV.

Although the direct impact "on the broadcast audience of expanded DBS use in uncabled areas is unclear [because] many of the areas not now cabled have very sparse broadcast service, so there may be very little audience to erode," the report says terrestrial broadcasters will suffer because compression makes DBS a more realistic threat to cable.

"Should significant DBS competition to cable develop," the report says, "cable systems would likely respond by reducing prices and improving services, thus making cable more attractive relative to over-the-air viewing." —PJS

IN SYNC

AURORA OFFERS MACINTOSH INTERFACE

Aurora Systems, Santa Clara, Calif., subsidiary of the Chyron group, is offering a new Macintosh interface to its Aurora video paint and animation systems. The interface is now available at a cost of approximately \$1,100.

MUCH MORE ADO

Ampex Corp. has introduced ADO 500, a high-end digital-effects system with several improvements over its ADO 100 system. A standard feature is Ampex's new True-Dimensional page turn effect, which "actually peels the image off the screen," said Martin Salter, marketing director for Europe, Africa and the Middle East. Salter claimed the ADO 500 sells at one-third the price of equivalent high-end effects systems. Other standard features include Digi-Matte, key channel for logo animation; Image

Innovator, mosaic effects and a 24-effect shot box for storage and rapid call of preprogrammed effects.

Ampex also unveiled ADO/ACCESS, a new IBM PC-based software enhancement that allows for ADO 100 effects to be done in a low-cost, off-line system.

COMMON PARLANCE

Matsushita's D-3 composite half-inch format was officially designated as "D-3" by the Society of Motion Picture and Television Engineers a few days before the Montreux symposium's opening, according to Mikio Higashi, director, board member and sector executive, audio video, for Matsushita, Osaka, Japan. Ever since the first prototypes of the format (co-developed by NHK) were shown in fall 1988, the company has stuck with the name of "half-inch digital" to describe it, even while abbreviations such as D-X or D-3 gained popularity.

MEDIA

ABC NAVIGATING CHOPPY WATERS TO CUBA

Pan Am Games challenge network's technical and sales staffs

With less than a month to go before the start of their historic coverage of the Pan American Games from Cuba, rightsholders ABC and Turner Broadcasting are facing considerable logistical challenges and, in the case of ABC, some delays in selling ad inventory.

Both ABC and Turner have been eager to air the quadrennial sports competition, which features 39 nations of North, South and Central America. But agency executives said that Pan Am sales have not been particularly brisk at ABC Sports, which will present 20½ live hours of Pan Am coverage over nine weekend afternoon telecasts.

Advertisers said ABC Sports could be facing a slowdown because the Aug. 2-18 games appear during the third quarter, which is already crowded with baseball, preseason and regular season football as well as NBC's coverage of the World Track and Field Championships from Tokyo. Spending is also likely to be soft in the sports marketplace for the third quarter following heavy spending in the second quarter on baseball and other sports, added one agency executive. ABC sales executives were not available for comment.

Despite talk of slow sales, Turner on Monday sold out all available inventory for its 28½ hours of prime time coverage of the Pan Am Games, according to David Levy, vice president, sports sales. Turner Network Television has lined up a list of advertisers including Kodak, AT&T and Coca-Cola with guaranteed household numbers and an estimated 1.5 rating.

The cable company's ability to sell out was probably tied to such factors as a relatively long selling period for the games (five months) and attractive pricing, according to industry observers. Turner, which would not discuss pricing, was said to have charged rates higher than its baseball inventory yet lower than its NBA spots.

Meanwhile, setting up TV equipment for the Pan Am Games is proving to be a major logistical challenge for ABC, which is also serving as the production team for Turner. Under an



Cuba's Olympic Stadium a month away from the start of the Pan Am Games

USOC photo by Bob Condron

agreement with the federal government, they are limited to a staff of about 300 and a spending cap of approximately \$1.2 million while in Cuba (the terms were part of a settlement with the U.S. Treasury Department, which had tried to bar the TV deal as a violation of the Trading With the Enemy Act). This will mark the first time a large American contingent has been allowed in Cuba since Fidel Castro took over in 1959.

"This is without a doubt one of the most challenging undertakings we've ever done," said ABC's Jonathan Leess, director of remote operations and program control, whose numerous projects for ABC Sports have included Olympic coverage in Sarajevo and Los Angeles. "We'd like to have 100 extra people there, but the government won't allow it," he said.

Along with the problem of limited resources while in Cuba, Leess said perhaps the biggest challenge associated with the coverage is anticipating exactly what to ship in. He said there would not be any opportunity to bring in additional equipment after the initial shipping. ABC Sports will transport millions of dollars worth of technical and operating facilities via a 200-foot cargo ship from

Florida to Havana on July 22.

Equipment to be shipped by ABC will include 15 TV mobile units; 21 mobile office trailers; five satellite dishes; three diesel generators and seven semi-tractors. Plans call for the construction of a broadcast center on a closed-off city block in downtown Havana. Plans also call for the placement of a number of TV mobile units and support trailers at the various Pan Am Games venues throughout the country.

ABC executives, who have already visited Cuba about a dozen times in preparation for the games, have been further challenged by slow progress in the construction of venues for the competition. As recently as two weeks ago, said Leess, some of the venues were little more than marked-off fields of dust.

"It makes it hard to determine where to put the cameras," said Leess, "but we're full-speed ahead."

ABC's production crew will also be providing world coverage for some events not being handled by the Cuban government. Coverage aired by Turner will include special live editions of TBS's weekly amateur sports series, *U.S. Olympic Gold: A TBS Sports Exclusive*.
-RB

FOR THE RECORD

As compiled by BROADCASTING from June 27 through July 3 and based on filings, authorizations and other FCC actions.

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

OWNERSHIP CHANGES

Applications

- **KSNE(FM) Marshall, AR (BALH910614GM; 104.3 mhz; 100 kw; ant. 820 ft.)**—Seeks assignment of license from Marshall Broadcasting Corp. to Arthur C. Morris for \$500,000. Seller is headed by L.E. Willis Sr., and is president, director and 100% shareholder of Willis Broadcasting Corp., which is licensee of KDFT(AM) Ferris, TX; KLRG(AM) North Little Rock, KFTH(FM) Marion, KMZX(FM) Lonoke and KSNE(FM) Marshall, all Arkansas; WAYE(AM) Birmingham, WFSU-FM Union Springs and WVCA(FM) Selma, all Alabama; WBOK(AM) New Orleans; WESL(AM) East St. Louis, IL; WGSP(AM) Charlotte, WBXB(FM) Edenton, WKJA(FM) Belhaven, WVRS(FM) Warrenton and WSRG(AM) Durham, all North Carolina; WIMG(AM) Ewing, NJ; WPCE(AM) Portsmouth and WMXS(FM) Cape Charles, both Virginia; WTJH(AM) East Point, GA; WURD(AM) Philadelphia; WVCA(AM) Gary and WPZZ(FM) Franklin, both Indiana, and WKSQ(FM) Orangeburg, WKWQ(FM) Batesburg and WWPDP(FM) Marion, all South Carolina. Buyer has no other broadcast interests. Filed June 14.
- **KXXZ(FM) Barstow, CA (BTCH910618GR; 95.9 mhz; 1.5 kw; ant. 436 ft.)**—Seeks transfer of control within Hub Broadcasting Inc. for \$20,024. Seller is Walter C. Tucker, and has no other broadcast interests. Buyer is John J. Schimmenti, and has no other broadcast interests. Filed June 18.
- **KNAB-AM-FM Burlington, CO (AM; BTCH910618EG; 1140 khz; 1 kw-D; FM; BALH910618EH; 104.1 mhz; 50.7 kw; ant. 358 ft.)**—Seeks transfer of control within KNAB Inc. for \$350,000. Seller is Ray H. Lockhart, who owns KOGA-AM-FM Ogallala, NE, and 50% of KSTC(AM)-KNNG-FM Sterling, CO. Buyer is Bette Bailly, and has no other broadcast interests. Filed June 18.
- **WTKN(AM)-WHVE(FM) Pinellas Park-Sarasota, FL (AM; BAL910617GU; 570 khz; 5 kw-U; FM; BALH910617GV; 102.5 mhz; 100 kw; ant. 1,776 ft.)**—Seeks assignment of license from Susquehanna Radio Corp. to Paxson Broadcasting of Jacksonville Inc. for \$6.4 million. Seller is headed by Louis J. Appell Jr., and is licensee of KNBR(AM)-KFOG(FM) San Francisco; KPLX(FM) Fort Worth; KKZR(AM)-KRBE-FM Houston; WAPW(FM) Atlanta;
- WRRM(FM) Cincinnati; WGH-AM-FM Newport News, VA; WFMS(FM) Indianapolis; WARM(AM)-WMGS(FM) Scranton-Wilkes Barre and WSBA(AM)-WARM(FM) York, both Pennsylvania. Buyer is headed by Paxson Enterprises Inc. (10%) and Lowell W. Paxson (90%). Paxson is also attributable shareholder (approx. 32%) of Home Shopping Network Inc., parent of licensees of WSHS(TV) Marlborough, MA; WHSE(TV) Newark, NJ; WHSI(TV) Smithtown, NY; WHSW(TV) Baltimore; KHSH(TV) Alvin, TX; KHSC(TV) Ontario, CA; WHSP(TV) Vineland, NJ; WQHS(TV) Cleveland; WEHS(TV) Aurora, IL; KHSX(TV) Irving, TX; WYHS(TV) Hollywood and WBHS(TV) Tampa, both Florida. Filed June 17.
- **WFEN(FM) Rockford, IL (BAPH910617GO; 88.3 mhz; 3 kw; ant. 136 ft.)**—Seeks assignment of CP from Rockford Educational Broadcasting Foundation to Faith Academy for no cash consideration. Assignor and assignee are headed by Donald M. Lyon, Lyon, chairman of board of Faith Center, is also trustee of Rockford Educational Broadcasting Foundation, permittee. Filed June 17.
- **WZFL-AM-FM Centreville, MS (AM; BAL910613GK; 1580 khz; 250 w-D; FM; BALH910613GL; 104.9 mhz; 3 kw; ant. 300 ft.)**—Seeks assignment of license from Dixie Business Investment Co Inc. to Radio Reading Services Corp. for \$6,000. Seller is headed by L.W. Baker, and has interests in KLPL-AM-FM Lake Providence, LA. Buyer is headed by David Harris, and has no other broadcast interests. Filed June 13.
- **WOKN-FM Goldsboro, NC (BALH910613GN; 102.3 mhz; 3 kw; ant. 275 ft.)**—Seeks assignment of license from WOKN Inc. to Southern Broadcasters Inc. for \$560,500. Seller is headed by Robert Swenson, and has no other broadcast interests. Buyer is headed by Caroline Beasley and Bradley C. Beasley. Bradley Beasley is stockholder of Beasley Broadcasting of Philadelphia Inc., licensee of WXTU(FM) Philadelphia; 51% stockholder of CSRA Broadcasters Inc., licensee of WKXC-AM-FM Aiken, SC; Beasley also has interests in Winstersrun Communications Inc., licensee of WBSS-FM Millville, NJ. Caroline Beasley has interests in Beasley Broadcasting of Reidsville Inc., licensee of WJMH(FM) Reidsville NC; Midwest Broadcasting of Chicago Inc., licensee of WBIG(AM) Aurora, IL, and Beasley FM Acquisition Corp., licensee of KRTH-FM Los Angeles. Parent company Beasley Broadcasting is licensee of 18 FM's 8 AM's and 1 TV. Filed June 13.
- **WLXI-TV Greensboro, NC (BALCT910618KE; CH. 61; 500 kw-V; ANT 573ft)**—Seeks assignment of license from Trinity Broadcasting Network Inc. to Radiant Life Ministries Inc. for \$1.9 million. Seller is headed by Paul F. Crouch, and is licensee of KPAZ-TV Phoenix; KTBN-TV Santa Ana (Los Angeles); WHFT(TV) Miami; WHSQ(TV) Atlanta; WCLJ(TV) Bloomington and WKOI(TV) Richmond, both Indiana; WTBY(TV) Poughkeepsie, NY; WLXI-TV Greensboro, NC; WDLI(TV) Canton, OH; KTBO-TV Oklahoma City; KDTX-TV Dallas, and KTBW-TV Tacoma and KGHO-AM-FM Hoquiam-Aberdeen, all Washington. Buyer is headed by Garth W. Coonce, and has interests in Tri-State Christian TV Inc., licensee of WTCT(TV) Marion, IL; WAQP(TV) Saginaw, MI; WNYB-TV Buffalo, NY, and WINM(TV) Angola, IN. Tri-State has application pending for purchase of WGGH(AM) Marion, IL, and is licensee or permittee of several LPTV's. Filed June 18.
- **WYMJ-FM Beavercreek, OH (BALH910605GO; 103.9 mhz; 1.15 kw; ant. 522 ft.)**—Seeks assignment of license from Dayton Radio Inc. to Tri-City Radio Ltd. for assumption of debt; assignee investors and Alan Gray, who is also a shareholder in assignor, are repurchasing Jose M. Lopez's 52% interest in assignor.

Assignor is headed by Lopez and Gray. Assignee is owned by general partner Radio Acquisition Inc. (100%), and limited partners Alan D. Gray (22.96%), Primus Capital Fund II (49.067%), Capital Funds Corp. (18.8%) and City Securities Venture Capital Fund (9.133%). Gray owns 48% of outstanding common stock of assignor, and Primus II, Capital Funds and City Securities each own senior subordinated notes of assignor. Arthur Angotti and Kevin McGinty, directors of assignee, and Gray have interests in Radio Acquisition Inc., which has application pending for purchase of WXXM(FM) Upper Arlington (Columbus), OH ("Changing Hands," June 17). Angotti also has interest in licensee of WBWB(FM) Bloomington, IN, and KCOL(AM)-KIMN-FM Fort Collins, CO. Filed June 5.

- **WEMX(FM) McConnellsburg, PA (BAPH910618GQ; 103.7 mhz; 210 w; ant. 1,187 ft.)**—Seeks assignment of CP from WCBG Inc. to Fulton County Radio Inc. for \$36,740. Seller is headed by W. Ronald Smith and Lois Jane Smith, husband and wife, and owns WCBG(AM) Chambersburg, PA. Buyer is headed by Arthur K. Greiner (90%) and William P. Bernton (10%), and is licensee of WVFC(AM) McConnellsburg, and WSHP(AM) Shippensburg, PA. Filed June 18.

- **KHYM(AM) Gilmer, TX (BAL910617EA; 1060 khz; 10 kw-D)**—Seeks assignment of license from Fairchild Communications Inc. to American Music Radio for \$10 and assumption of notes, original 1987 face value totaling \$500,000. Seller is headed by James D. Fairchild, and has no other broadcast interests. Buyer is headed by Vern Coldiron (50%) and Al Petty (50%), and has no other broadcast interests. Filed June 17.

- **WMON(AM)-WZKM(FM) Montgomery, WV (AM; BAL910424HC; 1340 khz; 1 kw-U; FM; BAPH910424HU; 93.3 mhz; .4 kw; ant. 218 ft.)**—Seeks assignment of license (AM) and CP (FM) from Upper Kanawha Valley Broadcasters Inc. to R-S Broadcasting Co. Inc. for \$101,500. Seller is headed by Arthur Clark, George Waters, Ted Julian and Jeff Batten, and has no other broadcast interests. Buyer is headed by Vivian Jean Brown and Michael D. Brown, wife and husband, Sarah Agnes Johnson and C. Farrell Johnson (100%), and is licensee of WVAR(AM)-WCWV(FM) Richwood-Summerville, WV. Filed April 24.

- **WBYG-FM Point Pleasant, WV (BAPH910617GJ; 1060 khz; 10 kw-D)**—Seeks assignment of CP from Tri-Country Radio to Big River Radio Inc. for \$47,503.15 Seller is headed by Jimmie Joe Wedge, and has no other broadcast interests. Buyer is headed Vernon H. Baker (51%), Virginia L. Baker (25%) and Edward A. Baker (24%). Edward Baker has interests in WSGH(AM) Lewisville and WCXN(AM) Claremont, both North Carolina; WKDI(AM) Denton, MD; WOKT(AM) Cannonsburg, KY; WBZH(AM)-WDJK(FM) Xenia, OH; WKGAM(AM) Smithfield, WKTR(AM) Earlysville and WKNV(AM) Dublin, all Virginia, and WBNN(AM) Union City, IN. Filed June 17.

Actions

- **KLRT(TV) Little Rock, AR (BALCT910429KE; ch. 16; 5000 kw-V; 500 kw-A; ant. 1,768 ft.)**—Granted assignment of license from Little Rock Communications Association to Clear Channel Television of Little Rock for \$6.6 million. Seller is headed by Gary Scollard, and has no other broadcast interests. Buyer is headed by L. Lowry Mays and J. Daniel Sullivan, and is subsidiary of Clear Channel Communications Inc., licensee of WOAI(AM)-KAJA(FM) San Antonio, KPEZ(FM) Austin; KALO(AM)-KHYS(FM) Port Arthur; KTAM(AM)-KORA-FM Bryan, all Texas; KAKC(AM)-KMOD-FM Tulsa and KTOK(AM)-KJYO(FM) Oklahoma City, both Oklahoma; WELI(AM) New Haven, CT; WQUE-AM-FM New

Orleans, and WHAS(AM)-WAMZ(FM) Louisville, KY. Clear Channel owns 100% stock of Clear Channel Television Inc., licensee of WPML-TV Mobile, AL; KTTU-TV Tucson, AZ; WAWS(TV) Jacksonville, FL; KOKI-TV Tulsa, OK; KSAS-TV Wichita and KAAS-TV Salina, both Kansas. Action June 19.

■ **WFEN(FM) Rockford, IL** (BTCE910510GX; 88.3 mhz; 30 kw; ant. 136 ft.)—Dismissed app. of transfer of control from Rockford Educational Broadcasting Foundation to Faith Center, sister corporation, for no cash consideration. Transferor and transferee are nonstock corporations headed by Donald M. Lyon, and have no other broadcast interests. Action June 19.

■ **WVSB-TV West Point, MS** (BALCT910507KF; ch. 27; 2,000 kw-V; 200 kw-A; ant. 180 ft.)—Granted assignment of license from Venture Systems Inc. to Love Communications Co. for \$1.65 million. Seller is headed by John Dyer, and has no other broadcast interests. Buyer is headed by James S. Love III and Robert R. O'Brien Jr. Love has interests in Love Broadcasting Co., licensee of WLOX-TV Biloxi, Miss., and Sunshine Television Inc., licensee of KDRV(TV) Medford and KDKF(TV) Klamath Falls, both Oregon. Action June 24.

■ **WNHT(TV) Concord, NH** (BALCT900604KF; ch. 21; 1860 kw-V; ant. 1,128 ft.)—Granted assignment of license from Thomas J. Flatley to Rogue Television Corp. for \$1.5 million. Seller has no other broadcast interests. Buyer is headed by Stephen M. Mindich and Michael C. Mooney, and has interest in WHRC-TV Norwell, MA. Mindich is 100% shareholder and president of MCC Broadcasting Co., licensee of WFNX(FM) Lynn, MA. Action June 20.

■ **WNCO-AM-FM Ashland, OH** (AM: BTC910429GQ; 1340 khz; 1 kw-U; FM: BTCH910429GR; 101.3 mhz; 50 kw; ant. 500 ft.)—Granted transfer of control within licensee Ashland Broadcasting Corp. for \$20,500 in stock sale. Sellers are James W. Male and Ross Fichtner. Buyer is Walter R. Stampfli. Ashland Broadcasting is headed by Stampfli (50.31%), Male (24.84%) and Fichtner (24.84%), who are stockholders of North Central Ohio T.V. Corp., licensee of LPTV W59BP Ashland, OH. Action June 14.

■ **WBYR(FM) Van Wert, OH** (BALH910329GG; 98.9 mhz; 50 kw; ant. 450 ft.)—Granted assignment of license from Atlantic Resources Corp. to Southern Skies Corp. for \$2.775 million. Seller is headed by Chris Caggiano, and has no other broadcast interests. Buyer is headed by Jerome H. Atchley, Joanne Scott and Jackson Farrow Jr., and has interests in KZSN-AM-FM Wichita, KS, and KSSN(FM) Little Rock, AR. Action June 17.

■ **WOFE-AM-FM Rockwood, TN** (AM: BAL910409GY; 580 khz; 1 kw-D; FM: BAPH910409GZ; 105.7 mhz; 600 w; ant. 728 ft.)—Granted assignment of license and CP from Roane Broadcasting Co. Inc. to P & G Properties Inc. for \$120,000. Seller is headed by David R. Ledford, and has no other broadcast interests. Buyer is headed by Glenn (51%) and Peggy M. Hill (49%), husband and wife, and has no other broadcast interests. Action June 14.

■ **KTEO-AM-FM San Angelo, TX** (AM: BAL900301EF; 1340 khz; 1 kw-D; 250 w-N; FM: BALH900301EG; 93.9 mhz; 34 kw; ant. 415 ft.)—Granted assignment of license from KTEO Media West Inc. to Criswell Center for Biblical Studies for \$350,000. Seller is headed by Lynn Farr and Kenneth R. Camp and has no other broadcast interests. Buyer is headed by Bo Sexton, Richard Kearley Jr. and Dewey Hunt Jr., and has interests in KCBI-FM Dallas, KAGN-FM Abilene, KTDN-FM Palestine and KCRN(FM) Wichita Falls, all Texas; KSYE-FM Frederick, OK and LPTV K220BL Webbers Falls, TX. Action June 18.

■ **KLLB(AM) West Jordan, UT** (BAL910501EA; 1510 khz; 10 kw-D)—Granted assignment of license from Western Broadcasting Inc. to United Security Financial Inc. for \$180,001. Seller is headed by Carole R. and John H. Hinton, husband and wife, and has no other broadcast interests. Buyer is headed by Rosemary Cosby, and has no other broadcast interests. Action June 18.

■ **KMUS(FM) Burns, WY** (BTCH910226HH; 101.9 mhz; 50 kw; ant. 150 ft.)—Granted transfer of control from William L. Moir to Fredrick J. Berger and

Richard M. Reizman for \$44,000. Sellers head licensee KMUS Inc. Moir is 100% stockholder of WDXR(AM) Paducah, KY, and WDXR(FM) Golconda, IL. Buyers Reizman (50%) and Berger (50%) have no other broadcast interests. Action June 13.

NEW STATIONS

Applications

■ **Panama City Beach, FL** (BPCT910617KE)—Sun-kissed Broadcasting Inc. seeks ch. 46; 2385 kw; ant. 277 m. Address: 3017 Piedmont Rd. NE Suite 200, Atlanta, GA 30305. Principal is headed by Donald L. Jones, Kenneth L. Bazzle and William H. Sanders. Jones has CP for LPTV's serving Daytona Beach, Cocoa Beach, Titusville, Sebastian and St. Augustine, all Florida. He is also president and 50% shareholder of Turner County Broadcasting Co., licensee of WNNQ(AM) Ashburn, GA. Sanders has interests in Downs Broadcasting Inc., licensee of WAFX(FM) Prattville, AL, and KDXR(FM) Borger, TX, and is 80% stockholder of Martin Media Inc., general partner of Calvalley Radio Ltd. licensee of KVFX(FM) Maneca, CA. He is also director of Jones Intercable Inc., which owns and operates cable systems in 24 states. Filed June 17.

■ **Florence, OR** (BPH910620MB)—Coast Broadcast-

ing Co. Inc. seeks 106.9 mhz; 2.3 kw; ant. 155 m. Address: P.O. Box 20000, Florence, OR 97439. Principal is headed by Charles A. Farmer, who is GM and 100% owner of Lower Columbia Broadcasting Co. Inc., licensee of KVAS(AM)-KKEE(FM) Astoria, OR-Long Beach, WA. Filed June 20.

Actions

■ **Princeville, HI** (BPH900418ML)—Granted app. of North Shore Radio Inc. for 98.9 mhz; 100 kw; ant. -16 m. Address: 435 South Lafayette Park Place Suite 105 Los Angeles. Principal is headed by Iris E. Lindstedt, Charles Carrell, Forrest Romas, Judith A. Romas, Newton Bellis and Rita Bellis. Carrell, Lindstedt, Forrest Romas and Judith A. Romas are stockholders of Radio Hawaii, Inc., licensee of KPUA(AM)-KWXX-FM Hilo, HI. Carrell and Lindstedt are stockholders of WLBE 790 Inc., licensee of WLBE(AM) Leesburg, FL. Action June 19.

■ **Princeville, HI** (BPH900418MI)—Dismissed app. of Pangyarihan Broadcasting Ltd. for 98.9 mhz; 100 kw; ant. 114 m. Address: P.O. Box 3426, Lihue, HI 96766. Principal is headed by Jonnie Pangyarihan, Daniel Braverman, Michael Sirkis and Robin M. Rothschild, and has no other broadcast interests. Action June 19.

■ **Madisonville, KY** (BPH900220MJ)—Granted app.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,986	241	5,227
Commercial FM	4,449	976	5,425
Educational FM	1,459	294	1,753
Total Radio	10,894	1,511	12,405
Commercial VHF TV	554	20	574
Commercial UHF TV	570	173	743
Educational VHF TV	124	3	127
Educational UHF TV	230	13	243
■ Total TV	1,478	209	1,687
VHF LPTV	201	163	364
UHF LPTV	694	903	1,597
■ Total LPTV	895	1,066	1,961
FM translators	1,860	348	2,208
VHF translators	2,712	87	2,799
UHF translators	2,312	320	2,632

CABLE

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

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

of Madisonville Media for 106.9 mhz; 6 kw; ant. 100 m. Address: 265 S. Main St., Madisonville, KY 42431. Principal is headed by Conway M. Smith, who is 100% shareholder of Conway M. Smith Inc., which owns 60% of Hopkins County Broadcasters, licensee of WTTL(AM) Madisonville, KY. Action June 19.

■ **Madisonville, KY** (BPH900220M1)—Dismissed app. of Conev Communications Inc. for 106.9 mhz; 6 kw; ant. 100 m. Address: 1042 W. Center St., Madisonville, KY 42431. Principal is headed by Dwain Evans, and has no other broadcast interests. Action June 19.

■ **Essex, NY** (BPH891012NF)—Returned app. of Paul S. Goldman for 101.3 mhz; 1.273 kw; ant. 218 m. Address: 32 Woodbine, Colchester VT 05446. Principal owns 13.53% of James Broadcasting Corp., licensee of WYMT(AM) Burlington, VT, and WJTN(AM)-WWSE(FM) Jamestown, NY. Action June 18.

■ **Mount Airy, NC** (BPED910319MB)—Returned app. of Triad Family Network Inc. for 89.7 mhz; 7.41 kw; ant. m. Address: 1249 Trade St., Winston-Salem, NC 27101. Principal is headed by Philip T. Watson and Barbara Jean Watson, and 51% joint interest in Word of Life Broadcasting Inc., licensee of WBFJ(AM) Winston-Salem, NC.

■ **Madisonville, TN** (BPH900518MT)—Granted app. of Major Broadcasting Corp. for 99.5 mhz; 2.51 kw; ant. 157 m. Address: 814 Patterson St., Madisonville, TN 37354. Principal is headed by G. Michael Anderson, and has no other broadcast interests. Action June 14.

■ **Madisonville, TN** (BPH900518MR)—Dismissed app. of Bomark Broadcasters for 99.5 mhz; 6 kw; ant. 100 m. Address: 803 Ingleside, Athens, TN 37303. Principal is headed by Robert M. Ketchersid and Mark R. Lefler, and each are 20% shareholders of Cornerstone Broadcasting Inc., licensee of WYXI-AM, Athens, TN. Action June 14.

■ **San Angelo, TX** (BPH900702MB)—Dismissed app. of Criswell Center for Biblical Studies for 93.9 mhz; 100 kw; ant. 204 m. Address: 525 N. Ervay, Dallas, TX 75201. Principal is headed by Bo Sexton, and has interests in International Broadcast Station, licensee of KCBF-FM Dallas, KAGN(FM) Abilene and KTDN(FM) Palestine, all Texas, and permittee of KCRN(FM) Wichita Falls, TX, and KSYE(FM) Frederick, OK. Action June 18.

FACILITIES CHANGES

Applications

AM's

■ **Moberly, MO** KWIX(AM) 1230 khz—June 12 application for CP to make changes in antenna system.

■ **Cleveland** WABQ(AM) 1540 khz—June 17 application for CP to make changes in antenna system and change TL: 8000 Euclid Ave., Cleveland, OH 41 30 10N 81 37 57W.

FM's

■ **Dadeville, AL** WDV(FM) 88.7 mhz—June 12 application for CP to change ERP: 100 kw V; change to class C1.

■ **Trinity, AL** WUIC(FM) 92.5 mhz—June 11 application for mod. of CP (BPH861215MA) to change ERP: 2.4 kw H&V; change ant.: 153 m.; TL: .9 km SW of intersection of Browns Ferry-Huntsville and Zehner Rd.

■ **Idyllwild, CA** KATY-FM 101.3 mhz—June 11 application for mod. of CP (BPH870514MC as mod.) to change ERP: 1.15 kw H&V ant.: 224.5 m.; TL: Inspiration Point, at West End of Double View Dr., 3.38 km SW of center of Idyllwild.

■ **Century, FL** WKG(FM) 105.1 mhz—June 12 application for CP to change ERP: 25 kw H&V; change to class C3; Employ DA (per docket #89-417).

■ **Agat, GU** KSDA-FM 91.9 mhz—June 17 application (BMPED910617IC) for mod. of CP (BPED880826MA) to change ERP: 3.8 kw H&V; ant.: 305 m.

■ **Freeport, IL** WFPS(FM) 92.1 mhz—June 10 appli-

cation for CP to change ERP: 6 kw H&V; ant.: 94.9 m.

■ **Fairfield, IA** KIK-FM 95.9 mhz—June 11 application for CP to change ERP: 4.1 kw H&V.

■ **Breaux Bridge, LA** (no call letters) 96.5 mhz—June 12 application for mod. of CP (BPH851115NL) to change ERP: 25.00 kw H&V; change TL: .4 km NE of Youngsville at 0 degrees (T); class C3 (per docket #89-507).

■ **Dexter, ME** WGUY(FM) 102.1 mhz—June 13 application for mod. of CP (BPH880622MJ as mod.) to change ERP: 26.5 kw H&V; ant.: 205 m.; TL: 4 km NE of Dexter, change channel to 271C2 (per docket #90-444).

■ **Boston** WBUR(FM) 90.9 mhz—June 17 application for CP to change directional antenna pattern.

■ **Bay City, MI** WHNN(FM) 96.1 mhz—June 14 application for CP to replace directional antenna.

■ **St. Cloud, MN** KVSC(FM) 88.1 mhz—June 19 petition for reconsideration against grant of app. BPED861006 dismissed as moot.

■ **Palmyra, MO** KIDS(FM) 98.3 mhz—June 11 application for CP to change ERP: 26.5 kw H&V; ant.: 181.77 m.; change TL: Rensselaer Rd., 1.9 km W of Hwy. HH, 6.2 km WSW of Oakwood, MO.

■ **St. James, MO** KZYQ(FM) 99.5 mhz—June 12 application for mod. of CP (BPH880112MB) to change ERP: 25 kw H&V; ant.: 100 m.; change freq: 99.7 mhz; change to class C3 (per docket #89-588).

■ **Wildwood Crest, NJ** WDOX(FM) 93.1 mhz—June 10 application for mod. of CP (BPH880421MS) to change ant.: 89 m.; change; TL: 509 Rio Grande Ave., Cape May City, NJ.

■ **Parris Island, SC** WBHH(FM) 92.1 mhz—June 10 application for CP to change ERP: 6 kw H&V.

■ **El Paso** KAMZ(FM) 93.1 mhz—June 14 application for mod. of CP (BPH8702261K) to change ant.: 433.4 m.; change TL: on Comanche Peak, Franklin Mountains, El Paso.

TV's

■ **Duluth, MN** WDIO-TV ch. 10—June 17 application for CP to change ERP: 316 kw/105 kw (vis); ant.: 301 m; TL: 10 Observation Rd., Duluth, St., MN; antenna: LDL VTA-16 H/V. (BT) 46 47 13N 92 07 17W.

■ **Meridian, MS** WGBC(TV) ch. 30—June 14 application for CP to change ERP: 1.600 kw (vis); ant.: 187 m.; change TL: 4608 Skyland Dr., Meridian, MS; ANT: Andrew ATW16G2-HSS-30(DA)X(BT): 32 19 34W 88 41 12W.

Actions

AM's

■ **Sand Springs, OK** KTOW(AM) 1340 khz—June 19 application (BP900423AB) granted for CP to change TL: 8886 W 21 St., Sand Springs, OK and make changes in antenna system: 36 07 58N 96 05 36W.

■ **Tomahawk, WI** WJQ(AM) 810 khz—June 17 application (BP910321AB) granted for CP to correct coordinates to 45 29 27N 89 43 36W.

FM's

■ **Walsenburg, CO** KSPK(FM) 102.3 mhz—June 19 application (BPH9012061D) granted for CP to change ERP: 17 kw H&V; change class: C3.

■ **Key West, FL** WJIR(FM) 90.9 mhz—June 19 application (BPED880707MM) granted for CP to change ERP: 3 kw H&V; change ant.: 32 m.

■ **Fort Knox, KY** WASE(FM) 105.5 mhz—June 12 application (BPH8909291B) granted for CP to change ERP: 3 kw H&V; ant.: 100 m.; TL: 3110-B S Wilson Rd., Elizabethtown, KY.

■ **St. Cloud, MN** KVSC(FM) 88.1 mhz—June 19 application (BPED900405ML) granted for CP to change ERP: 16.5 kw (V); change ant.: 136.4 m (V); TL: Hwy. 15, 3 km SW of St. Cloud; change to class C2 45 31 00N 94 13 52W.

■ **Trenton, NJ** WKXW-FM 101.5 mhz—June 19 application (BMPH9006071C) granted for mod. of CP (BPH8711061R) to make changes. Switch from DA to Omni operational.

■ **Boonville, NY** WBRV-FM 101.5 mhz—June 19 application (BMLH900503KI) granted for mod. of li-

cense to increase ERP: 0721 kw H&V (pursuant to docket #88-375).

■ **Kannapolis, NC** WRFX(FM) 99.7 mhz—910219 application (BPH9005091D) granted for CP to change ant.: 317 m.; change other: modify directional antenna pattern.

TV's

■ **Rogers, AR** KFAA(TV) ch. 51—June 24 application (BPCT910214KJ) granted for CP to change ant.: 145 m; ERP: 79.4 kw (vis); antenna: Bogner B8UOH.

■ **Minneapolis** KITN(TV) ch. 29—June 20 application (BMPCT910206KE) granted for mod. of CP (BPCT900719KE) to change ERP: 5,000 kw (vis); ant.: 373 m; TL: 560 Gramsie Rd., Shoreview, MN 45 03 30N 93 07 27W.

■ **Charlotte, NC** WTVI(TV) ch. 42—June 18 application (BPCT901217KE) granted for CP to change ERP: 2750 kw (vis); ant.: 390 m; TL: .76 km NNE of intersection of Caldwell Rd. and Back Creek Church Rd., 5.4 km SW of Richmond, NC; antenna: RCA TFU-30J (BT): 35 17 14N 80 41 45W.

■ **Aguadilla, PR** WOLE-TV ch. 12—June 14 application (BPCT890829KH) granted for CP to change ERP: 275 kw (vis); ant.: 665 m; TL: 3.5 km S of Maricao, PR; antenna: Jampro JSDP-1012(BT) 18 09 00N 66 59 00W.

■ **Chippewa Falls, WI** WEUX(TV) ch. 48—June 18 application (BMPCT880728KR) granted for mod. of CP to change ERP: 60 kw (vis); ant.: 98 m; TL: NW corner of the SW quarter of section 25, Town 28 N of range 8 W, WI; antenna: B.A.S.C., Inc. Type SC-3244-52-3691-18-22.

ACTIONS

■ **Centre, AL** Granted application of Cherokee Broadcasting Corporation for new FM on channel 290A; dismissed competing application of Radio Centre, Inc. (MM docket 90-71 by MO&O [FCC 91R-52] adopted June 17 by Review Board.)

■ **Simi Valley, CA** FCC's Los Angeles Office shut down unlicensed FM radio station operating on 89.7 MHz in Simi Valley, California. Radio operator Derek Lloyd Underhill was fined \$1,000 for unlicensed operation. Pirate station identified as "KDLU," call sign not currently held by any licensed station, and was causing interference to licensed radio station operating on nearby frequency.

■ **Longmont, CO** Partially denied appeal of Amador S. Bustos, applicant for new FM on channel 282C1, of an ALJ order that he produce four specific documents, after rejecting Bustos' privilege claim: found that one of four documents was entitled to protection from disclosure. (MM docket 90-424, by MO&O [FCC 91R-48] adopted June 10 by Review Board.)

■ **Mt. Vernon, IL** Commission has upheld grant of Daniel S. Stratemeyer's application for construction permit for new FM on channel 271B1 in Mt. Vernon, IL; and dismissed petition of Saga Communications of Illinois, Inc. for reconsideration of Commission's previous denial of its application. (MM docket 88-523, Report DC-1898 June 24 by Order [FCC 91-193].)

■ **Brownsburg, IN** Dismissed Mass Media Bureau's request that Review Board certify to full Commission legal issue regarding financial amendments to Radio Associates Inc.'s application for new FM on channel 270A. (MM docket 90-515 by MO&O [FCC 91R-47] adopted June 7 by Review Board.)

■ **Noblesville, IN** Denied applications of Bible Broadcasting Network, Inc., Broadcast Communications, Inc., and Ben Umberger; granted application of Weiss Broadcasting of Noblesville, Inc. for new FM on channel 210A. (MM docket 90-94 by ID [FCC 91D-31] adopted June 11 by ALJ Edward J. Kuhlmann.)

■ **Billings and Lewistown, both Montana** Denied petition for rulemaking filed by Comanche Enterprises in matter of allotment of channel 13 to Billings. (MM docket 89-91 by R&O [DA 91-729] adopted June 13 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Columbia, NC** Commission has denied Jones East-

ern of Outer Banks, Inc. review of Mass Media Bureau's decision finding Jones, licensee of WRSF(FM), Columbia, NC, in violation of Commission's main studio rules. (By MO&O [FCC 91-175] adopted June 5.)

■ **Raleigh, NC** Granted request of Clear Channel Communications, Inc. and dismissed its application for new FM on channel 275A with prejudice. (MM docket 88-306 by Order [FCC 91R-53] adopted June 17 by Review Board.)

■ **Edisto Beach, SC** Withdrew NPRM adopted May 22, 1991 proposing allotment of channel 229A. (MM docket 91-148, by Order [DA 91-758] adopted June 19 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Midvale, UT** Commission has dismissed petition of Walter P. Faber Jr. for reconsideration of Commission's previous action upholding staff dismissal of his application to modify facilities of KQMF(FM), channel 274C (By MO&O [FCC 91-177] adopted June 7.)

■ **Petersburg, VA** Granted application of Sandra M. Adair Vaughan for new FM on channel 262A; dismissed competing application of Petersburg FM Limited Partnership. (MM docket 90-302, by MO&O [FCC 91R-49] adopted June 12 by Review Board.)

■ **Roanoke, VA** Granted application of Martinsville Community Workshop, Inc. for new Noncommercial Educational FM on channel 213C3 in Martinsville; granted application of Vision Communications, Inc. for new Noncommercial Educational FM on channel 212C2 in Roanoke. (MM docket 90-604 by SD [FCC 91D-32] adopted June 11 by ALJ Richard L. Sippel.)

■ **Virginia Beach, VA** Upheld ALJ dismissal of application of Chesapeake Media Communications Corp. from proceeding involving seven mutually exclusive applications for new FM station on channel 271A. (MM docket 90-323 by MO&O [FCC 91R-50] adopted June 12 by Review Board.)

ALLOCATIONS

■ **Hannahs Mill, Milledgeville and Perry, all Georgia** Effective August 12, amended FM Table to allot channel 266A to Hannahs Mill as community's first local service; and substituted channel 264C3 for channel 264A at Milledgeville and modified construction permit for Station WLRN(FM); window opens August 13, closes September 12 for Hannahs Mill. (MM docket 89-547 by R&O [DA 91-755] adopted June 17 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Garden City, IN** Effective August 12, granted petition for reconsideration filed by Mid-State Media Inc. requesting Commission to delete channel 275A from Garden City, IN. (MM docket 87-298 by MO&O [DA 91-727] adopted June 14 by Deputy Chief, Policy and Rules Division.)

■ **North Fort Riley and St. Marys, both Kansas** Effective August 12, allotment of channel 275C2 to St. Marys as community's first local broadcast service; substitution of channel 273C1 for channel 273C2 at North Fort Riley and modification of construction permit for Station KXDJ accordingly; filing window for St. Marys: August 13-September 12. (MM docket 90-585 by R&O [DA 91-754] adopted June 18 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Pikeville, KY, Clinchco, VA and Matewan, WV** Effective August 12, amended FM Table by substituting channel 226C2 for channel 221A at Pikeville; substituting channel 221A for channel 226A at Clinchco; and substituting channel 294C3 for channel 294A at Matewan; modified licenses of WDHR(FM) Pikeville, WVKM(FM) Matewan and WDIC(FM) Clinchco, accordingly. (MM docket 90-213, by R&O [DA 91-751] adopted June 17 by Chief, Allocations Branch.)

■ **Cadillac, MI** Effective August 12, substituted channel 244C3 for channel 244A at Cadillac; modified authorization of Station WWLZ(FM) accordingly. (MM docket 90-471 by R&O [DA 91-765] adopted June 18 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Cold Spring and Litchfield, both Minnesota** Effective August 12, reallocated channel 235C2 from Litch-

field to Cold Spring; modified license of KMXX-FM accordingly. (MM docket 90-616 by R&O [DA 91-746] adopted June 17 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Bolivar and Nixa, both Missouri** Effective August 9, reallocated channel 290C2 from Bolivar to Nixa; modified authorization of KGBX(FM) accordingly. (MM docket 90-485 by R&O [DA 91-740] adopted June 17 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Taos, NM** Effective August 9, substituted channel 268C1 for channel 268C2; modified authorization of KTAO(FM) accordingly. (MM docket 90-120 by R&O [DA 91-739] adopted June 17 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Hempstead, TX** Effective August 12, amended FM Table to allot channel 287A to Hempstead; filing window: August 13 to September 12. (MM docket 91-26, by R&O [DA 91-748] adopted June 17 by Chief, Allocations Branch.)

■ **Huntington, TX** Effective August 12, amended FM Table to substitute channel 270C2 for channel 270A; modified license of KAQU(FM) accordingly. (MM docket 89-242, by R&O [DA 91-752] adopted June 17 by Chief, Allocations Branch.)

■ **Marathon and Stevens Point, both Wisconsin** Effective August 9, substituted channel 285C3 for channel 285A from Stevens Point to Marathon; modified authorization of WMGU(FM) accordingly. (MM docket 90-87 by R&O [DA 91-741] adopted June 17 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Waupun and Omro, both Wisconsin** Effective August 12, amended FM Table to reallocate channel 258C2 from Waupun to Omro; modified WPKR(FM)'s construction permit accordingly. (MM docket 90-529 by R&O [DA 91-736] adopted June 14 by Chief, Allocations Branch, Policy and Rules Division.)

CALL LETTERS

Applications

Existing AM

WLTV(AM) WMML Albert L. Crain: Mobile, AL

Grants

New FM's

KBVA(FM) Gayla Joy Hendren; Bella Vista, AR

KDAB(FM) Vinewood Communications Ltd.:
Prairie Grove, AR

KFLD(FM) Neil A. Rones & Luann C. Dalh; St.
Robert, MO

KGLP(FM) Gallup Public Radio; Gallup, NH

KUKN(FM) Washington Interstate Broadcasting
Co.; Kelso, WA

KYUA(FM) Sobocomo Radio Inc.; Ashland, MO

KYUB(FM) Shepherd Communications Inc.;
Victorville, CA

KYUC(FM) Sequoyah Communications Corp.;
Roland, OK

KYUD(FM) Tucson Community Broadcasting
Inc.; Tucson, AZ

KZDA(FM) Stuart Gaines Broadcasting Corp.;
Gregory, TX

KZDB(FM) Central Oklahoma Communications
Co.; Byng, OK

KZDC(FM) MW HO Inc.; Willard, MO

KZDD(FM) John K. Larue; Quincy, CA

WAGX(FM) Jewell Schaeffer Broadcasting Co.;
Manchester, OH

WBEY(FM) Tidewater Broadcasting Co. Inc.;
Calif., HD

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 WHWE(FM) Howe Military School; Howe, IN
 WISM-FM Altoona FM Radio; Altoona, WI
 WMMM-FM JaniceRonald Fedler, General Partners; Verona, WI
 WMXA(FM) ET Communications Inc.; Opelika, AL
 WRDO(FM) Gralean Broadcasting Co. Inc.; Fitzgerald, GA
 WSB(L)FM Anchor Broadcasting Ltd.; Selbyville, DE
 WSKR(FM) Joseph Donald Powers; Petersburg, NJ
 WSLD(FM) State Long Distance Telephone Co.; Whitewater, WI
 WXKI(FM) Lawco FM Ltd.; Houlton, AL
 WZBG(FM) Local Girls & Boys Broacasting Corp.; Litchfield, CT
 WZJN(FM) Jackson Radio Partnership; Jackson, NH
 WZJO(FM) Ocean Pines Broadcasting, Co.; Ocean Pines, MD
 WZJP(FM) Van Buren Broadcasting; Spencr, TN
 WZJQ(FM) Gilchrist Communications Inc.; McClellanville, SC

Existing AM's

KALN(AM) KIKS Iola Broadcasting Inc.; Iola, KS
 KLZK(AM) KMUL Southwestern Broadcasting Corp.; Muleshoe, TX

WBIG(AM) WYSY Hidwest Broadcasting Co. of Chicago Inc.; Aurora, IL
 WKXF(AM) WXLN Midwestern Broadcasting Association of Kentucky Inc.; Eminence, KY
 WNWS(AM) WBHT The Wireless Group Inc.; Brownsville, TN
 WPJS(AM) WBIG Wesco & Associates Ltd.; Conway, SC
 WQCR(AM) WHMO Quality Broadcasting of Tennessee Inc.; Jackson, TN
 WRMD(AM) WLFF ZGS Broadcasting of Tampa Inc.; St. Petersburg, FL
 WRXK(AM) WVTI Beasley Radio Inc.; North Ft. Myers, FL
 WWWR(AM) WBNI Perception Hedia Group Inc.; Roanoke, VA

Existing FM's

KICA-FM KLZK Southwestern Broadcasting Corp.; Farwell, TX
 KMGC(FM) KNAN Opus Media Group Inc.; Monroe, LA
 KSGC(FM) KRBZ Tusayan Broadcasting Company Inc.; Tusayan, AZ
 KUTQ(FM) KLVV Bountiful Broadcasting Inc.; Bountiful, UT
 KYYT(FM) KZPC Colin B. Malcolm; Goldendale, WA
 WATB(FM) WVCU Cape Cod Radio Inc.; South Yarmouth, MA
 WBTI(FM) WYDG Vector Broadcasting Inc.; Lexington, HI

WEZV-FM WKJM Bomar Broadcasting Co. of Lafayette Inc.; Monticello, IN
 WGLV(FM) WVFA Family Broadcasting Inc.; Hartford, VT
 WGTK(FM) WCVM Dynamite Radio Inc.; Middlebury, VT
 WJJO(FM) WTFX Joyner Radio Inc.; Watertown, WI
 WKGK(FM) WELS-FM Farmers Broadcasting Corp.; Kinston, NC
 WKZF(FM) WJCS Atlantic Broadcasting Inc.; Bayboro, NC
 WMXU(FM) WKYJ Starkville Broadcasting Company; Starkville, MS
 WTLQ(FM) WWRB Futuremark Communications Inc.; Pittston, PA
 WXLN(FM) WKXF-FM Hidwestern Broadcasting Assoc. of Kentucky Inc.; Eminence, KY

Existing TV

KTTM(TV) KIID-TV Independent Communications Inc.; Huron, SD

Clarification

Existing FM

KLTE(FM) KVCV Hallmark Computer Services Inc.; Kirksville, MO

Withdrawal

Existing AM

KZZP(AM) KLUC Nationwide Communications Inc.; North Las Vegas, NV

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Station manager/sales manager for 50KW Country FM in Ocala, Florida. Must carry list and lead by example. Be prepared to document prior sales and management success. Call Fred Ingham. 305-566-1981. EOE/MF.

Growing AM/FM combo/DC suburb of Southern MD seeking GM with sales background. Excellent opportunity. Send resume/references ASAP. WPTX/WMDM, PO Box 600, Lexington Park, MD 20653, 301-475-8383. EOE.

General sales manager: Major market group broadcaster is seeking an ambitious, creative, aggressive sales manager for a top 20 midwest market. Excellent training, computer, motivation, and presentation skills required, plus sales management experience in a medium or major market. You'll have all the tools you need including ratings. Send resume to Box M-14. EOE.

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

General sales manager: Western America's superstation needs high-energy, experienced team builder to hire, train by example and manage staff for local, regional and international sales. Concept selling experience a must. Show me how you can pay for yourself. Resume: GM, 77KPLA, Box 77, Radio City, CA 95361. EOE.

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

"Dolly's station" WSEV/WDLY needs a "battle general" sales manager with "fire in the belly." Vacation market at the foot of the Great Smoky Mountains (Gatlinburg/Pigeon Forge, TN). \$3,000,000 radio dollars to develop. Growing vacation market group. Resumes and verifiable track records to: President, Orr & Earls Broadcasting, Inc., Box 486, Branson, MO 65616. EOE.

Needed 20 GM's or GSM's; you will secure your future with a \$30,000 investment. Operate one of our 20 stations, own 2% of each station in our 20 station network. We will put you in your station within 120 days. Details: Call 508-520-7764. EOE.

HELP WANTED SALES

AM/FM combo in the golf capital of the world - Palm Springs, California has a tee time for an experienced account executive. Resume to General Sales Manager, KCMJ, PO Box 1626, Palm Springs, CA 92263. EOE.

Radio group with 9 properties in PA, Ohio, and WVA looking for experienced, aggressive A.E.'s. Must be able to demonstrate a solid performance record. Growth potential with the group - with pleasant working atmosphere. Resume references and salary history to: Box M-16. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

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

SITUATIONS WANTED MANAGEMENT

Turnaround and startup specialist GM seeks new challenge; top 50 markets only. Reply Box D-34.

I'm your competition's worst nightmare: An aggressive, turn-around-genius GM. I can lead your top 150 mkt. station to top billing faster than anyone in the USA. Check my record. Reply Box D-37.

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

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

General manager: Fifteen years in radio...sales-sales management-general management. One complete turn around to my credit. Honesty-integrity-professionalism. My track record speaks for itself. Reply Box M-3.

An aggressive take charge general manager that will hit the streets and sell is available...Great people skills...Solid recruiter... Team builder. Exceptional track record and references. Call 602-297-4808.

SITUATIONS WANTED ANNOUNCERS

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

Versatile, reliable five year veteran seeks stable sports director/sales or announcer position in Midwest. Sales, PBP, news, production. Robert 319-652-6640.

Award-winning, creative, fiery sportscaster seeks SD/PBP position. Could also combine with board work, production and possibly news anchoring. Solid work ethic and a team player. Scott 605-342-5418.

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

SITUATIONS WANTED NEWS

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

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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

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

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

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

Southeastern NBC affiliate seeking TV business manager. Requires accounting degree or equivalent 2-3 years experience. Responsible for supervision of staff, financial reporting, general ledger system, financial analysis, budgetary system, and billings. Experience with computers, including Lotus 1-2-3 and WordPerfect 5.1 required. CPA office experience helpful. Send resume, references to Personnel Manager, WCIV, PO Box 22165, Charleston, SC 29413. No phone calls, please EOE. M/F.

Highly regarded, successful broadcast group seeks organized, task-oriented, winning general sales manager for southeast market. Successful track record in sales management and experience dealing with national rep is necessary. Candidate should be "needs" oriented marketer with proven record of job stability. Send resume and requirements to Box M-23 no later than July 15. EOE.

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

HELP WANTED SALES

National sales manager: Experienced, aggressive sales manager needed for Oklahoma City CBS TV affiliate. BA or comparable plus 4 years related experience. Resumes to Rob Krier, KWTV, PO Box 14159, Oklahoma City, OK 73113 EOE-M/F.

Local sales/marketing executive: Fox television station, KRIV-Channel 26 Houston is seeking an energetic, creative sales marketing A.E. with exceptional service skills and the ability to develop new business. Applicant must have a minimum of three (3) years local experience in a top 25 market. An excellent reference list, familiarly with avail computer systems. Must be highly motivated and a team player. Interested applicants should contact: Nancy McNeil, Local Sales Manager, KRIV-TV, PO Box 22810, Houston, TX 77227. EOE. 713-626-2610.

HELP WANTED TECHNICAL

Master control operator: Requires network affiliate switching experience. Duties include on-air switching, transmitter operation, dubbing spots to ACR cart, camera setup and receiving satellite and microwave feeds. FCC permit required. Send a resume, no phone calls accepted to: David Brant, Chief Engineer, WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE.

Maintenance engineer: Wanted with strong 3/4" and engineering experience. Resume and salary history to Chief Engineer, KEYT-TV, PO Box 729, Santa Barbara, CA 93102. EOE.

HELP WANTED NEWS

News director: Must be a good leader and motivator with a complete knowledge of a news room operation. Prior news director experience preferred. Send resume to Dan Robbins, KTPX-TV, PO Box 60150, Midland, TX 79711. EOE.

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

Fox 59/WXIN-TV starting up 10pm newscast. One of the nation's hottest Fox affiliate's getting even hotter. Need news anchors (2), weather, sports, producer, assignments, photographers, reporters, tape editor, writer, and newscast director. Non-returnable tapes to: Jim Sanders, News Director, WXIN-TV, PO Box 59, Indianapolis, IN 46206. No phone calls. WXIN is an equal opportunity employer.

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

WJLA-TV seeks an assistant news director with minimum of 5 years experience as a news manager in medium to large market. Prefer small market news director with excellent journalistic and writing abilities. Excellent people skills and a strong background in news producing, writing and production techniques also desired. Working knowledge of SNG and ENG preferred. No phone calls. Send resume to WJLA-TV 3007 Tilden St., NW Washington, DC 20008 Attn: Human Resources (NEWS-GW). EOE.

Sports anchor wanted: Weekday/weekend. We want you to see beyond round ball team sports. Degree preferred, experience needed. Will shoot, edit, produce and anchor. Opportunity for live, PBP. Tapes/resumes to Bill Hoel, Station Mgr. WKBT, 141 So 6th Street, La Crosse, WI 54601. Firm deadline 17 July. No calls! EOE.

Executive producer, top 10 Northeast. Send resume, news philosophy to Box M-18. EOE.

News director/anchor: Small-market affiliate in Midwest seeks solid news person to run 10-person department. Will produce and co-anchor 6pm & 10pm news. Previous experience as producer or assistant news director. Resume and detailed description of news and management philosophy. Salary in the mid 20's. Position available in late August. Reply to Box M-17. EOE.

Weekend weather professional: Must enjoy life and be something out of the ordinary. Fast growing Naples/Ft. Myers market. Must have graphics experience. Minimum two years weather experience. Candidate will also be expected to report. Send resume and non-returnable 3/4" tape to: Jenny Martinez, News Director, WEVU-TV, PO Box 06260, Ft. Myers, FL 33906. EOE.

Southeastern NBC affiliate seeking two aggressive field reporters. No applicants accepted with less than two years actual television reporting experience. Requires strong live and packaging skills. One nightside shift. One dayside shift which includes Sats/Suns. Send resume, tape, references to WCIV-TV, News Director, PO Box 22165, Charleston, SC 29413. No phone calls, please. EOE, M/F.

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

Meteorologist/weather anchor needed for Midwest VHF affiliate. Will become our number one weathercaster. 3 to 5 years on air experience and forecasting desired. Great opportunity for a good number two or weekend talent to move up and take charge of our weather department. Looking for enthusiasm, creativity, and on-air spark. Send resume only to Box M-19. EOE M/F.

Assignment manager: Wanted, TV's best assignment manager. If you're an experienced assignment editor who knows television news, police scanners, computers, microwave, SNG, and can work well with Chattanooga's largest news staff and two remote bureaus, you're the person we're looking for. Send your news philosophy, letter of introduction and resume to: Jim Church, News Director, WTVC-TV, PO Box 1150, Chattanooga, TN 37401. Equal opportunity employer.

Anchor/reporter for daily, nationally syndicated news program. The ideal candidate is a great interviewer who knows how to get to the heart of complex issues. Must have excellent writing, producing and reporting skills, and be willing to travel. We need someone with a good attitude who will complement our hard-working Midwest staff. Preferred applicant will have worked in television news 5+ years. Please send resumes only to Box M-20. EOE.

Experienced news director: WRIC-TV, owned by Nationwide Communications Inc. and the ABC affiliate in Richmond, Virginia is seeking the best! We need an experienced professional with a track-record of proven success. If that describes you, send your resume to: Joe Lewin, General manager, WRIC-TV, Arboretum Place, Richmond, VA 23236. No phone calls please. WRIC-TV is an equal opportunity employer; women and minorities encouraged to apply.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Audio/video coordinator for a large New England ski resort. Responsibilities include operation of local TV station to include videotaping, production, sales, staffing and programing. Skiing ability preferred. Year-round with benefits. EOE/MF. Send resume to Box M-6.

KTXH-TV Houston has an opening for an experienced program director. Must be current with FCC and FCC regulations and license renewal requirements. Skills in negotiating and marketing a must. Hands on computer skills a must. Strong background in ratings research, budget planning, movie series and kids scheduling. Must have an interest in professional basketball and baseball. If you're up to the challenge, send your resume to Mike Dunlop, Director of Marketing, KTXH-TV, 8950 Kirby Drive, Houston, TX 77054. No phone calls please. A Paramount Television Station. EOE.

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

Graphic artist, 2 years experience on paintbox, aggressive Northeast medium market. Box M-9. EOE.

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

P.O.V., PBS' Independent non-fiction film series, seeks director of communications. Position challenging work to primetime audiences, work closely with executive producer, expand visibility of series. Experience with independent media, social issues, press relations. For details write D. Lewis, P.O.V. 330 W. 58th, #3A, NYC 10019. No calls. EOE.

Production manager: Oversee and work with staff of 15. Must know all aspects of production and work well with clients. Must be able to do voice work. Send resumes to Dan Robbins, KTPX-TV, PO Box 60150, Midland, TX 79711. EOE.

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

Director of development: If you're the kind of person that sells ideas - not products - and you've got friends in high places, we should talk. Our development pipeline is full of projects. Network cable, syndication...and some deals are already in place. Work out of our NY office or our Saratoga Springs based facility. Comfortable financial arrangement for a candidate with a strong track record. Contact: Steven Rosenbaum, Broadcast: New York, 78 Church Street, Saratoga Springs, NY 12866. EOE.

New TV station, located in northwest Ohio, going on the air in fall of 1991. Seeking all positions. On air talent, sales, reporters, technical, camera and administration. Send resume and tape (1/2 inch preferred-3/4 acceptable) to: 123 E. Main Cross Street, Suite A-West, Findlay, OH 45840. EOE.

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

VP sales-aggressive television programmer with both national & regional product line seeks an exceptional performer. Must have team spirit, drive, and a love of adventure. Title, comfortable base. Commission. Join a company with a future and the kind of product you can be proud of. Work out of our NY office or our Saratoga Springs based facility. Contact: Steven Rosenbaum, Broadcast: New York, 78 Church Street, Saratoga Springs, NY 12866. EOE.

Writer/producer/director/photographer who can produce commercial spots that win awards. Southeast medium market needs producer who can make it all happen. Must be comfortable with Betacam, CMX editing, and Chyron. Salary - \$20,000. Must have at least 2 years experience. Resume tape will be requested at a later date. EOE. Reply Box M-22.

SITUATIONS WANTED MANAGEMENT

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

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

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

SITUATIONS WANTED TECHNICAL

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

SITUATIONS WANTED ANNOUNCERS

Veteran pro sportscaster with heavy PBP, basketball, football, baseball, talk and major markets seeking better opportunity. Six years at present job. 812-424-6020.

SITUATIONS WANTED NEWS

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

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

Major market weather anchor, with AMS seal. Looking for 1 to 30 market with #1 news team. Reply Box M-10.

Broadcast veteran with fourteen years radio announcing experience, three years radio sales, one year sales management, and one year TV news and sports anchor seeks re-entry to TV news. Mature, no drugs, no smoke. References. Excellent grooming. Good image, amenable, prefer medium market up, but consider all, including TV sales if chance for on camera news. Strong production for voiceovers. 214-270-1114 mornings.

Aggressive young sportscaster/producer looking for entry level position in radio or TV. Willing to do anything to get started. Will relocate. Call Tom at 908-665-0431 for tape & resume.

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

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Enthusiastic graduate, seeking entry level position. Directing experience/will relocate/resume. Pete Whiting, 425 Calle Delicada, San Clemente, CA 92672.

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

MISCELLANEOUS

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

Bill Slatter and Associates gets you that better TV job. Coaching and placement help for reporters, anchors, weather, sports. Help with audition tape. 601-446-6347.

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

Free job information! Television, radio, corporate communications. Broadcasting's leading authority on opportunities nationwide. Now in our 7th year! Attention employers --- we represent many of the industry's most talented professionals. Describe openings on company letterhead. We search for qualified candidates and send those from our database directly to you absolutely free. Single vacancies or major overhauls. Media Marketing/THE HOT SHEET, PO Box 1476---JBE, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Kilgore College, comprehensive public community college located in piney woods of East Texas invites applicants for permanent faculty position as instructor of broadcasting for Fall, 1991. Teach broad range introductory and broadcast specific courses. Must have Master's with 18 graduate hours radio and/or television. Should have two-years successful college teaching. Prefer professional experience in broadcasting industry. Nine-months salary range: \$25,177-\$29,312. Please send letter of application, vita, unofficial transcripts, and two letters of reference by July 26: Anita Neeley, Personnel Officer, Kilgore College, 1100 Broadway, Kilgore, TX 75662. EOE/AA.

HELP WANTED SALES

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

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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

SALES TRAINING

Kiss your butterflies goodbye! Speak with comfort, confidence, conviction. Presentation skills workshops for sales people/GSM's/GM's. Videotaping/critiquing. Groups/privately. Make your next presentation your best. Call Jon Rosen, Impact Communications, 212-557-5610. "25 years of broadcast/training expertise."

EMPLOYMENT SERVICES

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

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

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

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

Need personnel for your radio, television station or cable system? I represent the best people in the industry! All positions - all levels. Write on company letterhead for complete free listing. Bill Elliott, Consultant/Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

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

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

FOR SALE EQUIPMENT

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

AM transmitters: Collins 820E/F, 10KW (1974), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D, 5KW (1972), McMartin BASK, 5KW (1980). Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

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

FM transmitters: CCA FM20,000E, 20KW (1979), RCA BTF 20E1, 20KW (1973), BE FM10B, 10KW (1990), RCA BTF 10ES1, 10KW (1975), CCA 2500R, 2.5KW (1978), Harris FM1H3, 1KW (1976), Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

BE 30KW FM: 1981 BE FM30. Factory rebuilt & returned to customer's specs. w/FX-30. Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

Transmitters, radio & television: TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Blank videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam - 20's \$4.99. 3/4" - 20 minutes \$5.99, 3/4" - 60 minutes - \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. For more info. call Carpel Video toll free, 1-800-238-4300.

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

Lease purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

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

1000' tower. Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

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

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

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

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

Madison: Meters, transformers, big caps, tubes. Receiving tubes \$1-5; Icom, Yaesu - amateur. Madison Electronics, 1-800-231-3057, 1-713-729-7300.

Used television production equipment: List your equipment for sale or purchase from one of the most extensive used equipment inventories in the industry. Media Concepts, Inc. Celebrating 10 years of excellence. 918-252-3600.

NEC system 10 DVE, full three axis rotation, curve linear software (curved picture peel and page turn), latest control panel, \$24K. Call 213-410-2352.

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

Remote production truck. Ford E-350, 14ft. Box, six rack bays and console. Some equipment. \$12,500. 615-824-2430.

**We'll give you
all the credit.**



FAX (202) 293-FAST

RADIO

Situations Wanted Management

After seven years in ownership, I've recently sold my stations and I'm itching to get back to work building radio stations. I talk direct and act the same way. I love to develop concepts and see them through to the end. I love to win. I require a great deal from myself and others. I love to grow people and to solve problems. Let me go to work on your problems.

Write to Box M-25.

TELEVISION

Help Wanted Sales

SOUTH FLORIDA'S NEWS STATION

WSVN 7

IS SEEKING A LOCAL SALES MANAGER. PRIOR MANAGEMENT EXPERIENCE PREFERRED. MUST POSSESS STRONG PEOPLE AND MOTIVATIONAL SKILLS. KNOWLEDGE OF WHAT IT TAKES TO LEAD AN AGGRESSIVE SALES TEAM AND A REAL DESIRE TO WIN IS ESSENTIAL. RESUME/REFERENCES IN CONFIDENCE TO:

**GENERAL SALES MANAGER
WSVN-TV, PO BOX 1118,
MIAMI, FL 33138.
ABSOLUTELY NO PHONE CALLS.
EOE**

Help Wanted Technical

LOG SUPERVISOR TRAFFIC

E! Entertainment Television is a young, aggressive cable network and this is your opportunity to contribute to an organization that is entrepreneurial and affords growth. You'll work very hard but have fun doing it.

As Log Supervisor you will supervise the preparation of broadcast logs, requiring securing and scheduling all elements; commercials, PSA's promos, programming. Columbine experience is preferred. Ability to follow-through essential. Relevant traffic experience necessary; knowledge of operating procedures and log development required. THIS IS A DEADLINE INTENSIVE POSITION.

Make no mistake...this is a pressured demanding job requiring dedication and vision. We need your experience and your sense of humor. Join a great company on the ground floor and watch us grow!

Please submit resume and salary history to:

**E! Entertainment Television
1800 North Vine St. 3rd Fl.
Hollywood, CA 90028
Attn: LS
No phone calls please!
EOE**



Help Wanted Technical Continued

TV TECHNICAL DIRECTORS/EDITORS

We're QVC Network, a national cable TV shopping channel reaching more than 40 million homes. Right now, we are aggressively expanding our broadcasting staff and have an immediate need for Technical Directors and Editors at our headquarters in West Chester, about 30 minutes west of Philadelphia.

TECHNICAL DIRECTORS--To work with state-of-the-art camera robotics. Requires LIVE television broadcasting experience and in-depth knowledge of Grass Valley Production Switchers.

EDITORS--Works under direction of Production Manager to edit television video tape. Evaluates and selects product function for maximum audience appeal, reviews assembled tapes, confers with supervisory staff concerning taping of roll-ins, and performs other related duties as assigned. Requires creativity and sound judgment, as well as the experience to do all jobs of the Technical Director.

If you feel you have the technical skills plus the commitment to excellence we are seeking, please send or fax your resume with salary requirements and indication of position desired, to:

Mike Cavanaugh,
QVC Network,
Goshen Corporate Park,
West Chester, PA 19380.

Fax (215) 430-2368

QVC
NETWORK

Quality Value Convenience

We are an equal opportunity employer, m/f.

Help Wanted Programing Promotion & Others

GRAPHIC DESIGNER

KOMO TV, ABC affiliate in Seattle, is looking for a Graphic Designer with excellent conceptual and design skills for news commercials and other in-house applications. Experience with Quantel paintbox or similar electronics required. Degree preferred. Send resume and samples to:

Human Resource Department,
100 Fourth Ave., North,
Seattle, WA 98109

EOE

Help Wanted Programing Promotion & Others Continued

ON-AIR PROMOTION MANAGER

CNBC seeks an aggressive, highly creative On-Air Promotion Manager. Ideal candidates will be self-motivated with 4-6 years' on-air television experience. Responsibilities include creative development and execution of on-air advertising and sales presentations, as well as managing/building a strong creative team.

To be part of this fast-paced, team-oriented environment, send your resume, salary requirements and a 3/4" demo tape to **Manager, Human Resources, CNBC, 2200 Fletcher Avenue, Fort Lee, NJ 07024.** We are an equal opportunity employer.

CNBC
Consumer News & Business Channel

Miscellaneous

FOR LEASE

UHF commercial license in eastern market with 500K TV homes available for leasing by hour, day or day parts.

Reply Box D-45
for info & rates

Public Notice

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Thursday, August 1, 1991, beginning at 9:00 a.m. in the Board Room of National Public Room, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda includes: **Chair's Report and President's Report and Committee Reports. The Committees will meet on Wednesday, July 31, in the same location.**

Blind Box Responses.

BOX ???

c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

Business Opportunity

FM & TV TOWERS WANTED

Does your station need to pay down debt, buy new equipment, maybe buy another station??? Sell us your tower, lease back its use. Purchase price based on tower cash flow. No naked towers. Call Keith B. Miller, Miller Tower Company.

212-582-2063



ALLIED FIELDS

Help Wanted Sales

SALES MANAGER

Top company serving the broadcasting industry seeks an experienced advertising sales representative for Los Angeles Office to manage West Coast territory. Minimum ten years of sales experience required. Position involves travel. Qualified persons send resume, references and salary requirements to:

Box D-33
M/F EOE

Employment Services

California Broadcast Job Bank

For application information call
(916) 444-2237

California Broadcasters Association

The Pipeline
DECADE

DON FITZPATRICK ASSOCIATES
The Country's Largest TV Talent And Management Placement Company

THE PIPELINE. Your instant access to

... Job openings for Producers, Anchors, Weather, Sports, Reporters, News Management, Photographers, Technical Support, and Entry Level Positions.

... Daily reports from *Fitzpatrick's ShopTalk* -- the source for news, gossip, and general information about the television industry.

The cost -- \$1.95 for the first minute and \$.95 for each additional minute

Dial THE PIPELINE. Find that job today!

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900 North Point, San Francisco CA 94109 415-928-2626 Fax: 415-928-2884

Employment Services Continued

SPORTS TALENT

A talent development and marketing company exclusively for sportscasters. Designed to service your entire career.

Sports Talent
400 Tamal Plaza Suite 422
Corte Madera, CA 94925
415-927-9525

Find A Job Today!

TV Anchor, Weather, Sales
Reporter, Sports, Producer
& Entry Level Jobs.

Radio Disc Jockey, News, Sales
Program Dir. & Entry Level Jobs.

1-900-786-7800

\$2.29
per min.

**Broadcast
JobLine**
Your Career is on the line

JOBPHONE

- Press: 1 Radio jobs, updated daily
2 Television jobs, updated daily
3 Hear "talking resumés"
4 To record "talking resumés" and
employers to record job openings
5 Weekly memo to improve your job
search technique

1-900-726-JOBS
\$1.99 per min. (5 6 2 7)

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During an average week over the last year MediaLine subscribers heard 69 NEW, CONFIRMED TELEVISION OPENINGS in the following job categories: Reporter/Anchor (21), Sports (3), Weather (4), Producer/Disk (15), Photo/Edit (12) and Production/Promotion (14).

No rumors — no outdated listings — fast forward, rewind and pause functions — an office staff to answer questions.

FACE IT — NOBODY DOES IT BETTER,
CHEAPER OR MORE EFFICIENTLY

To subscribe call 800-237-8073/California 408-648-5200

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THE BEST JOBS ARE ON THE LINE
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MEDIA**

REPO SPECIAL
East Texas AM/FM Combo
57,000+ in County
Asking \$300,000 terms
Includes real estate

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Dallas, TX 75240 214-788-2525

For Sale Stations Continued

THE RADIO FINANCE SPECIALISTS

- New Financings
- Refinances
- Smaller Markets
- Restructures

SIGNAL PROPERTIES

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

5,000 Watt AM

Full time in top Mid-Atlantic
market. Reasonably priced, terms
available. Principals only.

(804) 461-5444

TELEVISION

Sunbelt Independent. Solid share
top 15 market. Excellent opportunity,
Terms available. Principals
only.

(804) 461-5444

FOR SALE

Small market Nebraska FM station 30 thousand watts,
serving the sandhills area. Last years gross 260 thousand
with forty thousand cash flow. Sale includes
land, building & all equipment. Asking less than last
years gross, with 30% down.

Call 402-387-1400
Ask for Larry

STATIONS FOR SALE

25% interest. FM Class B, in Middle-Atlantic
region. Sell due to health. Come live and work
where hunting/fishing abound! 100K; 1/2 dn.-
1/2 long term.

(804) 787-8674

OWNER RETIRING. CLASS A FM IN SOUTHEAST
GEORGIA, NORTHEAST FLORIDA GROWTH AREA..
CP TO MOVE TRANSMITTER INTO FLORIDA, ADJACENT
TO JACKSONVILLE, FLORIDA CITY LIMITS.
POWER INCREASE APPLIED FOR TO 6KW. STATION
ON AIR 18 MONTHS. EVERY MONTH PROFITABLE.
CITY GRADE SIGNAL INTO GEORGIA'S FASTEST
GROWING COUNTY IN 80'S. STRONG SIGNAL INTO
DUVAL, AND NASSAU COUNTY, FLORIDA, AND
CAMDEN AND CHARLTON COUNTY, GEORGIA.
EQUIPMENT MOSTLY NEW. REAL ESTATE INCLUDED.
TERMS TO QUALIFIED BUYER. CALL:

JACK MAYS, FOLKSTON, GEORGIA
(912) 496-3511, WOKF-FM

San Diego

TELEVISION STUDIO

For Sale/Lease

Excellent facility, great location, available immediately.
10,000 sq. ft. of combined studio and office space.
C-Band uplink - Vertex 7.2 meter dish - with license. Unlimited power. For
more information, please call:

Dan Moroso
(214) 888-3475

For Sale Equipment

FOR SALE VIDEO CART MACHINES

3 PROFESSIONALLY MAINTAINED
TCR-100 VIDEO CART MACHINES,
2 SP 100'S AND 1 SP-100A. OPTIONS
INCLUDED: EPIS, TAPE
TIMER, EDITOR AND "A" SIDE
RECORD CAPABILITY. ALSO
INCLUDED: 2 AIR COMPRESSORS
ATOP 2 TANKS W/CHILLERS
AND STAND ALONE AIR DRYER
AND APPROX. 3,000 CARTS AND
HOLDERS. ALL MACHINES
CAN BE VIEWED IN OPERATION.

CONTACT BOB MURCH OR GUY BEVERLIN
WPIX TV, 220 EAST 42nd ST
NEW YORK, NY, 10017. (212) 210-2551.

BROADCASTING CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. (202) 659-2340. info only please)

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

FATES & FORTUNES

MEDIA



Sutter

Diane Sutter, VP and general manager, **WTVQ-TV** Lexington, Ky., joins parent company **Shamrock Broadcasting Inc.**, Burbank, Calif., as executive VP, operations.

Curt Peterson, general manager, **KIDO(AM)-KLTB(FM)**

WODZ(AM)-WRVR-FM Boise, Idaho, joins **Memphis**, in same capacity.

William G. Sorenson, VP, capital markets division, **Citibank**, New York, joins **The News Corporation Ltd.** there, as VP, investor relations.

Darrel G. Goodin, VP, sales and station manager, **WWKB(AM)-WKSE(FM)** Buffalo, N.Y., named VP and general manager.

Michael J. Schweitzer, VP and general manager, **WCPX-TV** Orlando, Fla., named president and general manager.

James A. Kizer, VP and general manager, **WLUC-TV** Marquette, Mich., adds duties as VP, operations, parent company, **Federal Broadcasting**.

James B. Shaffer, executive VP, **The Sun-Times Co.**, joins **Guy Gannett Publishing Co.**, Portland, Me., as president and CEO. Broadcast holdings include four TV's, two AM's and two FM's.

Robert A. Watson, former assistant secretary and assistant treasurer, **Federated Media**, Elkhart, Ind., named secretary-treasurer and chief financial officer, **Truth Publishing Co. Inc.** and **Pathfinder Communications Corp.**, which operate under **Federated Media Group**.

Ray Hunt, general manager, **KNXV-TV** Phoenix, named VP of parent company, **Scrapps Howard Broadcasting**.

John V. Reber, president and general manager, **KHQ Inc.**, Spokane, Wash., resigned, and will be temporarily succeeded by **J. Birney Blair**, retired president and general manager, during search for new general manager.

Steve West, director of operations, **Metro Traffic**, Dallas-Fort Worth, joins

KUII(AM) there in same capacity.

Bruce Raven-Stark, VP and general manager, **KBSG-TV** Tacoma, Wash. (Seattle), joins **KSL Media**, San Francisco, as president.

Dick Vaughan, VP, general sales manager, **WSYB(AM)-WZRT(FM)** Rutland, Vt., named VP, general manager.

SALES AND MARKETING

Susan Epstein, account executive, **WYNW(TV)** New York, rejoins **WNBC-TV** there as sales manager.



Crowley

Jerry Crowley, president and CEO, **Bed City Shops**, joins **WCBS(AM)** New York, as local sales manager, succeeding **Robin Sloan**, general sales manager, ("Fates & Fortunes," March 11).

Bob Blacher, local sales manager, **WTVJ(TV)** Miami, joins **KGW-TV** Portland, Ore., as general sales manager.

Richard Dennis, copywriter, **J. Walter Thompson USA Inc.**, Detroit, and **Haley Panzer**, copywriter, **Yaffe & Co.**, join **Campbell-Mithun-Esty Advertising**, Southfield, Mich., in same capacities.

Chris Westerkamp, local sales manager, **KPIX(TV)** San Francisco, joins **KMGH-TV** Denver, as general sales manager.

Charles Thompson, formerly of **Southwestern Bell**, Austin, Tex., joins **KUII(AM)** Dallas-Fort Worth, as account executive.

Wally Mullinax, VP, sales, **WESC-AM-FM** Greenville, S.C., retired. **Wayne Sumner**, account executive, named acting sales manager.

Jill L. Butler, formerly local marketing manager, **KPTM(TV)** Omaha, Neb., named marketing development manager.

C. Russell White, VP and New York office manager, **Katz Communications**, and **Richard Golden**, account executive, **John Blair Communications**, New York, join **WNYW(TV)** there as account executives.

PROGRAMING



Trotter

Bill Trotter, Western regional manager, **MCA TV**, Los Angeles, named VP, Western region.

Tom Nunan, executive director, movies for television, **ABC**, joins **Fox Broadcasting Co.**, Los Angeles, as VP, comedy

development.

Joy Tashjian, president, **Entertainment Merchandising Enterprises Inc.**, joins **DIC Merchandising**, Los Angeles, as VP and general manager.

Jim Gianopulos, senior VP, business affairs and international, **Paramount Pictures**, joins **Carolco Pictures Inc.**, Los Angeles, as executive VP, international.

Libby Pachares and **Lee Bartlett**, production counsels, **MGM/UA Television**, Culver City, Calif., named senior production counsel.

Joshua A. Berger, sales executive, **Warner Bros. International Television Distribution**, France, named sales director, Spain territory, Madrid.

Greg Spillane, morning air personality, **KNAC(FM)** Long Beach, Calif., joins **WMMR(FM)** Philadelphia, as air personality.

Don R. Koehler, national sales manager and research director, **Tampa Bay Interconnect**, joins **SportsChannel Florida**, Clearwater, Fla., as account executive.

Bill Williams, broadcasting instructor, **Iowa State (Ames) University**, joins **Conus Communications**, Rocky Mountain Regional Cooperative, located at **KOB-TV** Albuquerque, N.M., as regional manager.

Jim Owen, program director and operations manager, **WKLQ(FM)** Holland, Mich. (Grand Rapids), joins **KSHE(FM)** Crestwood, Mo. (St. Louis), as program director.

Steve Comm, national sales manager, **Starmaker Entertainment**, New York, named VP, national accounts.

NEWS AND PUBLIC AFFAIRS

V.J. McAleer, senior segment producer, *Chicago Tonight with John Callaway*, WTTW(TV) Chicago, named executive producer, *Chicago Tonight with John Callaway* and *Chicago Week in Review*.

Rick Davis, executive producer, *Crossfire*, CNN, Washington, named executive producer, Washington-based interview programs.

John J. Kelly, freelancer, WFNX(FM) Boston, named news and features director.



Ward

Jennifer Ward, noon anchor, CFTO-TV Toronto, joins KYW-TV Philadelphia, as anchor and reporter.

Jim Sanders, news director, WGME-TV Portland, Ore., joins WXIN(TV) Indianapolis, in same capacity.

Neal Kendall, producer, *Downey*, CNBC, Fort Lee, N.J., joins CNN, Washington, as producer, *Larry King Live*.

Jacque Minnotte, medical news consultant, Medstar Communications Inc., Allentown, Pa., named VP, medical news consultant.

David Moulton, from WBRE-TV Wilkes Barre, Pa., joins WBNG-TV Binghamton, N.Y., as sports director.

Mary Loftus, 6 p.m. anchor, WIBW-TV Topeka, Kan., named assistant news director. **Bob Thibault**, assignment editor, WIBW-TV, adds duties as executive producer.

Sandra Pinckney, weekend co-anchor, WJZ-TV Baltimore, named noon co-anchor and healthwatch reporter.

Jean Jadhon, reporter, WIXT(TV) Syracuse, N.Y., joins WBSV-TV Venice, Fla. (Sarasota), as 5 and 10 p.m. co-anchor.

Pam Oliver, reporter, WTVT(TV) Tampa, Fla., named sports reporter. **Cathy Unruh**, morning anchor and reporter, WHTM-TV Harrisburg, Pa., joins WTVT as general assignment reporter.

Anthony Rose, producer and writer, WSTM-TV Syracuse, N.Y., joins WHTM-TV Harrisburg, Pa., as producer and writer, commercial and public service production.

Dave Schwartz, radio meteorologist, The Weather Channel, Atlanta, named on-camera meteorologist.

TECHNOLOGY

Thor Thorsteinsson, technical support engineer, Studer Revox America Inc., named regional sales engineer, New York.

Scott Klein, formerly with Lorimar Pictures, joins Varitel Video, Los Angeles, as colorist.

James Eberle, from Charlex Inc., New York, joins The Post Group, Los Angeles, as special effects designer.

Bob Hazard, manager of marketing services, Louverdrape, joins Bexel Corp., Burbank, Calif., as assistant manager, administration.

Richard B. Brooks, program manager, Digital Microwave Corp., joins Tower Structures Inc., Chula Vista, Calif., as manager, fiber and electronics division.

Bill Ferwerda, colorist, P.F.A., joins Magnetic North, Toronto, in same capacity.

Ernest Lin, principal shareholder and founder, Advanced Techcom Inc., Lawrence, Mass., named president and CEO.

Josh Socolof, former chief engineer, Texas State Networks, joins KUII(AM) Dallas-Fort Worth, in same capacity.

Gregg Livengood, supervisor of duplication, Bell & Howell, joins Allied Film & Video, Orlando, Fla., in same capacity.

Gary Crowder, national sales manager, Genter Electronics, Salt Lake City, joins Northeast Broadcast Lab Inc., South Glens Falls, N.Y., as director of marketing.

Ray Niznik, sales representative, Western region, New England Digital, Los Angeles, named regional manager, Western region. **Kerby D. Long**, Western regional zone sale manager, security systems division, Sony Corp., joins New England Digital, Los Angeles, as sales representative, Western region.

Jerry Goldman, director of sales and marketing, Editel Film Division, Boston, joins Tri-Comm Productions Inc., Hilton Head Island, S.C., as VP, sales.

Ken Hines, veteran firefighter, joins Fire & Emergency Television Network, Carrollton, Tex., as co-host, *Turnout*.

Appointments at ESPN, Bristol, Conn.: **Daniel Longstaff**, Chyron operator and supervisor, Mizlou's Sports News Network, named graphic arts operator; **Michael Reynolds**, maintenance technician, Amrac Cable Television, Winsted, Conn., named transmission technician, and **Theodore Szypulski**, systems engineering manager, Landy Associates, East Berlin, N.J., named systems engineer.

PROMOTION AND PR

Julie Rosenthal, account executive, Adams Sandler Inc., joins DDB Needham Worldwide, McLean, Va., as public relations account executive.

Nancy Schwartz, account supervisor, Lyons Inc., Wilmington, Del., joins Letven/Diccico Inc., Encino, Calif., as senior account executive.

Craig G. Olson, broadcast news editor, University of Northern Iowa, Cedar Falls, Iowa, named broadcast and video communications manager.

Teresa Randolph, from Discoveryland, joins KTHK(FM) Okmulgee, Okla. (Tulsa), as promotions director.

Ellen Davis, promotion coordinator, News 12 Long Island, New York, named promotion director.

Karen Luthi, senior promotion producer, WDAF-TV Kansas City, Mo., named assistant promotion manager.

Patricia Agnew, production coordinator, WSYX(TV) Columbus, Ohio, named writer and producer, promotion department.

Fran Conway, general sales manager, KWTW(TV) Oklahoma City, named director of marketing and promotion for parent company, Griffin Entities, owner of three TV's.

ALLIED FIELDS



Freschi

Sandra B. Freschi, VP, marketing, Broadcast Investment Analysts Inc., Washington, joins Chambers & Asher Speechworks, Atlanta, as VP, business development.

Ed Turner, executive VP, CNN, and **Jennie Buckner**, VP, news, Knight-Ridder Inc., elected to serve on Foundation for American Communications, Los Angeles board of trustees.

Thomas S. Murphy, chairman, Capital Cities/ABC, New York, elected to six-year term of Harvard University's Board of Overseers.

Appointments at Electronics Industries Association, Consumer Electronics Group, Washington: **Sam Lippman**, director of operations, consumer electronics shows, named staff VP, exhibits and operations, succeeding **Dennis S. Corcoran**, resigned; **Cheryl J. Hollins**, execu-



From left to right, Landon in 'Little House on the Prairie,' 'Bonanza' and reunited with Lorne Greene in 'Highway to Heaven'

TV'S MICHAEL LANDON: 1936-1991

Michael Landon, veteran television actor-writer-producer-director who got his series break as Little Joe, youngest son of *Bonanza's* Cartwright clan on NBC, and went on to become a successful producer of upbeat family shows *Little House on the Prairie*, *Father Murphy* and, most recently, *Highway to Heaven*, for NBC, died July 1 in Malibu, Calif., after being diagnosed in April with inoperable cancer of the liver and pancreas. He was 54.

Originally from New York, Landon, born Eugene Maurice Orowitz, grew up in Collingswood, N.J., and received an athletic scholarship to the University of Southern California. His scholarship ended with an arm injury and he later entered acting school at Warner Bros. After several small TV roles, and appearances in theatricals including "I was a Teenage Werewolf" and "God's Little Acre," Landon landed the role in *Bonanza*, which ran from 1959 to 1973. After *Bonan-*

za, on which Landon had gained some writing and directing experience, he became executive producer, writer, director and star of NBC's *Little House on the Prairie*, which ran from 1974 to 1982. Landon also produced a spin-off of that show, *Father Murphy* (1981 to 1984). With *Highway to Heaven*, which ran from 1984 to 1988, Landon distilled his traditional themes of the value of hard work and kindness into his character, Jonathan Smith, an Angel whose mission was to help people in trouble.

In addition to his series credits, and appearances early in his career on such shows as *Playhouse 90* and *DuPont Theater*, Landon directed numerous TV movies, including semi-autobiographical *The Loneliest Runner* (1976) and *Sam's Son* (1984). Most recently, Landon had made a deal to produce for CBS, and had completed work on a pilot for the series *U.S. Survivors* include his third wife, Cindy, and nine children.

tive director, audio industry relations, named staff VP, member and industry relations; **David E. Poisson**, deputy general counsel, adds duties as VP, government and legal affairs; **John J. Walter Jr.**, executive director, administration and finance, named staff VP, administration and finance; **Cynthia Saraniti**, executive director, communications department, named staff VP, and **George A. Hanover**, executive director of engineering, named staff VP, engineering.

DEATHS

Arthur A. Watson, 61, former president, NBC Sports, died June 27 in Ridgewood, N.J. Cause of death was not released. Watson joined network in 1956 as operations analyst. He was executive VP and general manager of WNBC-TV New York for five years, additionally managing NBC radio and televi-

sion stations in Philadelphia and Cleveland. From 1976 to 1979, Watson was executive VP, NBC Television Stations Division. In July 1979, he moved over to NBC Sports as president, with many attributes to sports television including NBC's acquisition for National Basketball Association's telecast rights and U.S. broadcast rights to 1992 Summer Olympics in Barcelona. Since 1989, Watson was executive VP, NBC. Surviving him are wife, Maryalesia; daughter, Lisa; three sons, Arthur Jr., Keith and Scott, and four grandchildren.

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Lee Remick, 55, actress, died July 2 in Los Angeles of cancer. Her television appearances include *Playhouse 90*, *Studio One*, *Armstrong Circle Theatre* and *Hallmark Hall of Fame*. In 1960 she portrayed character 'Miranda' for NBC's production of *The Tempest*, and more recently has appeared in *Ike*, *Nutcracker: Money, Madness, Murder* and *A Bridge of Silence*. She is survived by her husband, Kip Gowans; two children; two stepchildren, and her mother.

FIFTH ESTATE

LLOYD WERNER: SOLD ON GROUP W

Lloyd Werner likes instant gratification. He got into sales at the start of his career more than 30 years ago because it was a job where "success is measured instantaneously. You get an order, and there's cash in your pocket." The one thing he was worried about was whether or not he could stand the rejection. He found out he could, realizing that "refusal is not rejection."

Lately he's had to stand even more. As senior vice president for Group W Satellite Communications and president, Request Television, he stood to add more responsibilities if Group W, along with its partner Dow Jones, was successful in buying Financial News Network. They were not. "We crunched the numbers and found it just wasn't worth \$154 million," which is what CNBC paid. Werner does not consider the experience a total loss. "We formed a relationship with Dow Jones, and may have stopped NBC from being able to spend money on other things."

Werner's entry into television sales came as a media buyer for Compton Advertising, a job he got after being kicked out of college two months before graduation for refusing to attend classes ("I didn't really think they'd kick me out.") Werner moved through several sales jobs before he came to Group W, and hadn't planned on staying there too long; he thought the place was "too conservative." But one man kept him there: Westinghouse Broadcasting President Don McGannon, whom Werner refers to as a "giant" and "innovator." In 1981, Werner moved from Group W Television Sales to the newly formed Group W Satellite Communications. He got married a week after taking the job "and spent my honeymoon in California trying to buy ESPN." The first year of his new job and marriage, he was on the road roughly half the time.

"GWSC is the most successful new business Westinghouse has ever done," says Werner. That is because "Group W has always had the ability to envision the future. They're risk champions," he says. But unfortunately, they have not always been risky enough. Group W gave up on its Satellite News Channel and sold it to Ted Turner in October 1983. Turner much later told Werner



that if SNC hadn't gone under then, CNN would have folded the following January because the banks were going to cut off its credit. "With 20/20 hindsight, we should have done differently. But knowing what we knew then, it was the right decision," says Werner.

GWSC envisioned some other successes, but didn't reap all the benefits of that foresight. They missed the opportunity to own a piece of The Nashville Network, on which GWSC helps manage and sell advertising.

Werner was a strong proponent of buying equity in TNN, which seems to be his first love, and not just as a business. "I was the only kid in Forest Hills High School [Queens, N.Y.] with a collection of Chet Atkins records," he says. Werner now also has the newly acquired Country Music Television to fiddle with, and this time GWSC bought a part of it, along with TNN partner Gaylord Broad-

casting. Some of the mistakes Group W has made have helped cure what Werner says used to be its biggest flaw. In the

early days of GWSC, "the company never understood what it is to hunker down. They always would do things first class and put a lot of money into it for quick return. But that's not the way to do it with cable," says Werner.

Pay-per-view has become a perfect example of Group W learning to hunker down. Group W, like many others, has been disappointed by the growth of homes equipped to handle PPV. For now, Request (co-owned with Reiss Media) is breaking even, and when the addressable universe grows, "then we'll make some money," says Werner.

GWSC is also looking to make more inroads into the regional sports business. With ownership of the regional network Home Team and the year-old Group W Sports Marketing, which sells ad time for regional networks across the country, Werner wants Group W to be a bigger player in the sports market. One thing it would like a bigger stake in is Prime Network, in which it recently purchased 10% equity.

Group W is also preparing to hunker down when launching new cable channels. Although the general wisdom is that launching a new service now is near impossible given the lack of channel capacity, networks need to launch soon to be prepared to take advantage of channel explosion that could come as soon as 1995, according to Werner. Group W will likely be trying its hand at a new service in the next 12 to 18 months, he says.

After 20 years with Group W, Werner doesn't believe he will work for another company. "There wouldn't be any purpose," he says. His challenge now, he says, is to see GWSC's sales exceed

those of Group W Television sales (currently three times that of GWSC) by the end of the decade. ■

Lloyd Albert Werner

Senior vice president, sales and marketing, Group W Satellite Communications, and president, Request Television; b. November 19, 1938, New York; attended Colgate University, Hamilton, N.Y., 1960; media buyer, Compton Advertising, New York, 1960; account executive, ABC-TV, New York, Chicago, San Francisco, 1963; Eastern sales manager, TeleRep, New York, 1968; national sales manager, KQOP-TV, Los Angeles, 1970; sales manager, Group W Television Sales, Chicago, 1971; national sales manager, 1973; executive vice president, 1975; president, 1977, Group W Television Sales, New York; senior vice president, Group W Satellite Communications since 1981; president, Request Television since 1989; m. Denise Prima, Aug. 8, 1981; child: Danielle, 16.

IN BRIEF

WVON-TV New York, subsidiary of Pine-lands Inc., has signed \$23.5 million program license agreement with Viacom Entertainment Group that includes renegotiated license renewal of *The Cosby Show* through end of 1999. Agreement also includes licensing of original programs *Johnny B...On the Loose* and *Lightning Force*, off-network *Perry Mason* movies and over 50 feature films from several Viacom movie packages.

Alan Frio, co-anchor of Paramount Domestic Television's news magazine, *Hard Copy*, will be replaced this September by Barry Nolan, who has been full-time correspondent and guest anchor over past year. Frio, co-anchor with Terry Murphy since *Hard Copy*'s launch in September 1989, is departing to take anchor job at KXTV(TV) Sacramento, Calif., where he reportedly signed for \$500,000 a year. "He just wanted to get back to live newscasts and to his family in Sacramento," said *Hard Copy* spokeswoman. News anchor at KXTV(TV) from 1974 to '76, Frio also anchored newscasts at KOVR(TV) Sac-

ramento (1982-84) and WCAU-TV Philadelphia (1984-89). Nolan co-hosted *Evening Magazine* on WBZ-TV Boston in 1980-89 and was national correspondent for Fox TV's defunct *Beyond Tomorrow* and ABC's limited series, *Over the Edge*.

Satellite Sports Bar Network plans to launch 16-hour-a-day sports programming to sports bars Sept 14. Seeking 6,000 affiliates reaching "cumulative" 4.6 million viewers in first year, SSBN President Jerry Fischette believes more than 20,000 sports bar owners want to aggregate power to negotiate pay-per-view rights. NBC and CBS have moved to close off their sports backhauls to private dish owners using Leitch scrambling technology. "I don't think we'll use VC-II-Plus" encryption because of piracy concerns among PPV events promoters, he said. "We're dealing with perceptions." Former NBC and Home Dish Only executive Paul Klein is SSBN chairman.

Winston (Tony) Cox, Showtime Networks chairman and chief executive officer,

will deliver keynote address to **Satellite Broadcasting and Communications Association** trade show July 11-13. Encryption system conversion, sports TV, telco video entry and home theater installation will dominate agenda. TVN Entertainment may also gain attention. Ten-channel C-band pay-per-view service is now available to about 300,000 consumers equipped with the VC-II-Plus decoder. With operating cash from Paramount and MCA, TVN is offering top-10 theatrical releases 30 days after home video release, charging one-time \$19.95 registration fee and \$3.99 per film. "We're as close to near video on demand as state of the art technology allows," said TVN Chairman Stuart Levin.

Orion Satellite Corp. won final FCC authority to build, launch and operate two Ku-band satellites over Atlantic Ocean and to provide services between U.S. and United Kingdom. In grant dated June 27, FCC said Orion documented equity contributions of \$90 million, user commitments and fully underwritten credit commitment from Chase Investment Bank Ltd.

Feelings of *deja vu* should be pervasive at FCC Commissioner **James Quello's** planned swearing in to fourth term next Friday (July 12). Oath of office will be administered for fourth time by Damon Keith, federal appeals court judge for sixth circuit and friend of Quello's. And as before, Bible will be held by Quello's wife, Mary. Ceremony is slated for FCC meeting room.

TVB has signed up eight new stations, which brings four group owners into 100% membership category. Stations are WDIV-TV Detroit (Post-Newsweek); KPLR-TV St. Louis (Koplar Communications); WDZL(TV) Miami, WPMT(TV) York, Pa. (Renaissance Communications and River City Broadcasting's KDSM-TV Des Moines, Iowa, KABB(TV) San Antonio, KDNL(TV) St. Louis and, upon closing, WTTV(TV) Indianapolis.

NAB filed comments at FCC opposing series of petitions from Action for Children's Television and other petitioners calling for stricter regulation of children's programming. Central ACT proposal was that FCC designate programs featuring toys and

TEXAS CABLE OPERATOR PULLS PLUG ON MTV

TCA Management Company of Tyler, Tex., does not want its MTV. When the cable operator's contract with Viacom's MTV Networks expired on June 30, TCA took the music video channel MTV off its cable systems, which serve 420,000 subscribers in six southern states. TCA wants to continue carrying MTV Networks' Nickelodeon, and expand carriage of VH-1, whose programming content TCA considers less offensive and more acceptable for children.

TCA later said it wants to offer MTV to those subscribers who specifically request it, at no extra charge. Carole Robinson, MTV's vice president, press relations, said TCA has the capability with lock boxes to keep MTV out of homes that don't want it, but will not allow TCA to distribute MTV on a request-only basis. "That's not MTV's business. We're in the basic cable business, and no other basic cable network would agree to that," she said.

TCA has been granted a temporary restraining order through today (July 8) to continue to carry Nickelodeon and VH-1 while it negotiates a new contract for the two networks. TCA spokesman Peter Oppel said MTV Networks is asking twice as much per subscriber for VH-1 and Nickelodeon as it was charging for those two plus MTV. But MTV's Robinson said a discount is offered for carrying all three services, and when a cable operator elects to take fewer services "the discount goes away." She added that MTV Networks continues to negotiate for carriage of "all three of our networks."

TCA has heard some outcry from its subscribers. Forty students at Texas A&M University protested the dropping of MTV last week, and 225 students from a high school in Conroe, Tex., signed a petition and some picketed TCA's offices. Robinson said: "We're getting hundreds and hundreds of phone calls."

other products aimed at children as "advertisements." NAB cited earlier commission decisions finding that "product licensing and off-program advertising associated with characters in a children's show are not inherently contrary to the public interest or deceptive to the child audience." Association of National Advertisers also opposed petitions and called ACT's "program-length commercial" proposal "outrageous."

For second consecutive year, **NBC and Toys "R" Us**, country's largest toy retailer, will be partners in co-promotion of **NBC's Saturday morning schedule**, which debuts Sept. 14. NBC spokeswoman said pre-launch campaign will start with print ads and in-store displays. This year's campaign is titled NBC Toys "R" Us Kidvote '91. NBC spokeswoman said ratings increased average 28% (over year-ago programming) for Saturday children's programming during 1990-91 cross-promotion.

Columbia Pictures Entertainment, which is owned by Japan's Sony Corp., through unidentified "affiliated entity," has acquired **Culver Studios** production facilities from The Gannett Co. for reported \$80 million. Studio lot, which is almost immediately adjacent to Columbia Pictures' studios (formerly MGM Studios) in Culver City, Calif., will continue to operate independent for-hire studio, as well as "complementary" production facility for Columbia projects, according to CPE spokesman. Gannett acquired studio in 1986 when it formed partnership with Grant Tinker to operate GTG Entertainment out of studio, but failed launch of *USA Today: On TV* in 1988-89 eventually led to breakup of partnership (with Gannett's loss estimated at \$40 million). Culver Studios has been home to such classics as "Gone with the Wind," "King Kong," "E.T.—The Extraterrestrial," "Raging Bull" and TV's *Star Trek*.

U.S. Senate confirmed appointments of three CPB directors. Texans Carolyn Bacon and Martha Buchanan will serve their first, and Washington-based consultant Sheila Tate her second, terms, all expiring in March 1996.

National Infomercial Marketing Association will distribute guidelines to 2,500 TV stations and cable systems, encouraging those outlets to look for NIMA self-certification seal that it says assures accuracy and reliability of infomercial programming.

Corporation for Public Broadcasting will spend \$2.3 million on 16 projects through

SENATE BILL WOULD MOVE SPECTRUM TO INDUSTRY

The Senate Commerce, Science and Transportation Committee last week reported on the "Emerging Telecommunications Technologies Act of 1991" (S. 218), a measure to transfer 200 mhz of underutilized spectrum currently controlled by the federal government to the FCC for reallocation to new commercial services. "These new technologies will provide new services to the public. They should improve the economic efficiency of the American economy. The growth of these technologies also should promote new industries that themselves will create jobs and add to economic growth," the report concluded.

Digital audio broadcasting, interactive TV service and personal communications services are among the new technologies being considered by the broadcasting and cable industries that could be boosted by the spectrum transfer.

A similar House bill (H.R. 531), introduced by Commerce Committee Chairman John Dingell (D-Mich.) and Edward Markey (D-Mass.), chairman of the Telecommunications Subcommittee, was reported in May. The senate version was introduced by Commerce Committee Chairman Ernest Hollings (D-S.C.), Albert Gore (D-Tenn.) and Frank Lautenberg (D-N.J.) and is co-sponsored by Richard Lugar (R-Ind.).

The Senate version calls for all 200 mhz to be transferred from government-controlled spectrum below 5 ghz. A 15-year goal for reallocation of all 200 mhz by the FCC is set. The Secretary of Commerce is directed to submit a report identifying all potential frequencies for reallocation to the Congress within a year after the bill's enactment.

The secretary will then form an advisory committee that will review the frequencies listed in the report. The committee, to be made up of the chairman of the FCC, head of the National Telecommunications and Information Administration and other members of the federal government and industry representatives, will report to Congress within three years after the bill is enacted.

Like the House bill, the Senate version does not provide for allocation of the new spectrum through spectrum auctions, a provision supported by the Bush Administration and FCC Chairman Alfred Sikes. A substitute bill introduced by Senator Ted Stevens (R-Alaska) would mandate the use of auctions to allocate the 200 mhz. A Communications Subcommittee hearing on S. 218 scheduled for late last month which was to include Commerce Secretary Robert Mosbacher and Sikes was postponed. The subcommittee had not yet set a new date for the hearing at deadline last week.

-RMS

its System Developmental Fund (SDF). SDF advances professional development, promotes diversity and increases technical and other knowledge of public broadcasters. Projects selected include: week-long strategic planning program for Alaska Public Radio Network; digital audio recording workshop for Western Public Radio; two year journalism and production training program through National Public Radio; two year Latino training program through Radio Bilingue Inc. and short-term residency professional training program at WGH(BTV) Boston.

MPAA filed copyright infringement suit against Bresnan Communications alleging company underreported revenue figures on which copyright payments were based through late 1980's. Suit, filed in U.S. District Court for Southern District of New York, involves allocation of copyright fees relating to what tiers broadcast stations appear on. Systems include Du-

luth. Minn.-Superior, Wis.; Brainerd, Minn., and Calumet, Escanaba, Iron Mountain, Ironwood, Marquette and Sault Ste. Marie, all Michigan.

FBI agents raided eight satellite retail businesses in five Ohio cities. Satellite Broadcasting and Communications Association aided in year-long investigation into alleged sale of altered VideoCipher-II decoders. Execution of search warrants is latest in state-by-state "sweeps" of suspected VC-II pirates. FBI arrested four men, executed 16 search warrants in Florida last month.

New York Governor Mario Cuomo (D) signed legislation July 3 that prohibits police and public officials from releasing names of alleged sex-crime victims. Law was proposed after several media organizations—including NBC News—named woman who said she was raped by William Kennedy Smith.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

QUOTABLE DECISION

Newsrooms across the country are breathing a collective sigh of relief following the Supreme Court's support two weeks ago for a common and necessary journalistic practice regarding quotation marks. At the same time, the court reinforced the inviolability of such punctuation as conveyor of a speaker's intent.

In a 7-2 decision reversing appeals and lower court rulings against a libel plaintiff who charged that he had been misquoted (*BROADCASTING*, July 1) the court nonetheless took issue with the plaintiff's assertion that except for grammatical clean-up, "publication of a quotation with knowledge that it does not contain the words the public figure used demonstrates actual malice." The court responded that "the existence of both a speaker and a reporter; the translation between two media, speech and the printed word; the addition of punctuation; and the practical necessity to edit and make intelligible a speaker's perhaps rambling comments, all make it misleading to suggest that a quotation will be reconstructed with complete accuracy." Although great care must be taken, "cleaning up" some quotes is a service to both the speaker and the audience. Translating often off-the-cuff conversational speech to on-the-record quotes is part of a journalist's responsibility. If every "and" "um" or hiccup were hallowed ground, the practice of journalism, as the court points out, "would require a radical change, one inconsistent with our precedents and First Amendment principles." Such reconstruction and recasting does not in itself, the court said, constitute the "falsity required to produce actual malice." However, "if alterations give a different meaning to a speaker's statement, bearing upon their defamatory character, then the device of quotations might well be critical in finding the words actionable."

Concededly, the foregoing is of far greater interest to print than to broadcast journalists, who may be accused of taking things out of context but not of changing the actual words. Telling it like it is remains a hallmark of the electronic press.

TRIALS AND TRIBULATION

The state of new New York appeared to be taking a step into the 19th century at press time last week, just as the federal courts were taking a step into the 20th with a test of coverage of civil trials there. New York had until recently been among the vast majority of states (46—now 45—out of 50) that allow cameras in the courtroom. In New York's case, the cameras had been allowed in—for the past three and a half years—under a test law that expired in May. The state legislature has closed its current session without restoring the test or coming to agreement on a law that would make such coverage permanent, so that—barring a special session—the courts will remain cameraless until at least sometime in the fall. That makes New York one of only six states out of the picture when it comes to opening the judicial system to the journalistic community of the 20th century, and as far as can be deter-

mined, the only one to expel cameras having once let them in.

But if New York was taking a step backward last week, the good news was that in places like Philadelphia, Boston, Detroit, Seattle and Indianapolis, federal courts were opening their doors to discover that the wheels of justice could turn just as well with the cameras rolling.

POWER OF POSITIVE TELEVISION

We can recall an afternoon at a NATPE convention a couple of years back. The exhibit floor was crowded with people, many queuing up to meet the stars on display at various venues. No line was longer than that at Genesis, where Michael Landon, dressed in comfortable blue work shirt and jeans, was posing for pictures. It is a familiar ritual. And if there is one word to describe the TV stars who participate, it is accommodating. They realize it goes with the territory, and are usually gracious at best and resigned at worst. And who could blame them. After the hundredth "howdy stranger" even unflagging good humor would begin to flag. That is what made Landon stand out. With a grin as broad as a Ponderosa fence, he greeted everyone like a long lost relative, grabbing their hand, hugging them, looking them in the eye and laughing with them (his Genesis assistants occasionally had to prod him to keep the line moving). He made them feel as though he cared (we like to think he did). He made them feel good. And that, ultimately, was the key to his television success as actor-creator-producer-director of television programs with great appeal.

Landon was involved in popular TV series almost continuously for some part of five decades, from *Bonanza* in 1959 to his planned *Us* series on CBS for 1991. His vision may have been equal parts Horatio Alger and Norman Rockwell, but there was clearly room for such a vision, as attested to by the long and lucrative runs of *Little House* and *Highway to Heaven*. It was just such optimism in the face of an inoperable cancer that brought him renewed respect from his audience and his industry, and deepened their sense of loss at his death.



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Aug. 19, 1991 issue

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PANASONIC TAKES M.A.R.C. INTO THE DIGITAL AGE.

Panasonic won an Emmy for the M.A.R.C. Cassette Library System, but that didn't keep us from improving it.

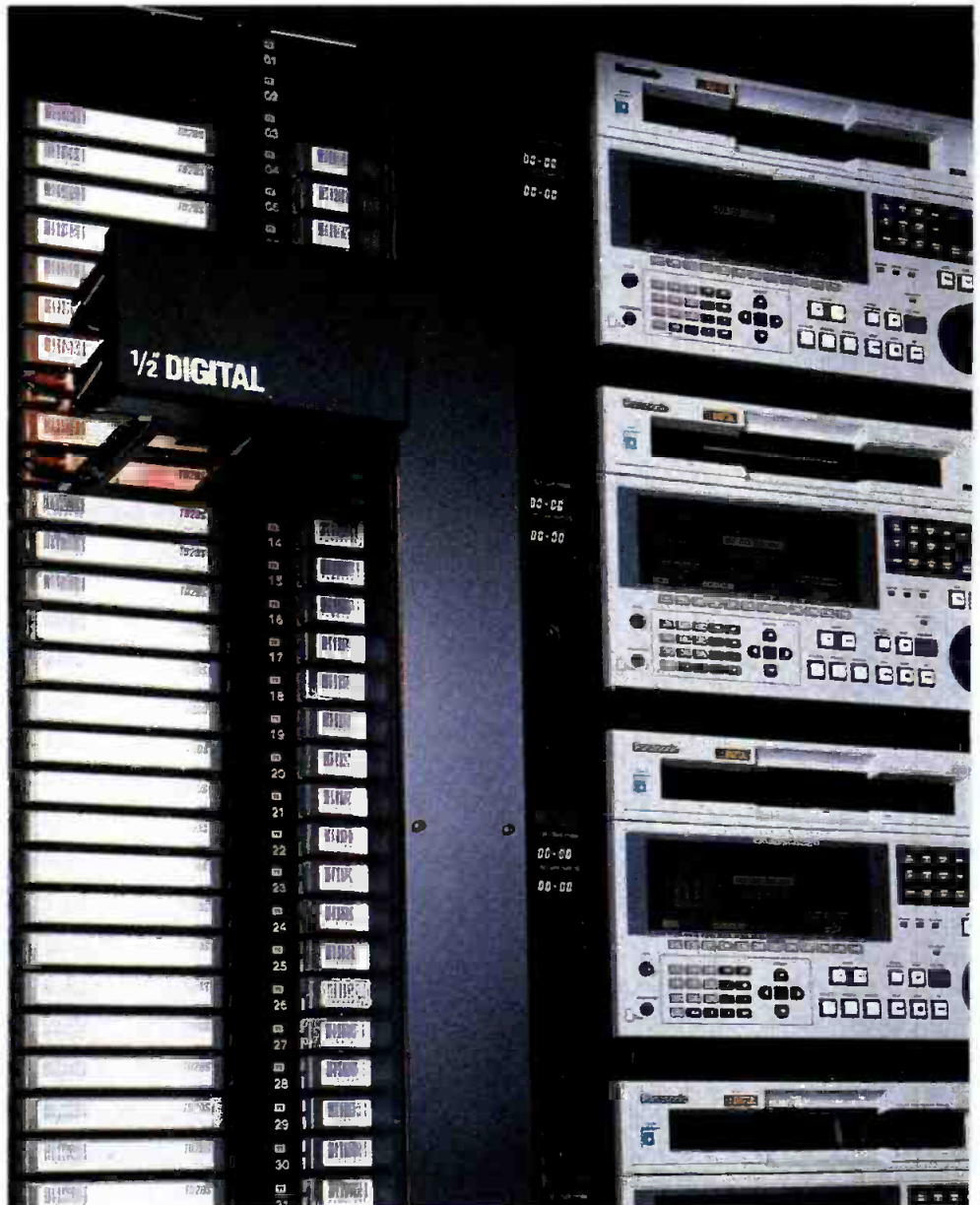


Panasonic's M.A.R.C. now has:

- A multi-user, multi-tasking operating system (Santa Cruz Operation SCO Xenix);
- A new multi-user Data Base Management System (Informix);
- An interconnected Cassette Dub Station for quick and easy spot dubbing and program screening;
- Multi-element cassettes allowing program playback and multiple spots per tape with no change in software;
- Up to seven remote terminals to access M.A.R.C. application software via an Ethernet TCP/IP LAN.

With the new Panasonic Half-Inch Composite Digital VTRs, M.A.R.C. gives today's demanding broadcaster unequalled quality, performance and reliability at a fiscally responsible price.

Cassette interchange is assured—across the room or across the country. The digital system's new 8-14 channel-coding format with its edit guardband breakthrough,



solves the problem of guardbandless recording associated with D-2. Advanced error correction/concealment techniques, full field data shuffle and four individually editable audio channels add up to outstanding performance.

Find out what many broadcasters already know: 40,000 spots a day prove Panasonic's M.A.R.C. a winner, and real winners keep on getting better.

Panasonic

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