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RADIO / 100

Fall 1990 Arbitron survey: urban strong in L.A., New York

NATPE 91 IN NEW ORLEANS / 62

Warner's Dick Robertson looks at a changing business; stations look for something different; record number of exhibitors look for openings in tight schedules

CABLE / 106

Court channel merger: The beginning of a long alliance?

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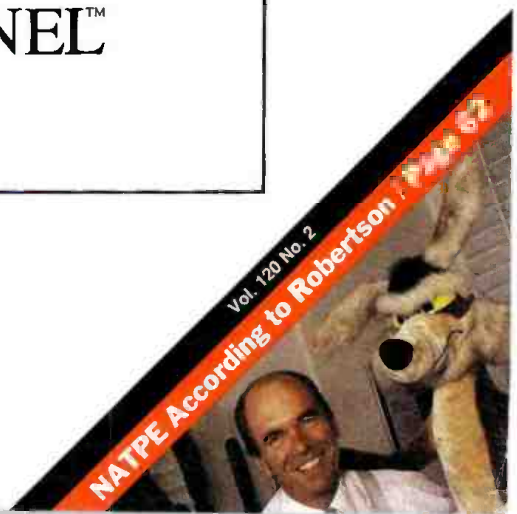
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Vol. 120 No. 2

NATPE According to Robertson

America's Hottest 100 Is Now America's Hottest



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THIS WEEK



51 / READY FOR THE WORST

The major television and radio networks are in the Middle East, collectively spending more than \$4 million a week on Gulf coverage with 300-350 reporters and technicians on site. But broadcasters worry that strict Pentagon rules governing pool coverage of combat will impair the quality of that coverage, already facing the logistical obstacles of heat and sand and the dangers of war.

56 / BUNDY BUNDLE

Columbia Pictures Television has sold *Married... with Children* in prime access, giving first-run programmers one more obstacle to clearing new shows in the daypart.

56 / IN THE HEAT OF THE LATE NIGHT

Howard Stern, the controversial "shock jock," is entering the late night television ring. His show is seen by some as the most controversial program to

NATPE gets under way in New Orleans (left) (page 72); At Large with Dick Robertson (below) (page 62)



enter syndication since the *Morton Downey Jr. Show*.

57 / ALMOST THE IDES OF MARCH

With the FCC set to act on reform of its financial interest and syndication rules at its March 14 open meeting, work at the agency toward finding a consensus on the controversial rules has been accelerating.

55 / ABC PRESS TOUR

Bob Iger, ABC Entertainment president, predicted that the networks will produce fewer pilots and become more conservative in their approaches to pulling shows from their respective schedules as a result of the declining economics of the network marketplace. His remarks came before national TV critics attending the Television Critics Association press tour in Marina del Rey, Calif.

62 / VIEW FROM THE TOP

Warner Bros.'s Dick Robertson gives readers an insider's perspective on changes in television syndication and where the business is headed in 1991 and beyond.

72 / THE NEXT HIT

On the eve of the NATPE convention in New Orleans this week, industry executives are bracing for what—by most

accounts—will be a shaky year fiscally. With lackluster ratings for last fall's debut shows and an increasingly fragmented audience, stations clearly are looking for something innovative.

74 / PRODUCTION OPPORTUNITY

Dissatisfaction among the networks' affiliated stations over declining ratings and ad revenue in daytime and late fringe dayparts is testing the networks' ability to maintain clearances of their programming. Preemptions have led in

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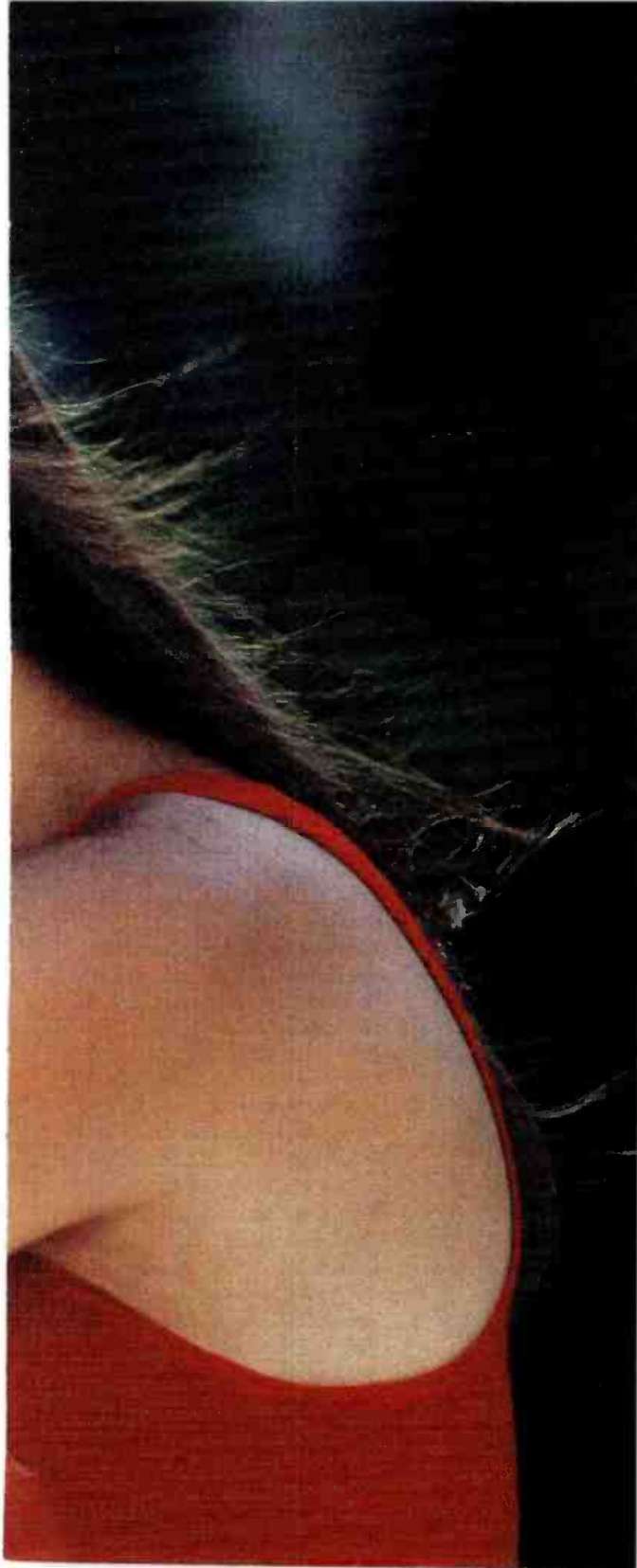
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Preparing for war in the Middle East: the worst-case scenario (page 51).

some cases to network concessions, and in others, to cuts in affiliate compensation.

76 / NAME OF THE GAME

This season's game show development is, according to some industry observers, the weakest in the history of syndication, largely a result of the poor performance of all the new entries that debuted this season.

80 / CRITICAL MEETING

In his first turn before the

Television Critics Association press tour as NBC Entertainment president, Warren Littlefield called this season a "rebuilding phase" for the network. He also said that *WKRP in Cincinnati* creator, Hugh Wilson, is working on a half-hour project to star former *Fame* star Debbie Allen, and Ridley Scott, director of "Alien," "Blade Runner" and "Black Rain," is developing a one-hour drama series.

80 / FOX CANCELLATION

Fox is replacing *Good Grief* and *American Chronicles* with a spin-off from *Married...with Children* and an expanded version of *Cops*.

84 / NATPE PREVIEW

A record number of exhibitors will attend this year's NATPE International Program conference, despite a dramatic decline in the number of first-run offerings. Among those bringing their programs and services to the show are 90 international firms, up dramatically from last year's non-U.S. exhibitor count. A convention agenda and updated list of exhibitors begins on page 86.

100 / FALL SURVEY

The fall 1990 Arbitron survey results, released last week for the top 10 markets, show AM news and/or talk formats leading in five of those 10.

102 / RADIO ESPIONAGE

At some aggressive radio stations, winning isn't everything—it's the only thing. And the lengths to which some stations go to make sure they top the

competition are redefining the boundaries of sportsmanship and ethics in the radio business.

106 / THE BEGINNING OF A BEAUTIFUL FRIENDSHIP?

With the merger of their cable court channels successfully agreed upon, NBC and Cablevision's new alliance with Time Warner may serve as the building block for future co-ventures.

112 / BROKERS STUNG BY SLUGGISH STATION TRADING

The soft station trading market claimed two casualties in 1990: brokers Chapman Associates and Americom Radio Brokers both went under. Other brokers also are being impacted by the market and some are closing down branch offices, relocating or laying off employees. Most firms are re-evaluating the business to decide what is the best way not only to stay afloat, but to move ahead.

115 / SELTEL EXPANDS

Rep firm Seltel Inc. told BROADCASTING that it has named Bruce Nugent as chief financial officer and is adding a new sales team to represent 12 or 13 of Seltel's independent stations.

117 / NAB IN NAPLES

The National Association of Broadcasters board members are meeting in Naples, Fla., this month to plan the association's legislative and regulatory strategy for the year. They are to decide where NAB is headed in its dealings with the cable and telephone industries, and for radio,

what the potential is for digital audio broadcasting.

118 / HOT KITCHEN

USIA Director Bruce Gelb braved a meeting with hostile VOA staff—including Director Richard Carlson—last Monday to defend the restructuring of the agency as the best way to preserve funds for continued broadcast services. His audience, responding sometimes derisively to Gelb, said control of the budget and personnel means control of the VOA newsroom is next.

122 / NEXT STEP: FIELD TESTS

Richard Wiley, chairman of the FCC's advisory committee on advanced television services, told HDTV terrestrial system proponents that the financial burden for field testing of their systems will fall on them. Wiley suggested that all-digital proponents pool their resources to build a joint digital HDTV transmitter.

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CLOSED CIRCUIT

NEW YORK

Late Entry

Word from source with close contacts to Viacom Enterprises is that syndicator has signed Chicago disc jockey Jonathan Brandmeier to host new half-hour late night strip, for national distribution beginning in April. Earlier this season, NBC Productions was mulling network launch of Brandmeier talk/variety project, but Michael Gerber, president of first-run syndication with Viacom Enterprises, would only tell BROADCASTING that discussions are "ongoing" with NBCP about its participation in producing series.

Source said Viacom salesman told him that company was pitching NBC last week about inserting *The Jonathan Brandmeier Show* following *Later with Bob Costas* at 2 a.m. (ET) on network lineup. However, source suggested that Viacom may instead opt to go after ABC and CBS affiliates that have been dissatisfied with their networks' struggling late fringe fare. If program goes syndication route, Gerber said, "it would be incorrect to assume that the NBC O&O's have right of first-refusal on show."

FNN, part II

FNN has managed to find financing to hold itself over until sales process is completed (see box, above). Network, which is losing \$600,000 weekly, has gotten cash bridge loan from bankers Security Pacific and Toronto Dominion, which are already owed \$49.5 million. Source said line of credit is up to \$4 million, and agreement contends that banks are first in line to collect when network is sold.

Encore

Arts & Entertainment Network plans to produce version of new Fay Weldon novel, *The Cloning of Joanna May*, as follow-up to basic cable network's successful Weldon mini-series, *The Life and Loves of a She Devil*. *She Devil* has drawn some of A&E's highest ratings since BBC co-production

ANOTHER SUITOR

Disney is sixth company to emerge as preliminary bidder for Financial News Network, according to source close to cable network. Disney source would only say that company "has not made a specific bid." Disney's in the running with NBC, King World, Time Warner, Group W and Dow Jones, but it also appears that some bidders have joined forces with other interested companies, one possibly being Hearst/ABC, which has gone through due diligence with FNN. NBC, parent of FNN competitor CNBC, is said to be among leading bidders. CNBC says it picked up seven to eight million new subscribers in its \$1 per subscriber rebate offer, and sources there are trying to put word out that those who signed plan to drop FNN. Observers speculate that CNBC may be trying to do some muscle flexing to ward off other bidders, already concerned with firmness of FNN's subscriber base. FNN sources claim CNBC signed only two million new subs, and will lose few if any subscribers to CNBC.

debuted on network in 1987. A&E will co-produce new Weldon project with London-based Granada Television.

Prophet and loss

First guesses as to what ABC, CBS and NBC recorded in operating profit for 1990 show 25% decline from 1989's roughly \$635 million (see BROADCASTING, April 30, 1990). Tony Hoffman of Hoffman Schutz Media Capital estimates that NBC dropped 25%, to \$255 million, just edging out ABC, which rose almost 50%, to \$245 million. CBS, said Hoffman, dropped at least \$100 million to loss of \$25 million.

Heir not so apparent

Buzz around rep industry last week was that Katz Radio Group President, Ken Swetz, will be named to fill vacant Katz Communications presidency. Not so, says Swetz, who told BROADCASTING that Katz corporate officers had agreed to shoulder increased individual responsibilities, and leave position vacant for time being. According to one source, there was concern about naming someone from radio side of business to head company when television side brings in half again as much revenue. Meanwhile on television side, Tom Olsen, executive vice president, Katz Television Group, is seen by Katz insiders as apparent successor to current President Peter Goulazian.

WASHINGTON

Both sides now

Did director of U.S. Information Agency or Voice of America pull switcheroo and set up other for embarrassment in last Monday's meeting with VOA staff (see story, page 118)? Agency sources' stories match on fact that USIA Director Bruce Gelb reached vacationing VOA Director Richard Carlson in Caribbean on previous Friday (Jan. 4) and proposed meeting with staff to hear concerns over Gelb's restructuring of agency.

Stories diverge from there. One version has Carlson requesting more discussion before calling Monday meeting, then returning to Washington to find it scheduled anyway. At opening of meeting, Carlson told audience he had been "ordered" to appear, despite objections to holding it. Another version had Carlson initially calling idea "good," then waiting until only few hours before meeting to reverse field and object to idea as "unseemly."

WARC-bound?

Jan Baran, attorney with Wiley, Rein & Fielding, appears to be White House's choice to head U.S. delegation to World Administrative Radio Conference in 1992 in Barcelona. He was general counsel to 1988 Bush-Quayle campaign and is currently counsel to Republican National Committee. He has



THE PEOPLE'S COURT

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FIRST EDITION

Inaugural affiliate board has been elected for Premiere Announcement Network (PAN), unwired station consortium, at its second annual affiliate conference in New York. Pictured standing, left to right, are Paul Quinn, station manager, WRAL-TV Raleigh, N.C.; Mike Gehring, director of sales, WESH(TV) Winter Park, Fla.; Chris Rohrs, vice president and general manager, WFSB(TV) Hartford, Conn., who was elected PAN board's chairman; Bud Hirsch, vice president of sales and marketing, NBC; Tony Kiernan, vice president and general manager, WLWT(TV) Cincinnati, Ohio; Rigby Wilson, general sales manager, WGAL-TV Lancaster, Pa.. Seated, left to right, are: Tony Vinciguerra, station manager, WBZ-TV, Boston; Patty Parker, general sales manager, KXAS-TV Fort Worth; Cheryl Snell, general sales manager, WRGB(TV), Schenectady, N.Y.; Ron Kelly, general sales manager, KATV(TV) Little Rock, Ark..

also been active in private advisory delegation to Eastern Europe over past year.

Native son

If fin-syn battle were to shift to Capitol Hill, recent appointment of California Congressman Vic Fazio to chair Democratic Congressional Campaign Committee could strengthen Hollywood's hand. As chairman of committee that doles out campaign money to fellow Democrats, Fazio has considerable clout among his colleagues. Fazio is senior member of House Appropriations Committee and has been ally of motion picture industry. Attaching rider to appropriations bill would be quick way for Hollywood studios to block FCC action it didn't like. However, Fazio also is said to be well aware that his hometown affiliates in Sacramento would not be happy with such maneuver.

NEW ORLEANS

Staying in touch

With United Nations deadline for pullout of Iraqi military forces from Kuwait approaching this Tuesday (Jan. 15), and possibility that U.S.

forces may take offensive military action, organization is sharing costs with CNN and Hubbard Broadcasting's All-News Channel for their satellite feeds to be downlinked into New Orleans Convention Center so TV executives can keep abreast of breaking events in Middle East via monitors in lobby adjacent to exhibition floor. And on exhibit floor, Turner Program Services, which is offering *Wonder Years* and *Captain Planet* at its booth, will have live feed of CNN.

LOS ANGELES

Getting justice

According to Pat Kenney, president of Cannell Distribution, new first-run hour, *Street Justice*, is already firm go with 40% national coverage only month after its launch in syndication (BROADCASTING, Dec. 17). Key to early go was pivotal Tribune Broadcasting Co. group deal for stations WPIX(TV) New York, KTLA(TV) Los Angeles, WGN-TV Chicago, WGNX(TV) Atlanta and WGNO(TV) New Orleans. Gaylord Broadcasting-owned independent WUAB(TV) Cleveland has also signed for show, according to Kenney.

Kenney said there has been

"enormous interest" from ABC and CBS affiliates looking to make up for ratings and revenue shortfalls in late night and prime access. "With up to 14 ad avails [30-second local commercial spots], affiliates see that they can realize a 7-to-1 return compared to network compensation," Kenney said.

Warner's sci-fi

Warner Bros. Domestic Television Distribution is working with its co-owned international arm, Warner Bros. International, and domestic stations to develop new science fiction TV series. Program would be co-venture among Warner Bros., at least one foreign partner, and perhaps several local stations. Among stations Warner has talked to stateside are WWOR-TV New York and KCOP-TV Los Angeles. Executives at Warner Bros. and WWOR-TV confirmed talks but said it was too early to elaborate on project.

On another front, Warner is set to launch off-cable movie *Dear America: Letters Home from Vietnam*, highly acclaimed Emmy, Peabody and Ace award-winning two-hour feature that originally ran on HBO in April 1988. Timed with Memorial Day remembrances (May 20-31 broadcast window), stations will be offered stand-alone feature on unspecified barter basis.

Kids Talk

At Fox affiliates meeting following close of INTV convention Jan. 5, several affiliates were said still to be straddling fence on whether to return "secondary" Fox Children's Network/Warner Bros. contract (BROADCASTING, Jan. 7) because of time period restrictions specified by Warner Bros. One Midwestern Fox affiliate said that at least 70% of Fox's approximately 130 affiliates participating in the kids cooperative had returned their signed contracts by Warner Bros.' imposed Jan. 9 deadline to meet minimum 65% coverage for firm go. "I haven't received a call from Warner Bros. regarding the contracts, so I have to assume everything is O.K. [in meeting the minimum coverage]," said Michael Fisher, chairman of Fox's affiliate board, and vice president and general manager of KTXL-TV Sacramento. "It's a done deal."

**THEY SAY
THERE CAN
ONLY BE ONE
#1...**



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BUT IN NO IN BOTH AR



It's real tough to be the #1 animated strip in the overnight markets for November. It's even tougher to capture the coveted #1 crown in our country's most competitive markets when you're out there all alone. Without the advantage of an established, locked-in block of programming to depend upon. And, without the advantage of a seamless cross-over from your lead-in. Yet, that's what "Tiny Toon Adventures" did in November. Finishing the sweeps as the #1 animated strip. In both Arbitron and Nielsen. That's a remarkable accomplishment. That's remarkable "toon-in" power.

ARBITRON OVERNIGHT MARKETS

RANK	PROGRAM	RTG/SH
1	TINY TOON ADVENTURES	5.3/13
2	TEENAGE TURTLES	4.6/11
2	TALE SPIN	4.6/11
4	DUCK TALES	3.9/12
5	CHIP 'N DALE	3.5/9
6	GUMMI BEARS	3.2/10
7	MERRIE MELODIES	3.1/9
7	PETER PAN & PIRATES	3.1/8
9	MUPPET BABIES	2.9/11
10	ALVIN & CHIPMUNKS	2.6/8
11	NEW G.I. JOE	2.3/10
12	JETSONS	1.9/8
13	WAKE, RATTLE AND ROLL	1.8/8
14	MIGHTY MOUSE	1.7/8
15	VIDEO POWER	1.5/7
16	NEW HE-MAN	1.3/5
17	SUPER MARIO BROS.	1.2/4



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#



NIELSEN OVERNIGHT MARKETS

RANK	PROGRAM	RTG/SH
1	TINY TOON ADVENTURES	4.8/12
1	TALE SPIN	4.8/12
1	TEENAGE TURTLES	4.8/12
4	CHIP 'N DALE	3.8/10
5	DUCK TALES	3.7/11
6	MERRIE MELODIES	3.0/10
6	GUMMI BEARS	3.0/10
8	ALVIN & CHIPMUNKS	2.8/9
9	PETER PAN & PIRATES	2.6/7
9	MUPPET BABIES	2.6/11
11	JETSONS	2.0/8
11	NEW G.I. JOE	2.0/9
13	WAKE, RATTLE & ROLL	1.6/7
14	VIDEO POWER	1.5/7
15	MIGHTY MOUSE	1.3/6
15	SUPER MARIO BROS.	1.3/5
17	NEW HE-MAN	1.2/5



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DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

Jan. 13—12th annual ACE Awards ceremony, televised, sponsored by *National Academy of Cable Programming*. Wiltern Theater, Los Angeles. Information: (202) 775-3611.

Jan. 14—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Michael Fuchs, chairman, Home Box Office. Topic: "Reality, Relevance and Quality: TV in the 90's." Beverly Hilton, Los Angeles. Information: (818) 953-7575.

Jan. 14—Deadline for entries in Anson Jones Award, honoring Texas media for excellence in health communication to the public, sponsored by *Texas Medical Association*. Information: (512) 477-6704.

Jan. 14-16—CBS television press tour, sponsored by *Television Critics Association*. Ritz Carlton, Marina del Rey, Los Angeles.

Jan. 14-18—28th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

Jan. 15—*Nebraska Broadcasters Association* winter meeting and Hall of Fame banquet. Cornhusker Hotel, Lincoln, Neb. Information: (402) 333-3034.

Jan. 15—Deadline for entries in awards competition sponsored by *Radio-Television News Directors Association*. Information: (202) 659-6510.

Jan. 15—Deadline for entries in International Monitor Awards, sponsored by *International Teleproduction Society*, honoring "creative achievements of the exceptionally talented teleproduction professionals." Information: (212) 629-3266.

Jan. 15—"The Government as Speaker and

Government-Funding of Expression," second lecture/debate in series, "Visions of the First Amendment for a New Millennium," sponsored by *Annenberg Washington Program of Northwestern University*. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

Jan. 15—"Overview of the Media Challenges in the 1990's and the 21st Century," course offered by *Smithsonian Resident Associate Program*, "The Media and Society." Speaker: Richard Harwood, ombudsman, *Washington Post*. Smithsonian, Washington. Information: (202) 357-3030.

Jan. 15—"Health Care Today: How Accessible? How Affordable?" conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

Jan. 15—"Sacramento Speaks about Cable Television," dinner meeting of *Southern Califor-*

MAJOR MEETINGS

Jan. 14-18—28th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

Jan. 21-23—*Satellite Broadcasting and Communications Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

Jan. 24-27—*Radio Advertising Bureau* Managing Sales Conference. Opryland Hotel, Nashville.

Jan. 25-29—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

Jan. 25-31—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Naples, Fla.

Feb. 1-2—*Society of Motion Picture and Television Engineers* 25th annual television conference. Westin Detroit, Detroit. Future conference: Jan. 31-Feb. 1, 1992, Westin St. Francis, San Francisco.

Feb. 10-15—13th International Market of Cinema, TV and Video. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

Feb. 27-March 1—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

March 6-9—22nd annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

March 24-27—*National Cable Television Association* annual convention. New Orleans Convention Center, New Orleans.

April 7-9—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York.

April 15-18—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions:

Las Vegas, April 13-16, 1992, and Las Vegas, April 19-22, 1993.

April 19-24—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

April 21-24—*Broadcast Cable Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Future conventions: April 22-25, 1992, New York Hilton, New York, and April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.

May 15-18—*American Association of Advertising Agencies* annual convention. Greenbrier, White Sulphur Springs, W.Va.

May 15-19—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans.

May 16-19—*American Women in Radio and Television* 40th annual convention. Omni Hotel, Atlanta. Future convention: May 27-30, 1992, Phoenix.

May 22-23—*NBC-TV* annual affiliates meeting. Marriott Marquis, New York.

■ **May 29-31**—*CBS-TV* annual affiliates meeting. Waldorf Astoria, New York.

June 8-11—*American Advertising Federation* national advertising conference. Opryland, Nashville.

June 9-13—1991 *Public Broadcasting Service* meeting. Walt Disney World Dolphin, Orlando, Fla. Information: (703) 739-5000.

June 11-13—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

■ **June 13-18**—17th International Television Symposium and Technical Exhibition. Montreux, Switzerland.

June 16-19—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference. Baltimore Convention Center, Baltimore.

June 18-21—*National Association of Broadcasters* summer board meeting. NAB headquarters, Washington.

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*. San Francisco.

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. Information: 1-800-225-8183.

Oct. 10-14, 1991—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 26-30—*Society of Motion Picture and Television Engineers* 133rd technical conference and equipment exhibit. Los Angeles. Future conference: Nov. 11-14, 1992, Metro Toronto Convention Center, Toronto.

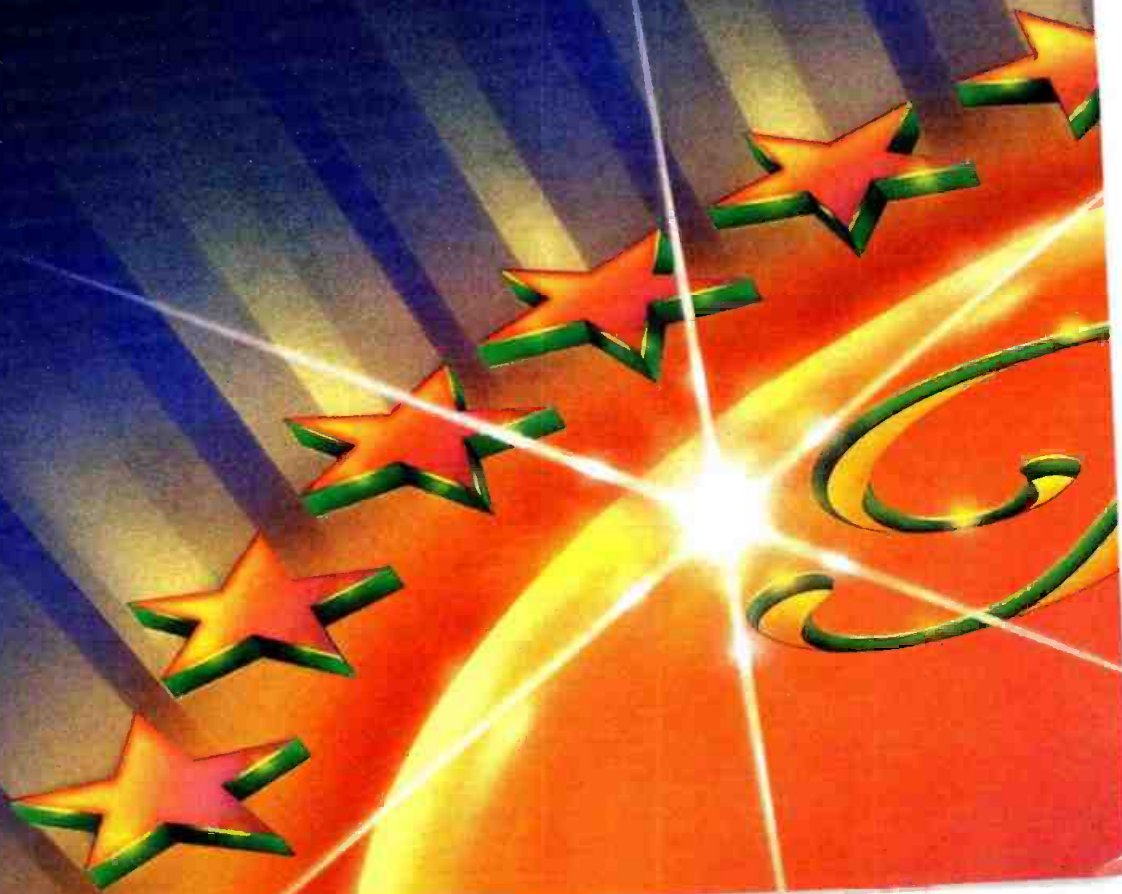
Oct. 27-30—*Association of National Advertisers* 82nd annual convention. Biltmore, Phoenix.

Nov. 18-20—*Television Bureau of Advertising* annual meeting. Las Vegas Hilton, Las Vegas.

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

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

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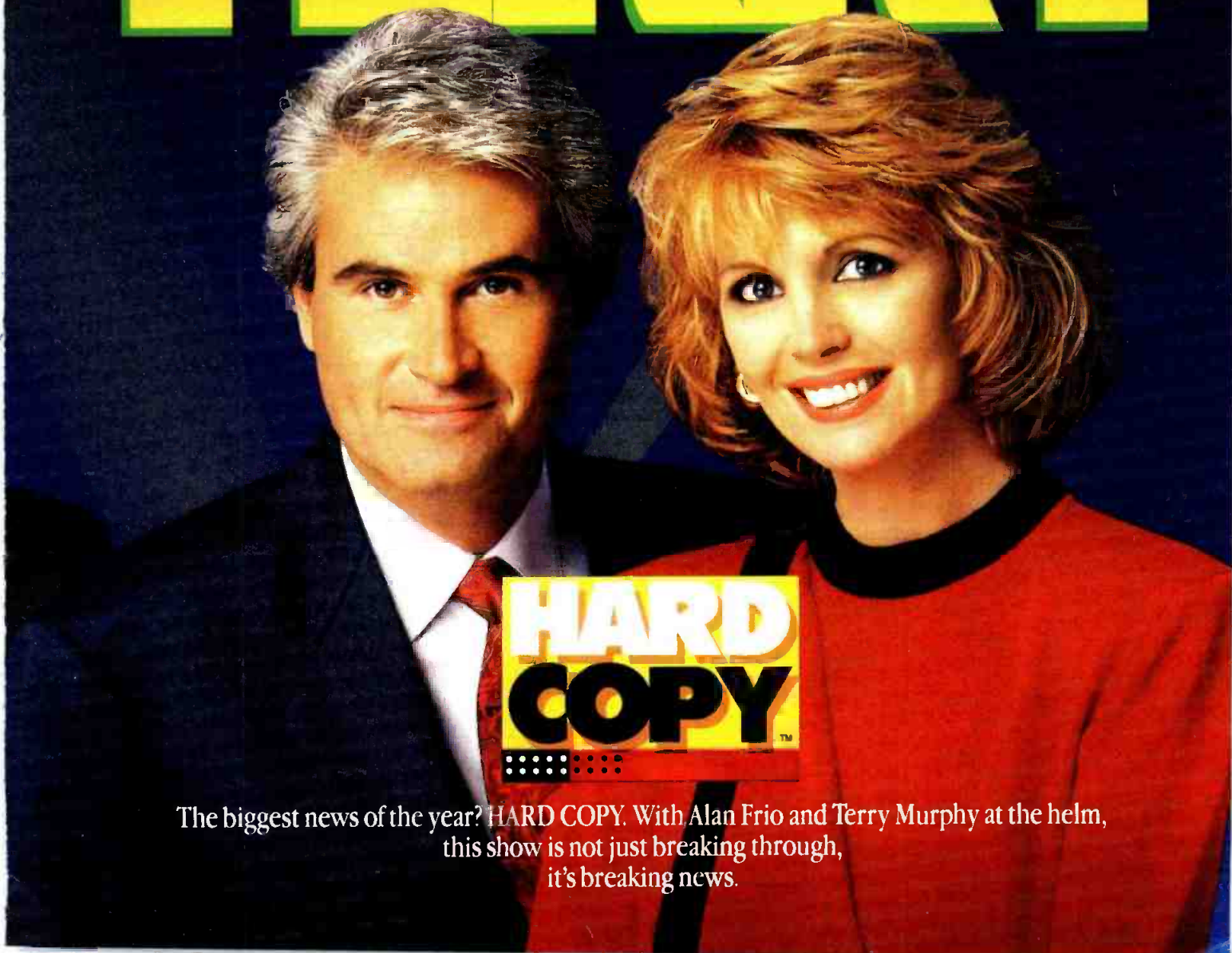
MARY & JOHN



ENTERTAINMENT
T O N I G H T

When it comes to getting inside the world of show business, nobody's bigger than ENTERTAINMENT TONIGHT. Now celebrating 10 years in the spotlight, it's the access franchise for the '90s... and beyond.

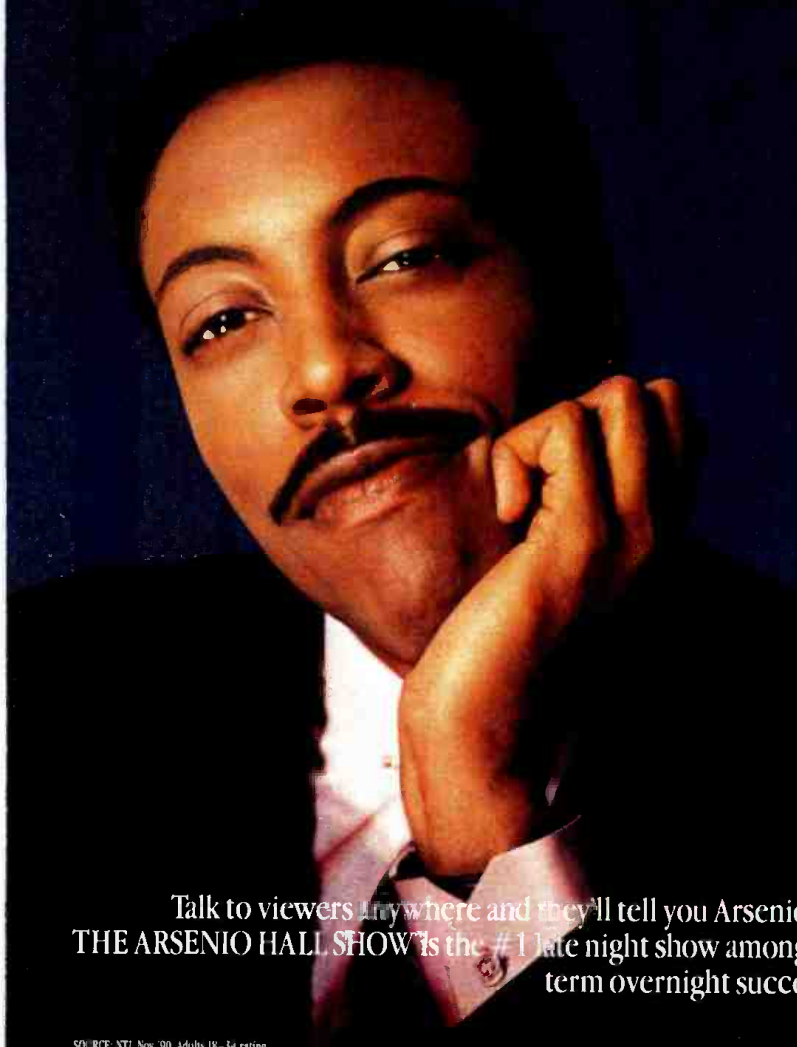
ALAN & TERRY



**HARD
COPY**TM
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The biggest news of the year? **HARD COPY**. With Alan Frio and Terry Murphy at the helm, this show is not just breaking through, it's breaking news.

ARSENIO



**THE
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HALL SHOW™**

Talk to viewers anywhere and they'll tell you Arsenio is late night's biggest star. Fact is, **THE ARSENIO HALL SHOW** is the #1 late night show among young adults, giving new meaning to the term overnight success.

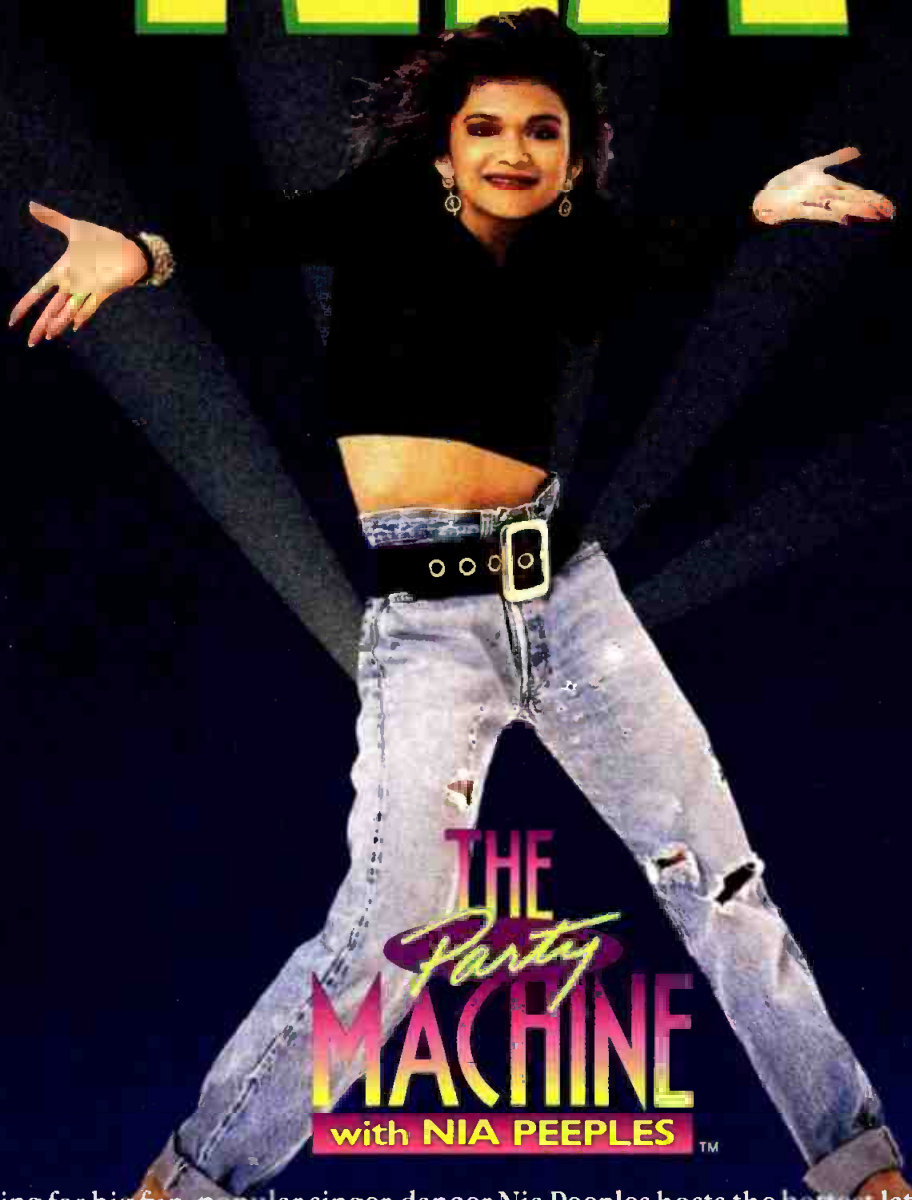
MAURY

A portrait of Maury Povich, a middle-aged man with dark hair, wearing a dark suit jacket, a white shirt, and a blue tie. He is resting his chin on his hand, looking thoughtfully to the right. The background is a dark, textured blue.

THE
MAURY POVICH
SHOW™

He can say more by raising an eyebrow than most with a thousand words. Add his more than 20 years experience and proven ability to reach his audience, and it's no surprise stations have given **THE MAURY POVICH SHOW** a big reception.

NIA



THE
Party
MACHINE
with NIA PEEPLES™

If you're looking for big fun, popular singer-dancer Nia Peeples hosts the hottest late night party in town. Featuring cutting-edge music and standing room only entertainment, THE PARTY MACHINE WITH NIA PEEPLES will keep late night temperatures – and numbers – rising.

STAR TREK

THE NEXT GENERATION



STAR TREK THE NEXT GENERATION

Syndication's biggest success story just keeps getting better. Now in its third year, STAR TREK: THE NEXT GENERATION has brought in bigger numbers than ever – both as a first-run show and as a strip – making it the most successful hour in syndication history.

DEAR JOHN



Just like CHEERS, DEAR JOHN is proof that when it comes to men 18-49, therapy is the best laughter. Currently enjoying its third season of prime time success, here's one show that's sure to be a big hit with your early or late fringe viewers for Fall, 1992.

CHEERS



The laughs don't get any bigger than with CHEERS, the number one network show of the entire 1990 season and one of syndication's biggest hits. With proven appeal to both men and women, CHEERS continues to be America's favorite hangout.



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nia Cable Association. Los Angeles Hilton & Towers, Los Angeles. Information: (213) 398-2553.

Jan. 15-19—"Comedians' Choice: Acts and Influences," series sponsored by *Museum of Broadcasting*, featuring Lily Tomlin. Museum, New York. Information: (212) 752-4690.

Jan. 16—"Live From Thirteen..." drop-in luncheon of *National Academy of Television Arts and Sciences, New York chapter*. Speakers: Harry Chancey Jr. and Fred Noriega of WNET(TV) New York. Copacabana, New York. Information: (212) 768-7050.

Jan. 16—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's restaurant, Los Angeles. Information: (818) 792-0421.

Jan. 16—"The Telephone Company and the Broadcaster: What Services Are Provided for the Radio and Television Industry?" seminar sponsored by *Society of Broadcast Engineers, chapter 15*. New York Telephone Building, New York. Information: David Bialik, (914) 634-6595.

■ **Jan. 16**—*Advertising Club of Metropolitan Washington Advertiser Day*. Washington Hilton, Washington. Information: (301) 656-2582.

Jan. 16-17—"Breakthroughs in Medicine: New Optimism About Old Diseases," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

Jan. 16-18—Computer Graphics '91, 13th annual conference. Hyatt Regency, Monterey, Calif. Information: (212) 233-1080.

Jan. 17—"Radio—Hitting Your Target in the 90's," luncheon co-sponsored by *Ad Club of New York and Radio Advertising Bureau*. Plaza Hotel, New York. Information: (212) 935-8080.

Jan. 17—*Television Critics Association Day*, during annual television press tours (Jan. 4-20). Ritz Carlton, Marina del Rey, Calif.

Jan. 17-18—*Pacific Telecommunications Council* series of "Telecom Skills" workshops. Sheraton-Waikiki, Honolulu. Information: (808) 941-3789.

■ **Jan. 17-18**—*C-SPAN* invitational seminar for general managers and managers in community relations, government relations, marketing and programming. Information: (202) 737-3220.

Jan. 18—Deadline for entries for *Broadcast Designers' Association International Design Awards*. Information: (415) 788-2324.

Jan. 18—Deadline for entries in Jack R. Howard Broadcast/Cable News Awards of *Scripps Howard Foundation's National Journalism Awards*. Information: Ron Klayman, (513) 977-3035.

Jan. 18—Deadline for entries for Emmy Awards of *National Academy of Television Arts and Sciences, Washington chapter*. Information: (202) 364-0383.

Jan. 18-20—Cable press tour, sponsored by *Television Critics Association*. Ritz Carlton, Marina del Rey, Calif.

■ **Jan. 17**—"Television Critics/Editors 1991 Forum," panel discussion sponsored by *Academy of Television Arts and Sciences, Activities Committee*. Center Green Theater, Pacific Design Center, Los Angeles. Information: (818)

763-2975.

■ **Jan. 19**—*Radio-Television News Directors Association* region three conference. Cheyenne, Wyo. Information: (307) 634-7755.

■ **Jan. 19**—*Radio-Television News Directors Association* region four conference. Oklahoma State University, Stillwater, Okla. Information: (817) 654-6333.

ALSO IN JANUARY

Jan. 20-24—MIDEM Radio Conference. Palais des Festivals, Cannes, France. Information: 33-1-45-05-14-03.

Jan. 21-23—*Satellite Broadcasting and Communications Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

Jan. 22—Deadline for entries for National Awards for Education Reporting, sponsored by *Education Writers Association*. Information: (202) 429-9680.

■ **Jan. 22**—Deadline for entries in *Education Writers Association's Awards for Education Reporting*. Information: (202) 429-9680.

■ **Jan. 22**—*Federal Communications Bar Association, New York chapter*, winter luncheon. Speaker: FCC Commissioner Sherrie Marshall. Association of the Bar of the City of New York, New York.

Jan. 22-24—46th annual Georgia Radio-TV Institute, sponsored by *Georgia Association of Broadcasters*. University of Georgia, Georgia Center for Continuing Education, Athens, Ga. Information: (404) 993-2200.

Jan. 23—"Rep Rap: Sc Where's the Hits Already?" drop-in luncheon of *National Academy of National Arts and Sciences, New York chapter*. Speakers: Jim Curtin, HRP, and John Von Soosten, Katz Television Group. Copacabana, New York. Information: (212) 768-7050.

Jan. 23—"News and The New World Order," international conference sponsored by *Gannett Foundation Media Center*. Kellogg Conference Center, Columbia University, New York. Information: (212) 280-8392

■ **Jan. 23**—*Illinois Broadcasters Association* "Great Idea Exchange." Bradley University, Peoria, Ill.

Jan. 24—*Federal Communications Bar Association* monthly luncheon. Speaker: Laurence Silberman, judge, U.S. Court of Appeals for District of Columbia. Washington Marriott, Washington. Information: (202) 833-2684.

Jan. 24—"Women on the Verge," event sponsored by *American Women in Radio and Television, New York City chapter*. Halloran House, New York. Information: Jennifer Conte, (212) 572-9832.

Jan. 24-25—*North American National Broadcasters Association* annual meeting. Televisa, Mexico City. Information: (613) 738-6553.

Jan. 24-27—*Radio Advertising Bureau* Managing Sales Conference. Opryland Hotel, Nashville.

Jan. 25—Deadline for entries in 23rd annual Robert F. Kennedy Journalism Awards for Outstanding Coverage of the Problems of the Dis-

advantaged, sponsored by *Robert F. Kennedy Memorial*. Information: John Bourgeois, (202) 333-1880.

Jan. 25—*New York Festivals* television programming awards presentation and dinner. Sheraton Center, New York. Information: (914) 238-4481.

Jan. 25-26—"Fine-Tuning the Cable Picture," eighth annual conference of *Minnesota Association of Cable Television Administrators*. Scanticon Conference Center and Hotel, Plymouth, Minn. Information: Linda Magee, (612) 782-2812.

Jan. 25-29—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

Jan. 25-31—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Naples, Fla.

■ **Jan. 26**—*Radio-Television News Directors Association* region two conference. Universal City, Calif. Information: (213) 462-6053.

Jan. 29—"Building Even Better Retail Partnerships," retail marketing workshop sponsored by *Television Bureau of Advertising and Retail Marketing Board*. Chicago Hilton & Towers, Chicago. Information: (212) 486-1111.

Jan. 29—*Iowa Broadcasters Association* mid-winter meeting. Des Moines, Iowa. Information: (319) 366-8016.

■ **Jan. 29**—*Federal Communications Bar Association, Continuing Legal Education Committee*, seminar, "FTC and FCC Oversight and Industry Self Regulation of Television Advertising Practices." Washington Marriott, Washington. Information: (202) 833-2684.

Jan. 29-30—*Alfred I. duPont Forum*: "TV as Superpower," featuring keynote speaker Dan Rather of CBS, and "Winning Broadcasts," featuring winners of Alfred I. duPont-Columbia University Awards. Kellogg Conference Center, Columbia University, New York. Information: (212) 854-5047.

■ **Jan. 29-30**—"The 1990 Census: Drawing a New Portrait of America," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Jan. 29-31—*Cable Television Administration and Marketing Society* service management master course. Jacksonville, Fla. Information: (703) 549-4200.

Jan. 30—"Is Television Destroying American Culture?" drop-in luncheon of *National Academy of National Arts and Sciences, New York chapter*. Speaker: Jennifer Lawson, PBS. Copacabana, New York. Information: (212) 768-7050.

Jan. 30—"OK! Cable's Here! Now Whatta We Do?" cable day luncheon sponsored by *Washington/Baltimore chapter of Cable Television Administration and Marketing Society*. Westin Hotel, Washington. Information: (202) 408-5480.

Jan. 30—Advertising management seminar sponsored by *Advertising Club of Metropolitan Washington*. Washington Hilton, Washington. Information: (301) 656-2582.

Jan. 30-Feb. 1—*South Carolina Broadcasters Association* 43rd annual winter convention. Columbia, S.C. Information: Richard Uray, (803) 777-6783.



This season, tee off with some guys

The ratings game can often be as challenging as playing a round at Pebble Beach. With new and unproven shows littering the field like sand traps and water hazards, doesn't it make sense to play with

guys who know their way around? The Program Exchange features three perennial top-ten shows—*Dennis The Menace*, *The Woody Woodpecker Show*, and *The Flintstones*—all of which give you the solid



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who really know the course.

ratings performance and dependable consistency you're looking for. So this season, get right to the green with The Program Exchange.



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Jan. 31—*American Women in Radio and Television, Washington chapter*, bi-annual reception for new members of Congress. House Cannon Caucus Room, Washington. Information: Patricia Reilly, (202) 429-7251.

Jan. 31—Deadline for entries in annual awards sponsored by *Investigative Reporters and Editors*, including new award for crime reporting. Information: (314) 882-2042.

Jan. 31—Deadline for applications for *Harvard University's Nieman Fellowships* for Journalists. Information: Program officer, Nieman Foundation, Walter Lippman House, One Francis Avenue, Cambridge, Mass. 02138.

Jan. 31—Deadline for entries in Program Awards, sponsored by *Central Educational Network*. Information: (708) 390-8700.

Jan. 31—*Society of Motion Picture and Television Engineers* tutorial on digital recording for television, prior to 25th annual SMPTE TV conference. Renaissance Center, Detroit. Information: (914) 761-1100.

Jan. 31—*National Association of Broadcasters'* "Best of the Best Promotion Contest" deadline, for outstanding promotional efforts in sales, station enhancement and community service. Information: William Peak, NAB, (202) 429-5422.

■ **Jan. 31**—Deadline for entries in Third Annual Spectrum Awards for Excellence in Broadcasting, sponsored by *Indiana Broadcasters Association*. Information: Julie Schoenenberger, (317) 638-1332.

FEBRUARY 1991

Feb. 1—Deadline for entries in *Action for Children's Television Awards* for "significant contributions toward improving service to children on broadcast and cable television and home video." Information: Sue Edelman, (617) 876-6620.

Feb. 1—Deadline for entries in National Media Owl Awards for outstanding films, videotapes and TV programs that address issues of aging, capturing authentic images of older persons and illuminating the challenge and the promise of an aging society, sponsored by *Retirement*

Research Foundation. Information: (312) 664-6100.

Feb. 1—Deadline for entries in Wilbur Awards competition, recognizing "excellence in the communication of religious values through a variety of media and to focus public attention on the efforts of the religion writer, editor, producer and resource," sponsored by *Religious Public Relations Council*. Information: (215) 642-8895.

Feb. 1-2—25th annual Television Conference, sponsored by *Society of Motion Picture and Television Engineers*. Theme: "A Television Continuum—1967 to 2017." Westin Hotel, Renaissance Center, Detroit. Information: (914) 761-1100.

Feb. 1-3—*West Virginia Broadcasters Association* winter meeting. Oglebay Park, Wheeling, W. Va. Information: (304) 344-3798.

Feb. 2—"Minorities and the Press," seminar sponsored by *Associated Press Television-Radio Association of California-Nevada*. Hsi Lai Buddhist Temple, Hacienda Heights, Calif. Information: Rachel Ambrose, (213) 746-1200.

Feb. 3-4—Fourth annual local cable programming seminar, sponsored by *National Academy of Cable Programming*. Hyatt Regency Hotel on Capitol Hill, Washington. Information: (202) 775-3629.

Feb. 5—"Changes in Television Network News Coverage in the 1990's," course offered as part of *Smithsonian Resident Associate Program's* "The Media and Society." Speaker: Dan Rather, CBS News, Smithsonian, Washington. Information: (202) 357-3030.

Feb. 5-6—*Arizona Cable Television Association* annual meeting. Sheraton Hotel, Phoenix. Information: (602) 257-9338.

Feb. 6—Drop-in luncheon of *National Academy of National Arts and Sciences, New York chapter*. Speaker: Robert Wussler, president and chief executive officer, Comsat Video Enterprises. Copacabana, New York. Information: (212) 768-7050.

Feb. 6-10—19th annual *International Radio and Television Society* Faculty/Industry Seminar, "Breaking the Rules: Finding New Frontiers." Halloran House Hotel, New York. Information: (212) 867-6650.

■ **Feb. 7**—"Congress/FCC 1991," luncheon

seminar sponsored by *Federal Communications Bar Association, Legislation Committee*. Grand Hyatt, Washington. Information: (202) 833-2684.

Feb. 8—*International Radio and Television Society* newsmaker luncheon featuring Peter Chernin, president, Fox Entertainment Group; Robert Iger, president, ABC Entertainment; Warren Littlefield, president, NBC Entertainment; and Jeff Sagansky, president, CBS Entertainment. Waldorf-Astoria, New York. Information: (212) 867-6650.

Feb. 8—Deadline for regional entries in Mark of Excellence Awards, recognizing the best in student broadcast and print journalism on national and regional levels, sponsored by *Society of Professional Journalists*. Information: (317) 653-3333.

■ **Feb. 8-9**—*Radio-Television News Directors Association* student conference. Arizona State University, Tempe, Ariz. Information: (213) 462-6053.

Feb. 10—Presentation of 15th annual *Television Bureau of Advertising* automotive commercial competition. Atlanta Convention Center, Atlanta. Information: (212) 486-1111.

Feb. 10-13—*Broadcast Cable Credit Association* 25th credit and collection seminar. Loews Summitt Hotel, New York. Information: (708) 827-9330.

Feb. 10-15—*National Association of Broadcasters* 26th annual management development seminars for broadcast engineers. University of Notre Dame, South Bend, Ind. Information: (202) 429-5350.

Feb. 10-15—13th International Market of Cinema, TV and Video. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

Feb. 11-12—*National Association of Broadcasters'* Radio Group Head Fly-In for executives of radio groups. NAB headquarters, Washington. Information: Aimee Jennings, (202) 429-5402.

Feb. 12—"Economic, Demographic and Technological Changes in Television Network News Coverage," course offered as part of *Smithsonian Resident Associate Program's* "The Media and Society." Speaker: ABC News President Boone Arledge, Smithsonian, Washington. Information: (202) 357-3030.

Feb. 12-13—Television Advertising Forum sponsored by *Association of National Advertisers*, examining future of television advertising as a mass medium. Participants include Jamie Kellner, Fox Broadcasting Corp.; Terence McGuirk, Turner Broadcasting System; Peter Chrsanthopoulos; Peter Jennings, ABC News; James Hedlund, Association of Independent Television Stations; Bruce Christensen, Public Broadcasting Service; Grant Tinker, GTG Entertainment; Warren Littlefield, NBC Entertainment; Robert Iger, ABC Entertainment; Jeff Sagansky, CBS Entertainment; Mike Wallace, CBS News, and Maria Shriver, NBC News. Waldorf-Astoria, New York. Information: (212) 697-5950.

Feb. 13—"DAB Broadcast Systems: The System Proponents—Strother Communications, CD Radio," seminar sponsored by *Society of Broadcast Engineers, chapter 15*. New York Times Building, New York. Information: David Bialik, (914) 634-6595.

Feb. 13-15—*Cable Television Public Affairs As-*

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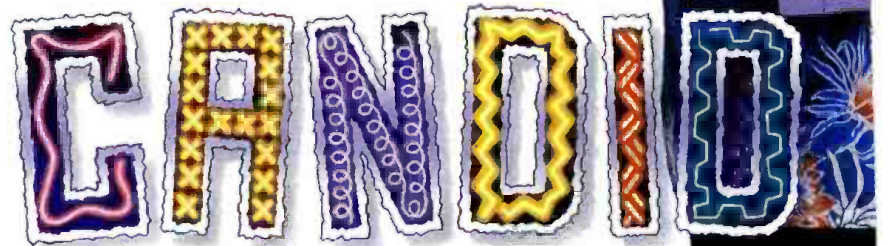


FOR '91.

SNOW

A hand is visible from behind the letter 'W' in the word 'SNOW', reaching out towards the letter 'S'. The hand is wearing a blue floral patterned shirt.

CANDID

The word 'CANDID' is written in a stylized, colorful font. Each letter is filled with a different pattern or color: 'C' is purple and pink, 'A' is yellow with a black cross-hatch pattern, 'N' is blue with a white wavy pattern, 'D' is yellow with a black wavy pattern, 'I' is orange with a white wavy pattern, and 'D' is blue with a white wavy pattern.

Hosted by DOM DeLUISE

FIRM GO! FALL '91.



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THE CLEAN AIR ACT OF THE 90'S™

sociation forum '91. Keynote speech: Ted Turner, Turner Broadcasting System; other speakers: FCC Commissioner Ervin Duggan, NCTA Chairman Jerry Lindauer. Ritz-Carlton Buckhead, Atlanta. Information: (703) 276-0881.

Feb. 15—Deadline for entries in *Guillermo Martinez-Marquez Journalism Award*, open to Hispanic journalists. Information: (202) 783-6228.

Feb. 18—Deadline for entries in Charles E. Scripps Awards of National Journalism Awards, sponsored by *Scripps Howard Foundation*, open to newspapers, television and radio stations and local cable systems for outstanding efforts to combat illiteracy in their communities. Information: (513) 977-3035.

Feb. 19-20—*North Carolina CATV Association* winter meeting. Sheraton Imperial Hotel, Research Triangle Park, N.C. Information: Kelly Edwards, (919) 821-4711.

Feb. 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Peter Jennings, ABC's *World News Tonight*. Washington Marriott, Washington. Information: (202) 833-2684.

Feb. 21—*Broadcast Pioneers* Golden Mike Award dinner. Recipient: WOA(AM) San Antonio. Plaza Hotel, New York. Information: (212) 586-2000.

■ **Feb. 21**—*National Academy of Television Arts*

and *Sciences* trustees awards dinner and ceremony. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

Feb. 21-23—*Louisiana Association of Broadcasters* annual convention. Embassy Suites Hotel, Baton Rouge, La. Information: (504) 383-7486.

Feb. 21-23—*Society of Broadcast Engineers* regional conference. Sportsmen's Lodge, Los Angeles. Information: (213) 871-4660.

■ **Feb. 22-23**—*National Academy of Television Arts and Sciences* trustees meeting. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

Feb. 22-24—"Oil, Foreign Policy and the Economy," economics conference for journalists sponsored by *Foundation for American Communications* and *Ford Foundation*. Asilomar Conference Center, Pacific Grove, Calif. Information: (213) 851-7372.

Feb. 26—"Changes in Television Network News Coverage in the 1990's," course offered as part of *Smithsonian Resident Associate Program's* "The Media and Society." Speaker: Tom Brokaw, NBC News. Smithsonian, Washington. Information: (202) 357-3030.

■ **Feb. 26**—"Acquisition Financing and Work-out of Broadcast Properties," seminar sponsored by *Federal Communications Bar Association, Continuing Legal Education Committee*. Washington Marriott, Washington. Information:

(202) 833-2684.

Feb. 26-28—The 13th international "Sport Summit" conference and exhibition, sponsored by *American Specialty Underwriters* and held in cooperation with *Los Angeles Sports Council*. Among speakers: Seth Abraham, president, Time Warner Sports, and John Severino, president, Prime Ticket Network. Beverly Hilton, Los Angeles. Information: (301) 986-7800 or (212) 502-5306.

Feb. 27—*National Press Foundation* annual awards dinner, including presentation of Sol B. Taishoff Award for excellence in broadcasting to Roone Arledge, president, ABC News and Sports. Sheraton Washington hotel, Washington. Information: (202) 662-7350.

Feb. 27-March 1—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

Feb. 28-March 1—"Cable Television Law: Living with Reregulation," program sponsored by *Practising Law Institute*. PLI Training Center, New York. Information: (212) 765-5700.

MARCH 1991

March 1—Deadline for entries in *Guillermo Martinez-Marquez Photojournalism Award*,

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Fact: Due to tensions in the Middle East, over 20,000 U.S. Army Reservists are being called to duty.

Fact: They will be performing critical missions both in the United States and overseas.

Fact: They are trained and willing to serve our country in the event of any emergency.

Fact: These soldiers and their families live and work in your local community. They deserve your support.

Army Reserve soldiers—along with their families, friends and neighbors—live and work in your market area. Your audience wants to know the facts.

A complete series of video and audio PSAs and news releases, short subjects and even full-length, half-hour programming on the Army Reserve is available free to media outlets. These products highlight the skill and training of Army Reserve soldiers and their unique contribution to our changing national defense.

To obtain your free products, simply clip out the coupon below and mail to: Chief, Army Reserve, Office of Public Affairs, Room 1E432, The Pentagon, Washington, DC. 20310.

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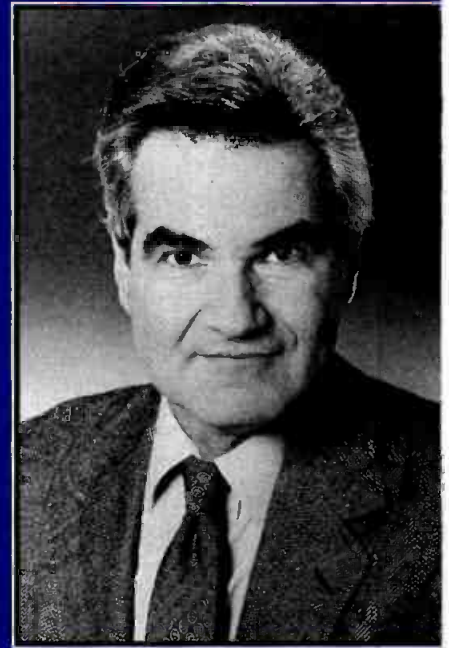
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Michael Eigner, WPIX

Steve Bell,

ACTION



21 JUMP

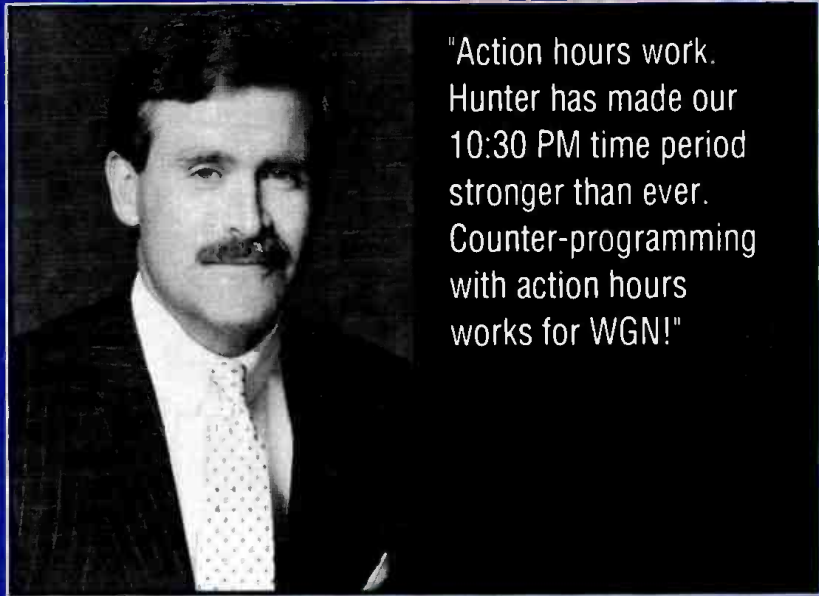


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"Action hours work. Hunter has made our 10:30 PM time period stronger than ever. Counter-programming with action hours works for WGN!"

KTLA

Dennis FitzSimons, WGN

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open to Hispanic journalists. Information: (202) 783-6228.

March 4-8—Basic Videodisk Design/Production Workshop, sponsored by *Nebraska Videodisk Group, University of Nebraska-Lincoln*. Information: (402) 472-3611.

March 5—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn (McClellan Highway), Boston. Information: (212) 254-4800.

March 5—*West Virginia Broadcasters Association* call on Congress. Washington. Information: (304) 344-3798.

March 6—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Seminary Plaza, Arlington, Va. Information: (212) 254-4800.

March 6-9—22nd annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

March 7—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Crabtree, Raleigh, N.C. Information: (212) 254-4800.

March 7—*National Association of Black Owned Broadcasters* seventh annual communications awards dinner. Sheraton Washington, Washington. Information: Ava Sanders. (202) 463-8970.

March 8—Deadline for applications for summer faculty workshop in communications policy, sponsored by *Annenberg Washington Program*. Information: (202) 393-7100.

March 8-10—*Society of Professional Journalists, Atlanta chapter*, region three conference. Atlanta. Information: (404) 496-9957.

March 9—Green Eyeshade Southeastern regional journalism awards banquet of *Society of Professional Journalists, Atlanta chapter*. Hotel Nikko, Atlanta. Information: (404) 496-9957.

March 9-10—Third annual West Coast regional conference of *National Association of College Broadcasters*. University of Southern California, Los Angeles. Information: (401) 863-2225.

March 11-13—*North Central Cable Television Association* annual convention and trade show. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

March 12—*American Advertising Federation*

government affairs conference. Willard hotel, Washington. Information: (202) 898-0159.

March 13—*International Radio and Television Society* Gold Medal Award dinner. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 13-16—*Native American Journalists Association* seventh annual conference. Landmark Inn, Denver.

March 14—16th annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 15—Deadline for entries in Clarion Awards, sponsored by *Women in Communications*. Information: (703) 528-4200.

■ **March 16**—Addy Awards presentation, recognizing excellence in advertising, sponsored by *Advertising Club of Metropolitan Washington*. Sheraton Washington, Washington.

March 18-21—Supercomm '91, international conference and exhibition co-sponsored by *U.S. Telephone Association and Telecommunications Industry Association*. Included will be two separate conferences sponsored by *Pacific Telecommunications Council and Caribbean Telecommunications Council*. George Brown Convention Center, Houston. Information: (202) 835-3100.

March 19—*Radio Advertising Bureau* radio marketing workshop. Ramada Resort/Florida Center, Orlando, Fla. Information: (212) 254-4800.

March 20—*Radio Advertising Bureau* radio marketing workshop. Holiday Inn/O'Hare, Chicago. Information: (212) 254-4800.

March 20-21—*Illinois Broadcasters Association* spring convention. Ramada Renaissance, Springfield, Ill. Information: (217) 753-2636.

March 21—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Airport Freeway, Dallas. Information: (212) 254-4800.

March 21—31st annual International Broadcasting Awards, honoring radio and television commercials, sponsored by *Hollywood Radio and Television Society*. Beverly Hilton Hotel, Los Angeles. Information: (818) 769-4313.

March 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Craig McCaw, president, McCaw Communications.

Washington Marriott, Washington. Information: (202) 833-2684.

March 24-27—*National Cable Television Association* annual convention. New Orleans Convention Center, New Orleans.

March 25-26—"The Centralization of Media Buying in Europe," conference of *International Advertising Association, U.K. chapter*. Marriott Hotel, London. Information: David Hanger, (71) 839-7000.

March 26—Advertising Hall of Fame induction ceremonies, sponsored by *American Advertising Federation*. Waldorf-Astoria, New York. Information: (202) 898-0089.

March 27—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 29-30—13th annual Black College Radio convention. Paschal's hotel, Atlanta. Information: Lo Jelks. (404) 523-6136.

APRIL 1991

April 2—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/South Denver, Denver. Information: (212) 254-4800.

April 3—*Radio Advertising Bureau* radio marketing workshop. Benson Hotel, Portland, Ore. Information: (212) 254-4800.

April 4—*Radio Advertising Bureau* radio marketing workshop. Ramada Hotel/Fisherman's Wharf, San Francisco. Information: (212) 254-4800.

April 4-5—*International Radio and Television Society's* eighth annual minority career workshop. Viacom Conference Center, New York. Information: (212) 867-6650.

April 7-9—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 8-11—*Electronic Industries Association* spring conference. Washington. Information: (202) 457-4900.

April 9—*Electronic Industries Association* government/industry dinner, during association's spring conference (see listing above). Washington. Information: (202) 457-4900.

April 9-11—*Cable Television Administration and Marketing Society* service management master course. Chicago. Information: (703) 549-4200.

April 10—Presentation of RadioBest Awards, sponsored by *Twin Cities Radio Broadcasters Association*. Minneapolis Convention Center, Minneapolis. Information: (612) 544-8575.

April 10-13—*National Broadcasting Society, Alpha Epsilon Rho*, 49th annual convention. Sheraton Universal Hotel, Los Angeles. Information: G. Richard Gainey, (803) 777-3324.

April 12-14—"TV News: The Cutting Edge," sponsored by *Scientists Institute for Public Information*. Bloomingdale, Ill. Information: Barbara Rich, (212) 661-9110.

April 13-15—*Broadcast Education Association* 36th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

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April 15-18—HDTV World Conference and Exhibition, sponsored by *National Association of Broadcasters*, to be held concurrently with NAB annual convention (see item below). Hilton Center, Las Vegas. Information: (202) 429-5300.

April 15-18—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

April 18—*Broadcast Pioneers* breakfast, during NAB convention (see listing above). Las Vegas Hilton, Las Vegas. Information: (212) 586-2000.

April 18-19—"Cable Television Law: Living with Reregulation," program sponsored by *Practising Law Institute*. Hyatt Embarcadero, San Francisco. Information: (212) 765-5700.

■ **April 18-21**—11th annual Health Reporting Conference, sponsored by *American Medical Association's Division of Television, Radio and Film Services*. Hilton hotel, Washington. Information: (312) 464-5484.

April 19-21—Southern regional conference of *National Association of College Broadcasters*. Georgia State University, Atlanta. Information: (401) 863-2225.

April 19-24—*MIP-TV*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

April 21-24—*Broadcast Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Information: (708) 296-0200.

April 22-25—*National Computer Graphics Association* 12th annual conference and exposition. McCormick Place North, Chicago. Information: (703) 698-9600.

April 23—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 29-30—"Spectrum Allocation and Management," sponsored by *Annenberg Washington Program*. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

MAY 1991

May 5-11—31st annual Golden Rose of Montreux festival for light entertainment television programs, sponsored by *Swiss Broadcasting Corp.* and *City of Montreux, Switzerland*. Information: John Nathan, (212) 223-0044.

May 6-9—Nebraska Interactive Media Symposium, "A New Decade of Technology," forum for exploring strengths of various interactive formats, sponsored by *University of Nebraska-Lincoln*. Nebraska Center for Continuing Education, Lincoln, Neb. Information: (402) 472-3611.

May 12-14—*Pacific Telecommunications Council* mid-year seminar, "The Telecommunications and Travel Industry Interface and its Role in National and Regional Development." Bali Beach Resort, Indonesia. Information: (808) 941-3789.

May 13—George Foster Peabody luncheon, sponsored by *Broadcast Pioneers*. Plaza Hotel,

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Scott Towle
Senior Vice President
Domestic Television Distribution

Source: NSI/NSS Ranking Report through 11/25/90.
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New York. Information: (212) 586-2000.

May 13-15—Pay Per View '91 annual convention, sponsored by *Cable Television Administration and Marketing Society*. Marriott World Center, Orlando, Fla. Information: Bob Westerfield, (703) 549-4200.

May 14—*International Radio and Television Society* Broadcaster of the Year luncheon. Recipients: Robert MacNeil and Jim Lehrer, MacNeil/Lehrer NewsHour. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 15-18—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va. Information: (212) 682-2500.

May 15-19—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans. Information: (202) 822-2090.

May 16-19—*American Women in Radio and Television* 40th annual convention. Omni, Atlanta. Information: (202) 429-5102.

May 19-21—*Concert Music Broadcasters Association* annual meeting, hosted by KING-FM Seattle. Seattle Sheraton, Seattle. Information: Peter Newman, (206) 448-3672.

May 19-25—*National Association of Broadcasters* small group seminars on investment opportunities in Europe, London and Paris. Information: Charles Sherman, (202) 429-5361.

May 20-22—Media Summit on significant

global business opportunities for media owners, advertising executives, international corporate presidents, bankers, investment analysts and program managers, organized by Johannesson & Associates S.A., Luxembourg. Waldorf Astoria, New York. Information: (352) 458473.

May 22—*First Radio and Television News Directors Foundation* banquet, including presentation of RTNDA John F. Hogan Distinguished Service Awards to Senator Bob Packwood (R-Ore.) and Brian Lamb, C-SPAN chairman and chief executive officer. Mayflower hotel, Washington. Information: (202) 659-6510.

May 22-23—*NBC-TV* annual affiliates meeting. Marriott Marquis, New York.

May 23—*Federal Communications Bar Association* monthly luncheon. Speaker: Peggy Charren, Action for Children's Television. Washington Marriott, Washington. Information: (202) 833-2684.

■ **May 29-31**—*CBS-TV* annual affiliates meeting. Waldorf Astoria, New York.

June 2-8—*Banff Television Festival*. Banff, Alberta, Canada. Information: (403) 762-3060.

June 2-14—Summer faculty workshop in communications policy, sponsored by *Annenberg Washington Program*. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

June 3-6—Fifth international broadcast news workshop, hosted by *North American National Broadcasters Association*. Harbour Castle Westin Hotel, Toronto. Information: (613) 738-6553.

June 8—*National Academy of Television Arts* Cleveland chapter Emmy Awards presentation. Stouffer Tower City Plaza, Cleveland. Information: Janice Giering, (216) 621-5925.

June 8—*National Academy of Television Arts and Sciences Washington chapter* Emmy Awards presentation. Washington. Information: (202) 364-0383.

June 8-11—*American Advertising Federation* national advertising conference. Opryland, Nashville. Information: (202) 898-0089.

June 9-12—*Radio-Television News Directors Association/University of Missouri School of Journalism* management seminar for news directors. Columbia, Mo. Information: (314) 882-4201.

June 9-13—1991 *Public Broadcasting Service* meeting. Walt Disney World Dolphin, Orlando, Fla. Information: (703) 739-5000.

JUNE 1991

June 1-4—International Summer Consumer Electronics Show, sponsored by *Electronic Industries Association*. McCormick Place, Chicago. Information: (202) 457-4900.

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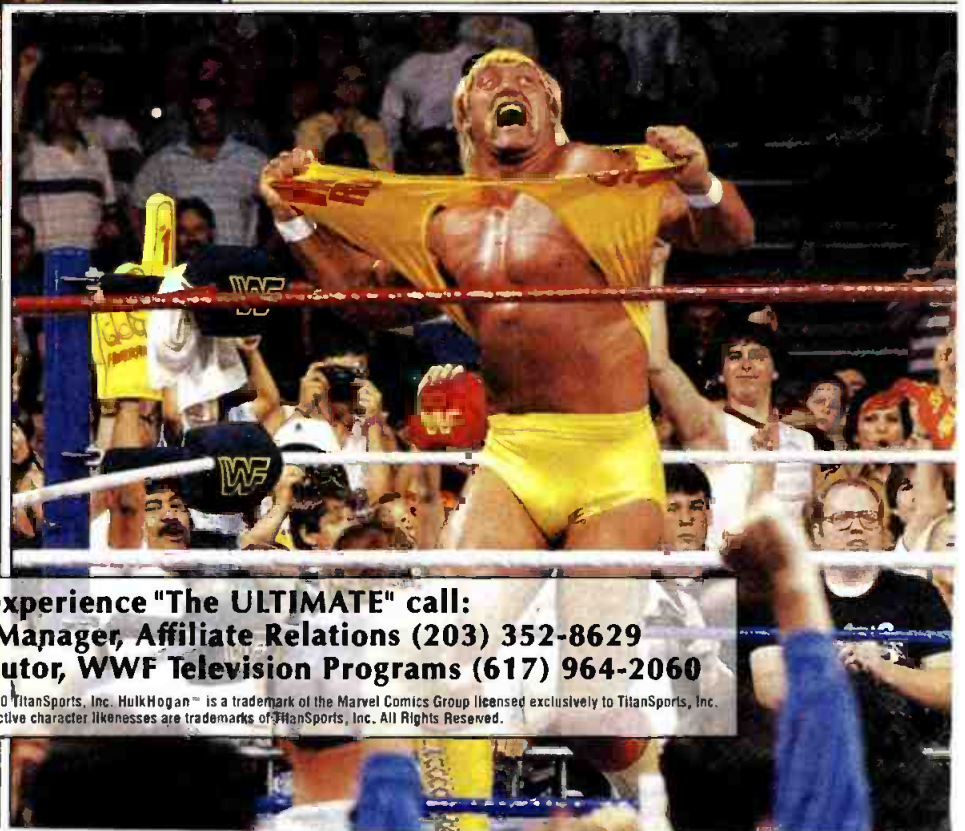


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June 9-14—International Symposium on the Media, Protest and Political Violence. Jerusalem. Information: (972 2) 667402.

June 11-13—ABC-TV annual affiliates meeting. Century Plaza, Los Angeles.

June 11-13—Cable Television Administration and Marketing Society service management master course. Alexandria, Va. Information: (703) 549-4200.

June 13-16—Missouri Broadcasters Association spring meeting. Holiday Inn, Lake of the Ozarks, Mo. Information: (314) 636-6692.

■ **June 13-18**—17th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: 41-21-963 32 20/963 12 12.

June 16-19—Broadcast Promotion and Marketing Executives & Broadcast Designers Association annual conference. Baltimore Convention Center, Baltimore. Information: (213) 465-3777.

June 18-20—Iowa Broadcasters Association annual convention. Des Moines, Iowa. Information: (319) 366-8016.

June 18-21—National Association of Broadcasters summer board meeting. NAB headquarters, Washington.

June 21-24—Sunny side, international market for European documentaries. Palais du Pharo, Marseilles, France. Information: 33-91-08-43-15.

JULY 1991

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

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

July 24-27—Cable Television Administration and Marketing Society annual conference. Opryland, Nashville. Information: (703) 549-4200.

AUGUST 1991

Aug. 1-4—North Carolina CATV Association annual meeting. Grove Park Inn, Asheville, N.C. Information: Kelly Edwards. (919) 821-4711.

SEPTEMBER 1991

Sept. 25-28—Radio-Television News Directors Association annual convention. Denver.

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THROUGH

1994

OCTOBER 1991

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

Oct. 10-14—MIPCOM '91, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. (212) 750-8899.

Oct. 16-20—Society of Professional Journalists national convention, including presentation of Sigma Delta Chi Awards. Cleveland. Information: (317) 653-3333.

Oct. 23-25—Kansas Association of Broadcasters annual convention. Hilton East, Wichita, Kan. Information: Harriet Lange, (913) 235-1307.

Oct. 25-26—Missouri Broadcasters Association fall meeting/seminars. Holiday Inn Executive Center, Columbia, Mo. Information: (314) 636-

6692.

Oct. 27-30—Association of National Advertisers 82nd annual convention. Biltmore, Phoenix. Information: (212) 697-5950.

NOVEMBER 1991

Nov. 18-20—Television Bureau of Advertising annual meeting. Las Vegas Hilton, Las Vegas.

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

Nov. 23-25—Community Broadcasters Association fourth annual convention. Riviera, Las Vegas.

Nov. 22-24—Fourth annual national conference of National Association of College Broadcasters, including annual college radio/TV satellite affiliates conference (Nov. 22). Brown University, Providence, R.I. Information: (401) 863-2225.

OPEN MIKE

CONFLICT OVER CONFLICTS

EDITOR: In his letter of Dec. 31, 1990, former FCC Commissioner Henry Rivera says he was told: "If you can't drink their liquor, eat their food and still vote against them, you have no business in this job."

And if police officers can't accept cash gifts from citizens and still arrest them, they have no business in that job. Judges who cannot accept lavish gifts from defendants and still convict them have no business in that job.

Both Mr. Rivera and BROADCASTING appear oblivious to one crucial question: If FCC commissioners are so completely unswayable by gifts and favors, why do the companies affected by FCC rulings continue to ply commissioners and staff with all sorts of goodies? Because FCC commissioners just naturally bring out the generosity in others? Because industry lobbyists are appalled at the commissioners' low pay and fervently wish to help them maintain a decent standard of living? Or because industry lobbyists are incredibly stupid when it comes to spending their clients' money?

Lobbyists proffer goodies and perks to commissioners for one reason only: they believe they will profit in some way—by increased access, by developing relationships that blend professional with personal, by getting their side of an issue "a fairer hearing" (albeit not fairer

in the eyes of the interests on other side of the issue).

Mr. Rivera blithely proclaims the "need to interact with the entities they regulate in settings other than their offices." Indeed? Why? It's obvious that the relationship between regulator and regulatee must be limited to business settings—obvious, that is, unless you happen to be (as Mr. Rivera so cheerfully was) beneficiary of an unseemly practice. "Favors" are done for friends. Regulators are in conflict of interest when deciding issues involving their "friends."

Mr. Rivera should have been told: "If you can't vote for or against them without drinking their liquor and eating their food, you have no business in the job."—Roger L. Crane, Los Angeles.

TIME SENSITIVE

EDITOR: For years I have been highly critical of the media's irrelevant reference to a public figure's age. In BROADCASTING's Dec. 31, 1990, "At Large" interview with FCC Commissioner James Quello, he is referred to as a "76-year-old." What matters is whether, based on his experience, overall qualifications and, most importantly, his record, he should be reappointed. It matters not whether he is 46, 76 or 96 years old.—Reuben Lozner, Chevy Chase, Md.

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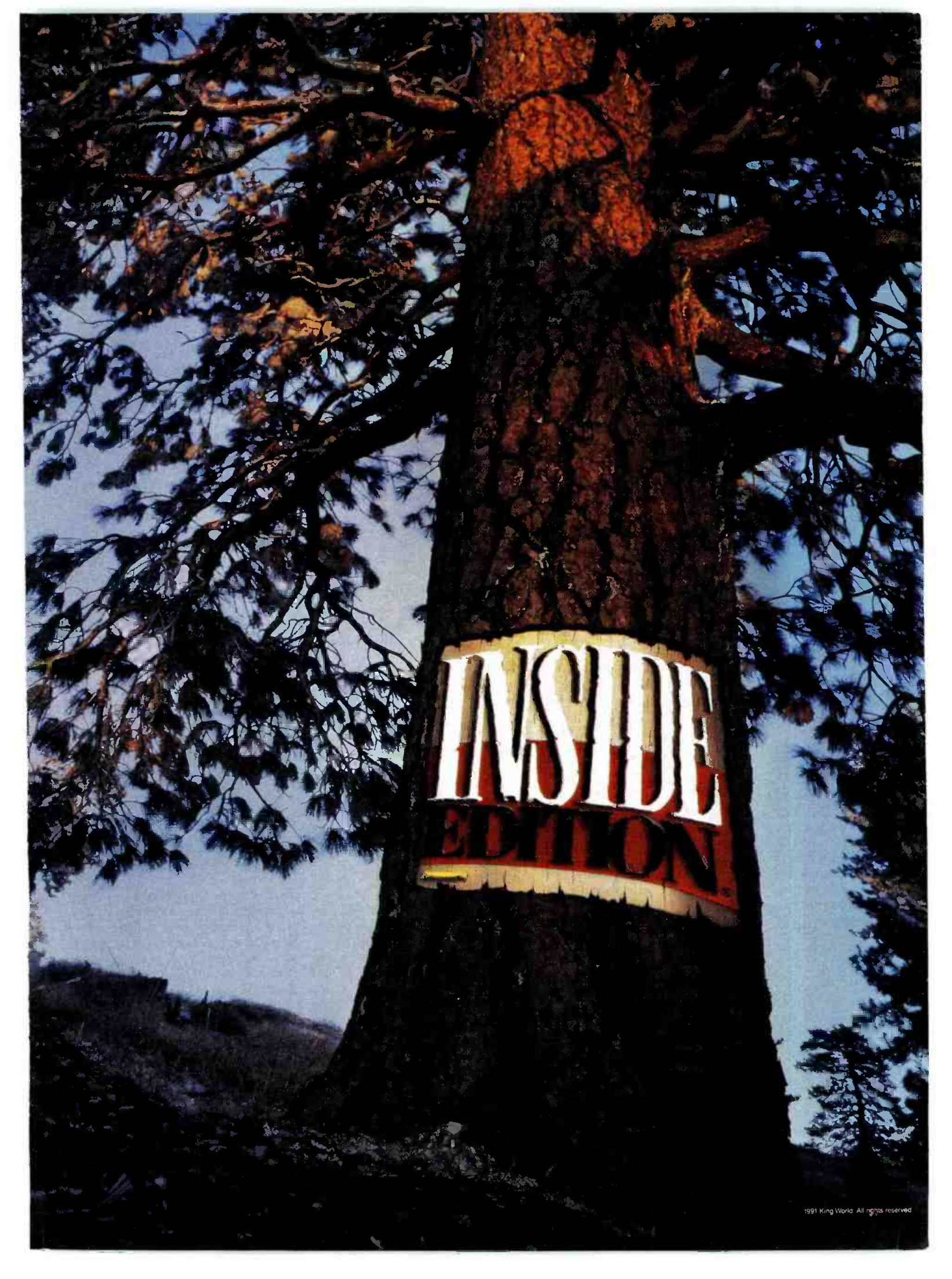
THE CLEAN AIR ACT OF THE 90'S

No trees were defaced in the creation of this ad.

NATIONAL ADVERTISING BY

CAMELOT

ENTERTAINMENT SALES
A KING WORLD COMPANY

A large, dark tree trunk is the central focus of the image. A sign is mounted on the trunk, featuring the words "INSIDE INSIDE EDITION" in a stylized, white, serif font. The sign has a red and white striped background. The tree's branches and leaves are visible in the upper and side portions of the frame, set against a clear blue sky. The overall lighting is bright, suggesting a sunny day.

**INSIDE
INSIDE
EDITION**

MONDAY MEMO

A financial interest and syndication commentary from Al DeVaney, senior VP-GM, WPWR-TV Chicago

In the aftermath of the oral hearings at the FCC on the financial interest and syndication rules, it is unfortunate that this important subject continues to suffer from a focus that is much too limited and perhaps misguided.

It began with the now-hackneyed description of this debate as a battle between the rich and the very wealthy, and it continues with trade press reports that focus primarily on the remarks of executives from major studios and the networks. While the networks and Hollywood certainly provide much of the sizzle and excitement in this debate, the real meat of the matter lies in the local market competition among FCC-licensed broadcasters.

The federal government does not license the networks as such, nor do they license the studios. The critical, practical analysis of this issue must center on television station diversity, fair supply and the impact of rules on all station licensees.

Within that analysis, the overwhelming question is this: "Will local stations—particularly independent stations—be able to gain fair access to syndicated programming if FISR is repealed or significantly modified?"

The answer is a loud and clear "no."

It is not because the networks are run by unfair or dishonest people. They most certainly are not. They are run by bright, powerful business people who will utilize every advantage available to them on every competitive battlefield. And in the local market battle there are only two categories of over-the-air mass market competitors: network affiliates and independent stations. In that one-on-one competition the network affiliates continue to control the majority of local market advertising revenue. Independent stations have made great strides over the past two decades and the competitive gap between these two groups is narrowing but that only proves the FISR is working and that the FCC is on the road to achieving its stated goal—a balancing of power.

However, we are not yet balanced and, if the networks are allowed to influence or control domestic syndication in any way, there is no question that they will do the natural thing and try to strengthen themselves while weakening their competition.

The network-owned-and-operated stations play an important part in the analysis of the issue because they deliver huge



profits largely on the strength of the programming which is provided by the network, yet the network call for FISR repeal is based in part on a claim of eroding profit margins due to increased programming expenses. The expenses may be showing up in one division of the company while the profits are reported in another.

However, this debate is about something more than just money. The network goals are power and control, and you do not need a crystal ball to know that they will manipulate the future syndication market if they are allowed to. We know this because these rules were originally created because of anti-competitive behavior by the networks, and we now have the benefit of current network testimony and behavior which irrefutably points to that conclusion again.

Further cause for the anticipation of anti-competitive behavior lies in the business conduct of Fox. They are an excellent broadcast company which has done wonderful things for over-the-air television, and they may even be entitled to some type of FISR waiver. However, as the only unregulated network of the day, their syndication practices provide a valuable view into the natural business practices which are essential to the outcome of future rulemaking.

Some of the forecasters in this debate insist that the networks as syndicators will always sell a program with the profit motive of revenue maximized through competitive bidding in an open market. That

thesis is simply not true. Fox placed *Mr. Belvedere* on their O&O stations without competitive bidding, and it is placed on a Fox affiliate in 70% of the top-50 markets in which it is cleared. Fox also controls the syndication of *M*A*S*H*, one of the top off-network shows in history, and they automatically place it on their owned stations without competitive bidding.

In the end the FCC is ultimately searching for a middle ground compromise. If, in that process, they decide to rule that networks can be involved at some level in the domestic syndication, I fear that it can not be accomplished with enough safeguards to insure fairness. Even if competitive bidding is required, the result would have independent stations sending proprietary bid information directly to their competitors. The network syndicator could then choose to allow the affiliate partner to pay \$1 more than the highest bid if the show is desirable to the affiliate.

Within all of these arguments let us not

"The network goals are power and control, and you don't need a crystal ball to know they will manipulate the syndication market if allowed to."

forget the most important facts. Since FISR was created, the Big Three networks have all been acquired by their current owners and since that time Fox chose to give birth to a new network. They all willingly entered the network business with full knowledge of the rules.

Perhaps of greater importance is the fact that many new independent television stations have signed on since the creation of FISR. These broadcasters made the decision to invest millions of dollars to build new stations with the regulatory assurance that they would not be forced to buy their programming from their competitors.

Now the rules may be changed in the middle of the game and if they are, the changes will benefit the bigger, stronger, higher scoring team.

Imagine that. The rich and the very wealthy on the same team. Is there any way that such a scenario could possibly promote diversity, balance of power or the public interest?

I think not.

In these uncertain
economic times we
offer two important
words of advice.

New Business



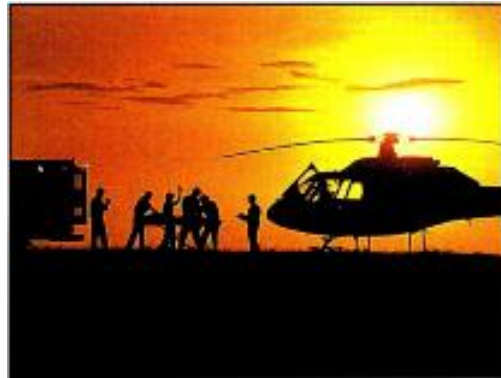
Jenny Jones
Debuting This Fall.
A Telepictures Production
in association with
Millennium Productions



Getting Even
Debuting This Fall.
A Telepictures Production
in association with
Millennium Productions



Love Stories
Debuting This Fall.
A Ralph Edwards/Stu Billett
Production



Dear America
Letters Home From Vietnam
A Very Special Program for May '91.
An HBO Production



Full House
Available For Stripping Fall '91-'92.
A Miller/Boyett Production



Murphy Brown
Available For Stripping Fall '92.
A Shukovsky/English Production

Let's face facts. The year ahead of us is predicted to be a tough one. With spot revenue tight and the bottom line strained.

That's why this year, when you're making investments you'll be living with for seasons to come, the logical choice is Warner Bros.

In the approaching financial climate it's best to seek protection on high ground. With the resources you need to weather the storm. And Warner Bros. has the assets to help you pull through these tight times.

Proven first-run performers and off-network strips. Box office winners plus animated hits. For adults, teens and kids. Once a week or once a day. With track records you can rely on. All precious commodities. Backed by an experienced staff of professionals. Helping your station develop a stronger bottom line.

This is clearly not the time to be taking chances. Put your money on a company that's in it with you for the long run. Warner Bros. We were with you when syndication started. And we'll be with you for years to come.



WARNER

BROS.

Current Issues



ALF
Available Now For Stripping.
Alien Productions



Growing Pains
Available Now For Stripping.
A Guntzelman Sullivan Marshall Production



Head of the Class
Available Now For Stripping.
Eustes/Elias Productions



The Hogan Family
Available Now For Stripping.
A Miller/Boyett Production

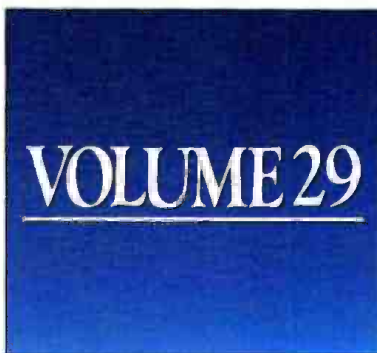


Night Court
Available Now For Stripping.
Warner Bros. Television



Perfect Strangers
Available Now For Stripping.
A Miller/Boyett Production

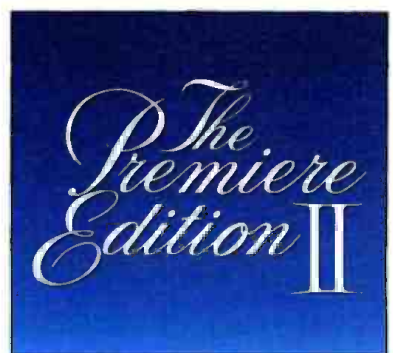
The Big Picture



Volume 29
28 Box Office Champs.



Encore One
53 Major Theatrical Hits.



Premiere Edition 2
21 Movies For Sweeps.

THESE ARE THE PEOPLE WHO CAN HELP YOU WEATHER THE STORM.

DOMESTIC DISTRIBUTION

Dick Robertson

FIRST-RUN

Scott Carlin
Mark Robbins
Jeff Hufford
Alicia O'Neill
Eric Strong
Andrew Weir
Damian Riordan
Jillian Lines
Mary Markarian
Bill Hague
Jacqueline Hartley
Mark O'Brien
Ed Wasserman

FEATURES

Bill Hart

OFF-NETWORK

Keith Samples
Rob Barnett
Jeff Brooks
Jim Burke
Steve Knowles
John Louis
Vince Messina
Chris Smith
Mary Voll

MEDIA SALES

Karl Kuechenmeister
Jim Harder
Julie Kantrowitz
Leon Luxenberg
Marc Solomon
Diane Rinaldo

INTERNATIONAL DISTRIBUTION

Michael Jay Solomon

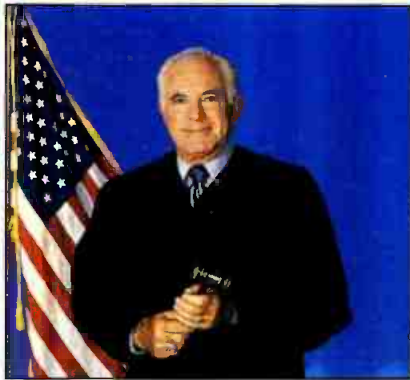
Jeffrey R. Schlesinger

Kevin Byles
Michel LeCourt
Rosario Ponzio
Jorge Sanchez



WARNER BROS.
DOMESTIC TELEVISION DISTRIBUTION
A Time Warner Company

Current Issues



The People's Court
 Entering Its 11th Year.
 A Ralph Edwards/Stu Billett
 Production



Love Connection
 Entering Its 9th Year.
 An Eric Lieber Production



Jesse Jackson
 Entering Its 2nd Year.
 Produced by Quincy Jones Productions
 in association with
 Jesse L. Jackson Sr. Productions Inc.



Steven Spielberg Presents
Tiny Toon Adventures
 Entering Its 2nd Winning Year.
 Amblin Entertainment



Merrie Melodies
 Entering Its 2nd Year.
 Warner Bros. Animation



Alvin and the Chipmunks
 Entering Its 4th Year.
 Bagdasarian Productions



Trump Card
 Entering Its 2nd Year.
 A Createl Ltd. and
 Fiedler/Berlin Production



Mama's Family
 Available Now For Stripping.
 A Joe Hamilton Production



It's A Living
 Available Now For Stripping.
 A Witt/Thomas Production

TOP OF THE WEEK

THE STORM AND THE EYE



As UN's Jan. 15 deadline approaches, broadcast and cable news organizations pour staff and equipment into Middle East; among problems are heat, dust, pounds of gear and government restrictions on coverage

The United States could be at war any time after tomorrow, Jan. 15. If fighting breaks out between Iraq and the international coalition in Saudi Arabia immediately after the United Nations deadline—or if it starts weeks later—TV and radio will be there in force.

“Certainly this is the most important story of a generation,” said Ed Turner, executive vice president, CNN. “It’s almost impossible to do too much on it, particularly since all we do is news and because of the global audience we have. People are hungry worldwide for information, opinion, analysis and commentary.”

What sights and sounds will Americans receive? News executives coordinating the coverage and correspondents

contacted by BROADCASTING provide a good picture.

On the day the U.S. mounts an offensive, land or air, CNN will go 24 hours on the story. The broadcast TV networks may follow suit.

Viewers switching channels will find almost the same report on every network. All media coverage will be pooled. A military escort will accompany each pool. A military censor will review all scripts and video.

At first it could be an almost pictureless war or video could be delayed for several hours. The networks have been told the Saudi government may tear down uplinks because they could be easy targets for Iraqi bombs and missiles (see page 54). Video reports could be

delayed by several hours while the networks seek alternate sites for uplinks. But it is expected to be a temporary inconvenience. The Pentagon is “convinced that after the first few days, the Iraqi air force and ground-to-air [Scud] missiles will have been eliminated,” said Timothy J. Russert, Washington bureau chief, NBC News.

No live radio or TV reports will be sent from combat. Microwave equipment for TV links will be too bulky and dangerous to install. Live radio depends on using military communications equipment, which is not expected to be made available.

Radio and TV reports may be vague. Pentagon rules for press coverage allow U.S. troop movements to be described



ABC News crew on the scene



Bob Hardy's KMOX(AM) St. Louis, interviews Col. Lynn Chapman of Brooklyn



NPR Correspondent John Yostie

only in general terms such as "company-size" or "multi-battalion." Damage and casualties to U.S. forces are to be described only as "light," "moderate" or "heavy."

By the time video starts airing, it will show blood and pain. Network executives and correspondents say they intend to cover "the horror of war."

The anchors will not be there. Only CNN's Bernard Shaw, in Amman, Jordan, last week, is planning to stay in the region this week. CBS's Dan Rather and NBC's Tom Brokaw had returned from the Middle East by last week; no decision has been made about possible return trips. There are no plans for ABC's Peter Jennings to leave New York.

Reports may continue to come from Baghdad, even if fighting begins. "We're going there purposely to be

there for the Jan. 15 deadline," said Bart Tessler, vice president, news, Mutual/NBC Radio. Networks will allow correspondents to decide when conditions are too unsafe to remain.

To observant viewers, many pictures will seem to have less resolution and color clarity compared to normal news video. Lightweight, inexpensive "Hi8" (8 millimeter video format) camcorders will be used at the most dangerous pool locations.

Approximately 300-350 reporters, producers, cameramen and other technical personnel have been sent to the Middle East by the major U.S. TV and radio network news organizations. (For competitive reasons, most networks did not give specific numbers.) The largest group of broadcast reporters is in Saudi Arabia at Dhahran, a city on the coast of

the Persian Gulf 200 miles south of the Kuwaiti boarder, and at the Saudi capital, Riyadh. Heavy media contingents are also in Baghdad, Amman and Cairo.

CNN has the largest contingent in the region—150 people. But by yesterday the number of CNN people in Saudi Arabia was expected to be 27-30, according to Jim Miller, a CNN producer in Dhahran. ABC, CBS and NBC are expected to have about the same number in Saudi Arabia. "The problem is with getting visas for some of the engineers. Until I get the visas, I can't tell for sure" how many people the network will have in Saudi Arabia, Miller said.

The radio networks in Saudi Arabia—AP Broadcast Services, ABC Radio, Mutual Broadcasting/NBC Radio and National Public Radio (NPR)—are "all one-man bands," said Doug Poling,

WASHINGTON LAYS DOWN THE RULES OF WAR

Broadcasters in the Middle East will abide by the "ground rules" and guidelines governing how and what they can videotape and what they may air—they have little choice—but that doesn't mean they like them.

Indeed, the heads of the four major U.S. television news organizations and the Radio-Television News Directors Association formally registered their objections and called for changes in letters to Defense Secretary Richard Cheney.

"[T]he existing proposals go far beyond what is required to protect troop safety and mission security," said the network news presidents—ABC's Roone Arledge, CBS's Eric Ober, CNN's Tom Johnson and NBC's Michael Gartner—in a joint hand-delivered Jan. 9 letter. "Legitimate requirements of security do not require these rules," they said. "The workings of a free press argue strongly for their being abandoned."

The executives specifically cited the "security review" provision, which, they said, "set up cumbersome barriers to timely and responsible reporting and raise the specter of government censorship of a free press." The review process "may not be censorship in its purest form, but it compromises the free flow of information with official intrusion and government oversight," they said.

They also objected to the requirement that reporters have military escorts at their sides when at the front. "Of course, we shall rely on the assistance and advice of escorts," he said. "But we must also retain our independence."

In a Jan. 10 letter, RTNDA President David Bartlett urged Cheney "to consider carefully whether prior review of pool material by military public affairs officers is really necessary for security, and whether more open coverage than is possible with escorted tight pools can be

instituted once the military operation is underway."

"[W]e cannot condone any attempt by the military to use the guidelines to limit coverage, distort the news or hide embarrassing information that the American people are entitled to know," he said.

The current rules are far less restrictive and simpler than the original rules unilaterally imposed on reporters when the buildup began last summer. They reflect compromises made in intense negotiations between media representatives and Pentagon officials in Washington two weeks ago. They were released Jan. 8, although there were some reports late last week that the military was slow in implementing them.

The key points:

- "[Reporters] must remain with a military escort at all times, until released, and follow their instructions.... These instructions are not intended to



Visnews reporter-producer, Rob Downey



ABC's Linda Pattillo in Saudi Arabia last week



CBS's Doug Poling with Brigadier General Fred Halley

CBS News radio correspondent there.

Earlier, NBC said its spending on Gulf coverage had returned to \$1.2 million (its level of spending last August immediately after the invasion of Kuwait) from the \$500,000-a-week rate of the past several months ("Closed Circuit," Jan. 7). Other TV networks refused to give exact numbers, but indicated their spending pattern has been similar to NBC's. "I question how you could spend initially \$1 million a week, but it's not too far off," CNN's Turner said.

NPR has spent \$200,000 on the story since last August. If fighting begins and lasts two months, "additional coverage, we believe, will cost us \$500,000. That scale, for us, is a lot. Our news budget [for 1991] is about \$13 million," said Bill Buzenberg, vice president, news and information.

C-SPAN sent crews to Saudi Arabia and Tel Aviv to complement its coverage of the congressional debate on the crisis. Expenses will be paid out of the existing international budget—\$200,000 for the fiscal year ending April 1.

The expensive Middle East coverage comes at the same time network news divisions are suffering from an advertising slump, a combination that has led to across-the-board staff cutbacks in recent months. Expenses forced CBS Radio, which is usually unique among radio networks in sending a producer and reporter to cover virtually all stories, into sending Doug Poling solo to Saudi Arabia. "This is the first time I've been on a major assignment without a field producer," said Poling. "Maybe 10 years ago they would have put more people in here right away."

After the August invasion of Kuwait "the word 'money' never came up," said Bob McFarland, NBC deputy news director, New York (who was planning to be in Saudi Arabia before Jan. 15). "Budgetary concerns had crept in after a few weeks and it appeared that this would be a long-term story."

In spite of resources sent to the Gulf, broadcasters fear the quality of coverage could be marred by Pentagon censorship and the logistical nightmares caused by heat, sand, bombs and poison gas. The networks last week tried to solve the first problem through negotiations and the second through technology.

A Jan. 4 meeting of the military and media executives at the Pentagon over the first 10-page list of rules for reporters in combat pools led to the issuance of a much shorter list last Tuesday (Jan.

hinder your reporting. They are intended to facilitate movement, insure safety and protect operational security.

■ "Security at the source will be the policy.... [P]ool products will be subject to security review prior to release to determine whether they contain information that would jeopardize the operation or the security of U.S. or coalition forces. Material will not be withheld just because it is embarrassing or contains criticism. The public affairs officer on the scene will conduct the security review [but there are two levels of appeal].

■ "Casualty photographs showing a recognizable face, name tag or other identifying feature or item should not be used before the next of kin have been notified. The anguish that sudden recognition at home can cause far outweighs the news value of the photograph, film or videotape."

Lost in the negotiations to amend the rules were, among other things, bans on reporters' buttonholing officers for impromptu interviews; coverage of reli-

gious services (out of deference to the Saudis), and pictures of all casualties. Also dropped was the requirement that all interviews with military personnel be "on the record."

The news personnel are not happy with the rules, but the rhetoric was less strident among the broadcast journalists in the field. "So far it's been OK," said Bob McFarland, NBC deputy news director. "We don't like to have tight controls put on us; we don't like that at all," he said. "On the other hand, even tight controls are better than nothing at all, which is what we ran into in Grenada.... There is an awareness on the part of the Pentagon that the media are here to stay."

Steve Futtnerberg, correspondent for Mutual Broadcasting/NBC Radio, said he does not like the idea of the military reviewing everything he does. "But I think it's a fact of war," he said. "We all know there was very little censorship in Vietnam, but I can't see a major problem with the U.S. government not want-

ing certain facts coming out that would directly help its enemy," he said. "Censorship happens in many wars because the press can find out a great deal, and I think the military has a right to have censorship. The question is, will they do it fairly? I think there will be some battles, but the whole concept of censorship, overall, I think we're going to have to accept."

"In the end, we're going to cooperate," said CNN Executive Vice President Ed Turner, "but we're going to try to get them to be somewhat more lenient as to information we can release, because the fact of the matter is, one way or another, information secured by news agencies is going to get out."

Despite the continued griping about the rules, reporters have little alternative to participating in the military pools, said Tony Winton, a correspondent for the Associated Press Broadcast Services. "No one that I know is planning to get into a car and drive out to the front."

—HAJ,RMS,RE

THE (LOGISTICAL) HORRORS OF WAR

Determined to keep the video flowing back home, network producers and technicians were making contingency plans in case their satellite uplinks on the Persian Gulf coast are shut down, knocked out or jammed.

In addition to the possibility that Iraqi air or missile attacks might wipe out the ad hoc teleport, some were concerned the Saudis or the U.S. military might in the early days of fighting order the uplinks to stop transmitting for security reasons.

ABC-TV's Mitch Davis, pool producer for the networks, and others said informal warnings about the ordered shut-downs have come from military and other sources. Although few sources were taking the warnings seriously, all reported planning alternate ways to get their pictures out.

The broadcasting pool (which is using

a unit operated by Washington-based Professional Video Services similar to the one pictured, right) and the networks have pointed their clustered uplinks at Intelsat 338 over the Atlantic Ocean, upon which ABC, CBS, CNN, NBC and the pool have each retained a three-month, full-time lease. (Last fall, Comsat and Intelsat opened a 338 spot beam to accommodate the traffic.)

Another alternate path for some broadcasters might be the British Broadcasting Corp. It has tentative permission to uplink from any forward division headquarters established in fighting, said Ken Oxley of BBC foreign operations. (U.S. broadcasters are barred from moving uplinks any closer to the front until Kuwait falls.)

If all else fails, said John Frazee, CBS vice president of news services, the broadcasters will have to carry videotape



PVS flyaway

out of Saudi Arabia.

A subject of more immediate concern to the network operations people was the Saudi's ban, starting last Wednesday, on additional uplinks anywhere in the country. At press time, Davis was preparing to appeal the Saudi cutoff to allow the pool to complete already initiated deployment of a flyaway uplink at the capital city of Riyadh, expected to be a major briefing point. **-POL**

8). The networks won several concessions but were unable to remove the Pentagon's demands for all combat coverage to be pooled and escorted by the military officers and for all news copy, audio and video to be submitted for review by the military before release (see box, page 52).

Rules outlined last week by the Pentagon are "too restrictive and too paranoid," said CBS News's Don DeCesare, vice president, director of broadcast news. "I would relax a little if I were they and let us get about our business. Revealing plans to the enemy is not our mission in life and they know it."

DeCesare said the Pentagon restrictions have prompted CBS News to vigorously pursue, within the "bounds of safety and prudence," options to pool coverage. He declined to elaborate on those options. "We're taking on our own measures to cover the war, whether they want us to or not," he said.

"We're strongly opposed to what they're proposing to do, but I don't think we have a great deal of leverage at this point," said George Watson, Washington bureau chief, ABC News. "Ultimately, it's their battlefield."

Watson said ABC News's concerns about how the rules will affect coverage were heightened by several incidents during dry runs of the pools last week. In one case, he said, a military escort cut off an NBC correspondent's interview with a chaplain, a decision later overruled by the Joint Information Bureau in Dhahran.

Mike Mosher, NBC's Saudi Arabia bureau chief, based in Dhahran, downplayed the incident. "The military took one look at it and said they regretted the incident took place. There was nothing in there that violated any rule. They were very, very quick," he said. Mosher said the general working relationship between NBC News and the military has been good. There have been "no major disputes. There's been no tape taken away yet," he said.

Most broadcasters disputed the Pentagon's claim that military review of reports is needed to protect the security of U.S. troops. Mutual/NBC Radio's Tessler said inadvertent reporting of sensitive information is unlikely in the Gulf. Reporting from military-escorted pools "isn't the kind of situation where you let a reporter loose and you have total freedom and total access," he said.

CNN correspondent Carl Rochelle in Dhahran said reporters are "being allowed to get into areas where we could inadvertently make a picture of something that would give away a position or lose someone their life. In that case, it's all right to review it. What I would prefer is not to have restrictions at all, always."

Reporters differed when speculating on how close the Pentagon will let them get to combat. "I frankly think the military is going to take us closer than ever before," said NPR's Deborah Amos. "I think that after Grenada and Panama they decided they were even going to put us in harm's way. I'm not talking about

intentionally trying to hurt us, but they think we want to cover it that closely and they're going to let us."

The greatest logistical nightmare for broadcasters involves the weight of the gear each member of a combat pool must carry. Everyone is issued a gas mask and chemical suit and must learn how to put them on before getting in a pool. Along with 40 pounds of gas mask and suit, everyone must carry their own equipment and a few toiletries. TV cameramen are expected to bear the heaviest load, 75 pounds.

All the TV networks have relieved some burden on the cameramen by equipping them with lightweight, inexpensive (\$3,000) Sony Hi8 camcorders. "The Hi8 cameras that we've got are the professional models. It's not really a great deal smaller than the usual cameras that we use, but the supplemental equipment is much smaller," said Mosher.

Correspondents and producers said most of the equipment is holding up well to the desert's heat and sand. The hottest season has passed, they say. "At the height of the heat some of our cabling literally melted" during a taping of the *Today* show in Dhahran, NBC's McFarland said. "One of our producers was physically holding two pieces of cable to make it work." The next big worry is sand storms. "One suggestion that has been made is to put pantyhose over the tape recorders," said Steve Futenberg, correspondent for Mutual/NBC Radio. "That will keep some of the dust away, but not all of it." **-RMS,RS**

ABC'S IGER: ADJUSTING TO LIFE IN A RECESSION

Among tactics to deal with slumping economy, Entertainment head tells TV critics network will order fewer pilots and give shows more time on schedule

Fewer pilots and greater patience with struggling shows are two changes on the horizon for the television networks as a result of the current economic downturn, according to Bob Iger, president, ABC Entertainment. Iger also said if war breaks out in the Middle East, the prime time schedule will be altered. "We have to be particularly sensitive. It's tough to imagine putting on sitcoms" in the event of war, he said in a press conference last Thursday during the Television Critics Association press tour in Los Angeles.

Iger said he's concerned that network television business—which Michael Gartner, NBC News president, earlier in the week called "crappy"—will get worse in 1991. However, he said ABC will be in a better position to weather the storm "because of our demographic strength."

He said ordering fewer pilots for next season is one of the ways ABC will be affected by the current economic slump. Last year ABC ordered about 30 pilots but will cut back this year by about 20%. He also expects the networks to be "more conservative in their approach to pulling shows from their schedules. Advertisers are able to pull their spots from a time period when the show they've bought has been pulled from the lineup. Because of the soft advertising market, there haven't been replacement advertisers waiting in the wings to fill empty slots. He cited *Cop Rock* as an example of a show that had been kept on the schedule "after we knew it wasn't going to succeed," in part because of the economic ramifications. He said at one point they were considering switching the show with *China Beach*, which airs on Saturday at 9 p.m., but the idea was nixed because of the advertising loss the network would have suffered from moving *China Beach*. Without citing any other examples, Iger said there were several times this season when the ABC sales department didn't want the entertainment division to make a move on the schedule for just that reason.

Iger also suggested that while it may seem that the tough conditions faced by networks right now may have a negative affect on their willingness to try risky programing, ABC won't pull back on the risk-taking.

Iger said the network would roll out its mid-season replacement shows slow-

ly rather than in a bombardment. He said ABC's fall launch strategy would be very much the same to avoid what he called this season's chaotic fall.

His strategy will be to roll out new series slowly—whether it be spring or fall—and stick with those shows to give them the best chance of catching on and to cut down on the amount of schedule churn.

He outlined a list of projects to debut this spring. Two reality-based shows, *Emergency Room* and *American Detective*, will be ready sometime in the next four months. *Baby Talk* from Ed Weinberger, which was pulled from the fall schedule after Connie Selleca walked off the set, will be available following the February sweeps. Another Weinberger

project, *When You're Smiling*, starring Ray Sharkey, will be available by April. The network has ordered six episodes beyond the pilot. *Eddie Dodd*, starring Treat Williams and inspired by the movie "True Believers," will be ready in March or April. The animated *Dinosaurs* will be available "by the earliest, April," he said. And *Stat* will be ready in March or April.

Iger also announced that the network has entered into a development deal with MTV and Nickelodeon to have the two cable services develop programs for ABC. He said ABC Entertainment executives have been impressed by projects produced by the two channels and by their ability to produce shows that target younger audiences. —SC

NEW DEALS FOR ABC PRODUCTIONS

Brandon Stoddard, incommunicado from the press for more than a year since he left ABC Entertainment to engineer and oversee the growth of ABC Productions, outlined a slate of projects in which the in-house production division is involved and several production deals signed with producers.

Stoddard said ABC Productions, which produces for ABC as well as for other broadcast or cable networks, is currently working on some 29 projects for ABC, CBS, and cable's Lifetime and HBO, to name a few.

The first project likely to air will be the anticipated *My Life and Times*, about an 85-year old man who recalls unforgettable moments in his life. Ron Koslow (*Beauty and the Beast*) is the creator and executive producer. Other series projects include *Coconut Downs*, a comedy about a family which sees the clientele of their hotel changed due to the opening of a nearby racetrack. The comedy is created, written and produced by Elliot Shoenman, former co-executive producer of *The Cosby Show*. Shoenman also signed an exclusive two-year agreement with the division to create series.

He said ABC Productions has acquired the Andrew Adelson Co., and Adelson has been signed to an exclusive production agreement, including serving as executive producer of ABCP's first mini-series, the four-hour *An Inconvenient Woman*, based on Dominick Dunne's best-seller. He said the project, which stars Jill Eikenberry, Jason Robards and Rebecca DeMornay, will air this spring.

Matthew Carlson, co-producer of ABC's *The Wonder Years*, has extended his exclusive contract with ABCP to create series, including a pilot commitment for a half-hour comedy.

Steve Kronish, co-executive producer of CBS's *Wiseguy*, will also develop programs for ABCP.

Norman Morrill, who wrote the made-for *Intimate Strangers* for CBS and *The Taking of Flight 847* for NBC, has also signed an exclusive production agreement, for the development of movies and series.

In addition to the slate of series in the works, ABCP has a number of long-form projects in development, including an eight-hour mini-series called *Black Rainbow*, which he said is being looked at by the other networks. He said John Sacret Young, creator of *China Beach*, is involved in the project.

In production for Lifetime is the two-hour movie *Stop at Nothing*, starring Veronica Hamel. *Deliver Us From Evil*, with Andrew Adelson as executive producer, is being produced for CBS, and HBO has commissioned ABCP to produce two projects, *Husband and Wife* and *Back Alleys*.

MORE ACCESS FOR THE BUNDYS

Many stations clearing 'Married...with Children'—including some network affiliates—are running the show in prime time access

In a development that could spell more trouble for the first-run program market, Columbia Pictures Television has cleared *Married...with Children* in more than 80% of the country, primarily in access. According to CPT syndication president, Barry Thurston, stations covering 85% of the top-50 markets are clearing the show in prime time access.

At least a dozen network affiliates have cleared the show in the top 50, and most of those, said Thurston, plan to carry the show in access. In addition, close to two dozen Fox affiliates have also cleared the show in the top 50. Those stations, said Thurston, also intend to air the show in access.

Because of the FCC waiver that Fox received last spring, giving it a temporary reprieve from network status, CPT was able to sell *Married* in syndication, pitching prime access play to network affiliates in the top-50 markets. It's the first hit prime time sitcom that network affiliates in the top 50 will be allowed to strip in access since the institution of the prime time access rules in the mid-1970's.

The network affiliate clearances in the top-50 markets garnered by *Married* are significant because those clearances represent a dozen fewer time periods that first-run syndicators can target in a marketplace where time slots are scarce.

In today's market, industry executives say, just a handful of key clearances may make the difference between launching or failing to launch a new show. Dick Robertson, president Warner Bros. Domestic Television Distribution, said: "Six good time periods and you've got a good show; it will show up in those good time periods." Then it's a matter of marketing the good stories and getting upgrades, he said.

In the top-50 markets, NBC affiliates in Chicago, Hartford, Conn., and Buffalo, N.Y., have cleared *Married*. CBS affiliates in the top 50 picking up the show include St. Louis, Kansas City, Raleigh, N.C., and Columbus, Ohio. ABC top-50 affiliates include St. Paul, New Orleans, Grand Rapids, Mich., Memphis and Harrisburg, Pa.

"That's more bad news for distributors of first-run programming in access," said Mitchell Praver, vice president, director of programming, Katz Continental



'Married...with Children'

Television. "Unfortunately, there are only two program types working well now in access, magazines and game shows. The third affiliate now has another program form to choose, due to a technicality."

However, *Married's* access clearances may be jeopardized if the FCC doesn't act before the start of next season on Fox's network status or lack thereof. Al Bova, vice president and general manager, WWIT-TV Hartford, said he would delay putting the show in access until there is a ruling on the show's off-network status.

"I think they'll get it grandfathered, but we need to see that before scheduling it in access," said Bova. "If next year's episodes are deemed off-network, where do you play it?"

One of CPT's selling points has been that *Married* may perform even better in syndication, due to the "underexposure factor" of having been on a relatively weak Fox affiliate lineup, particularly in the first year or two since the show's debut in 1987. "It will make the first-run business harder than it is already," Thurston said.

CPT's success in clearing *Married* is likely to spur even further debate about PTAR. Both CPT and Buena Vista Television have filed petitions calling for action on the rule at the FCC. *Married* is the third highest revenue generating sitcom behind *Cosby* and *Who's the Boss?* Estimates are it will produce between \$1.5 million and \$1.7 million per episode, compared to more than \$4 million per episode for *Cosby* and over \$2 million per episode for *Boss*. However, analysts expect that *Roseanne* will surpass *Married* in revenue after it is completely sold.

Married is expected to generate more than \$100 million in barter ad revenue over the next three years. A decision is expected shortly, Thurston said, on whether CPT will set up its own barter sales force to sell the time, or commission an outside firm. A decision is expected as early as this week at NATPE. —SM

HERE COMES HOWARD?

Will advertisers and audiences accept shock jock's TV show outside New York?

The *Howard Stern Show*, the provocative late night comedy talk show produced by WWOR-TV New York, is being rolled out in national syndication in March by All American Television (BROADCASTING, Jan. 7).

Advertising agency and rep executives said last week that syndication has not seen a program as controversial as the *Stern* show since the *Morton Downey Jr. Show* went into syndication in 1988, only to be canceled a little over a

year later. Both shows originated locally on WWOR-TV.

According to George Back, chairman of All American, the show will be offered for cash plus barter. The company will retain 2½ minutes of national barter time, while stations will keep 10 minutes to sell locally.

The comparison of Stern to Downey is somewhat ironic since the two can't stand each other. Last fall, Stern spent the better part of a broadcast vilifying

Downey. The highlight of the segment was a video in which a Stern sidekick, "Stuttering John," baited Downey with such queries as whether his wife would dance topless to help pay unpaid creditors after Downey filed for protection under federal bankruptcy laws. Not unexpectedly, a brawl ensued.

The *Stern* show has been airing for the past several months on three stations, WWOR-TV, KCOP-TV Los Angeles and WPHL-TV Philadelphia. In New York, on Saturday night at 11:30 p.m., the show was second only to *Saturday Night Live*, with a 6/13 Nielsen household rating/share in the November sweep. According to both Nielsen and Arbitron demographic numbers, *Stern* is tops among male viewers in the time period.

On WPHL-TV in November, the show was fourth in household and male demographics. The program's strong male demos are helped, no doubt, by Stern's tendency to feature attractive, well-built young women falling out of string bikinis or other scanty attire.

Stern's visibility, or notoriety, is enhanced in Philadelphia and New York by his morning drive radio show, which is simulcast on the Infinity stations there. Infinity was recently fined \$6,000 by the FCC for indecency on Stern's show, and the company intends to appeal.

Reps and agencies reached for comment were generally negative on the show's suitability as a national advertising vehicle. "I suspect it will be on a number of [advertiser] hit lists," said Dick Kurlander, vice president, programming, Petry Television. "I don't think it's really acceptable for a mass audience."

"It will be the new Morton Downey of syndication," said Julie Friedlander, senior vice president and director of national broadcast negotiations, Ogilvy & Mather. "Most of our clients are nervous about that kind of show." Added J. Walter Thompson Vice President Richard Kostyra: "Generally speaking, most advertisers are shying away from this kind of programming."

In New York, however, a number of sponsors have been pleased enough with the audience drawn—and Stern's style—to let him do on-air pitches for their products, including Brother International, an office machine marketer; Nutri-system Inc., and Snappel, a soft drink distributor. Dean Schulman, a marketing vice president at Brother, was quoted by *Marketing Computers* magazine as saying: "The show is an outstanding medium for us." At deadline, Schulman was unavailable for comment. —SM



With the FCC set to act on reform of its financial interest and syndication rules at its March 14 open meeting, work at the agency toward finding a consensus on the controversial rules has been accelerating.

The Mass Media Bureau expects to have paper or papers setting out options for revamping the rules on the desks of Chairman Alfred Sikes and the other four commissioners by the middle of next week. The hope is to have a preliminary draft of the item by the middle of February so that the so-called "buff copy" or final draft can be in the hands of the commissioners on Feb. 28, the usual two weeks before a meeting.

"The issue has been around long enough," said Sikes, who has been pushing the proceeding along as quickly as he can. "This has generated a lot of heat," he said. "We have a full and complete record; to delay it any further would be indecisive."

Just how smoothly the fin-syn process goes depends on how readily the commissioners can come to some sort of consensus on key points. More on that score will be known after the commissioners have digested the bureau's options papers next week. "That's when the real conversations among the commission will start," said Commissioner Sherric Marshall.

As things stand now, Marshall and Commissioner Ervin Duggan are expected to advocate some new kind of regulatory regime aimed at mitigating what they feel is the networks' excessive leverage in negotiating for programs and back-end distribution rights. Their views are bound to clash with those of Sikes and Commissioner James Quello, who believe the fewer the restrictions on the networks the better. "I have serious reservations about putting the government in the middle of contract negotiations," said Sikes.

The key to the whole issue may be Commissioner Andrew Barrett, who is limiting his contacts with advocates on both sides of the issue. Thus far, he has kept his own counsel on where he stands.

The Association of Independent Television Stations convention in Los Angeles two weeks ago exposed the three FCC commissioners in attendance—Quello, Marshall and Duggan—to some lobbying by Hollywood representatives on fin-syn. All attended a dinner at MCA headquarters hosted by Tom Wertheimer, executive vice president, and Al Rush, chairman of MCA Television Group. (MCA Chairman Lew Wasserman and President Sid Sheinberg sent their regrets.)

Quello said he "took some heat" from the producers for comments in a BROADCASTING interview indicating he was inclined to go a long way in gutting the rules. But, he said, he didn't back off from the comments.

At Fox's invitation, Marshall and Duggan went to see Fox Chairman Barry Diller in his office and hear him reiterate many of the same points he made at the Dec. 14 en banc hearing. At one point, Rupert Murdoch walked in, greeted everyone, but continued to let Diller do the talking. Preston Padden, senior vice president, affiliate relations, was also present.

Not much was happening last week on the eighth floor of the FCC. Paramount's Larry Levinson and former FCC General Counsel Diane Killory, working for the Coalition to Preserve FISR, dropped by some offices early in the week, and NBC's Rick Cotton was there later on. At least one of the offices was expecting NBC President Bob Wright this week. —HAJ

CBS GOES OUTSIDE FOR ADVICE ON TELEVISION

Company at a loss over losses; radio not included, since it is successful

CBS last week said it hired the consulting firm McKinsey & Co. to conduct a sweeping review of the company's TV network and station operations. The hiring may reflect senior management's despair with a weak revenue outlook at both its stations and network despite some improvement in the latter's relative ratings strength. The uncertainty at the company is mirrored in Wall Street's outlook for CBS stock.

CBS/Broadcast Group President Howard Stringer said the idea was first proposed by Chief Financial Officer Peter Keegan following a budget process that exacted \$80 million in cuts: "In a meeting with some of the senior staff, he said: 'We can't just keep doing this.'" There was concern that continuing cuts could be distracting and interfere with the creative process, thereby leading to a "downward spiral."

In a memo to senior management, Stringer said McKinsey would "conduct an overall strategic review of our structure, operations and finances...assist in planning and refocusing our activities to meet the evolving competitive patterns of the broadcast industry."

The study's terrain will not include radio because that division, said Stringer, "has found a way to be successful. Radio has adopted some of the entrepreneurial skills, low overhead, enthusiasm and ability to sell that television hasn't." The relative success of radio and the fact that trends in TV can be reversed, he said, shows that pessimism about the TV network business is unwarranted.

But the CBS/Broadcast Group president also acknowledged that to yet again look for better ways to do business after five years of restructuring, may lead McKinsey and CBS to consider just how good the television network business in fact is: "That is a hidden question that people are now saying out loud for the first time...In fact we don't know enough to know whether this is a good business for the long term."

Any fundamental doubts now about its remaining business strikes some as ironic since CBS Chairman, President and Chief Executive Officer Laurence Tisch has steadily increased the company's dependence on that business by selling off other operations, pursuing a broadcast-only strategy that variously perplexed or drew admiration. Further limiting the company's options is the fact that before McKinsey's conclusions

are in, CBS will have disbursed \$2 billion of proceeds from those divestitures in a share repurchase (BROADCASTING, Dec. 17, 1990).

Confusion about CBS's remaining business also exists on Wall Street, where there is disagreement about where the stock will trade following the distribution. Estimates range, said one CBS official, from \$135 to \$165.

There will be significantly fewer shares, thereby increasing the remaining per-share claim on the broadcasting operations, but there will also be less cash per share. The company's greater reliance on broadcasting for its earnings will increase their volatility.

The central question, as with a num-

ber of other media stocks, is whether CBS should trade on future earnings, or at a discount to its private market value. The latter view is held by those who continue to speculate that Tisch may sell the company. Estimates of the company's "asset" value per share mostly fall between \$240 and \$300 per share. —**CF**

TAK FILING SHOWS EXTENT OF DEBT

Tak Communications' Chapter 11 filing for protection from creditors two weeks ago fills in many missing pieces of group head Sharad Tak's financing. Secured creditors headed by the failed Bank of New England and Chemical Bank claim Tak Communications owes \$178 million.

Heading the list of unsecured creditors are Tak's subordinated lenders including Teacher's Insurance & Annuity at \$50,377,712. The group owner also owes Columbia Savings & Loan \$12,863,053; Equity-Linked Investors-II \$8,360,984; Equity-Linked Investors LP, \$5,788,374, and the Lutheran Brotherhood, \$3,858,916.

Besides subordinated lenders, Tak also owes the law firms of Choate Hall & Stewart and Dow, Lohnes & Albertson \$612,000 and \$42,000, respectively. The company also owes \$400,000 to other law firms and \$177,000 to Shearson Lehman Hutton. Tak owes TV broker Howard Stark \$323,000 for his services on Tak's 1988 purchase of WGRZ-TV Buffalo, N.Y. On the programing side, Tak listed on his unsecured creditors filing the company's monthly payment of \$38,001 to Columbia Pictures TV. The broadcaster also owes station rep Seltel \$28,238.

Tak earlier announced a restructuring agreement with his senior lenders. However, when the lenders refused to withdraw a federal lawsuit asking that these stations be put into receivership, Tak filed Chapter 11.

Tak Communications is licensee of WUSL(FM) Philadelphia; WJQY(FM) Fort Lauderdale, Fla.; WKIO(FM) Urbana, Ill.; WGRZ-TV Buffalo, N.Y.; KITV(TV) Honolulu, and WQOW-TV Eau Claire, wxiW-TV La Crosse, WKOW-TV Madison and WAOW-TV Wausau, all Wisconsin. —**JF**



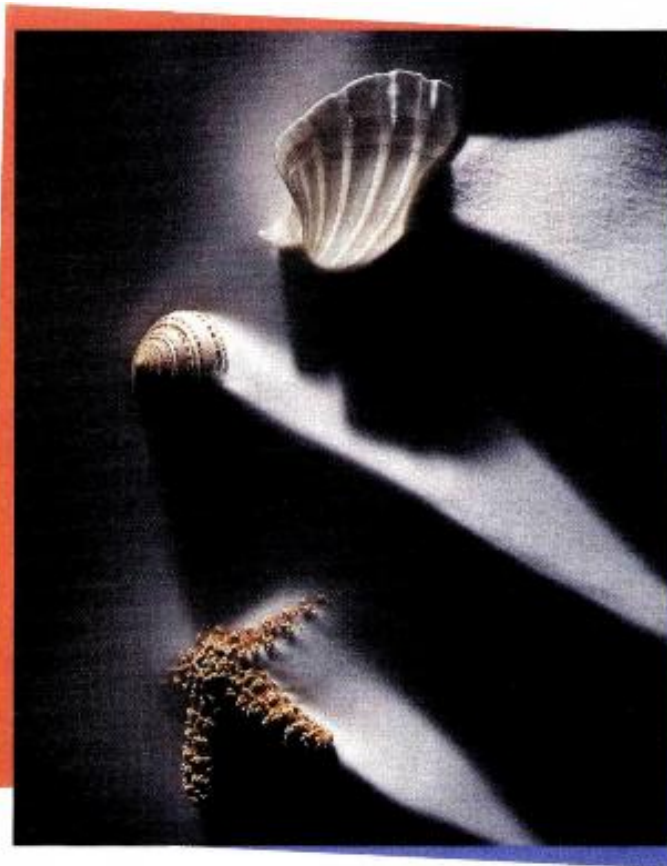
A WINNER

A silver award of excellence (an "Ozzie") for the best redesign by a trade publication (under 100,000 circulation) has been given to BROADCASTING magazine by the editors of *Magazine Design and Production*, which sponsors the annual competition. The award was announced late last year and presented last week. The redesign was instituted with last year's June 11 issue and involves important changes in both editorial content and graphic design, including expansion of coverage in the programing, business, radio and cable areas and extensive use of editorial color.

NATPE 1991

Television's programming marketplace

T R E A S U R E S



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Problem Attitude?

You've just received your ratings book.

You're looking at the demos and shares for the new shows you picked up.

They haven't delivered, despite all the promises.

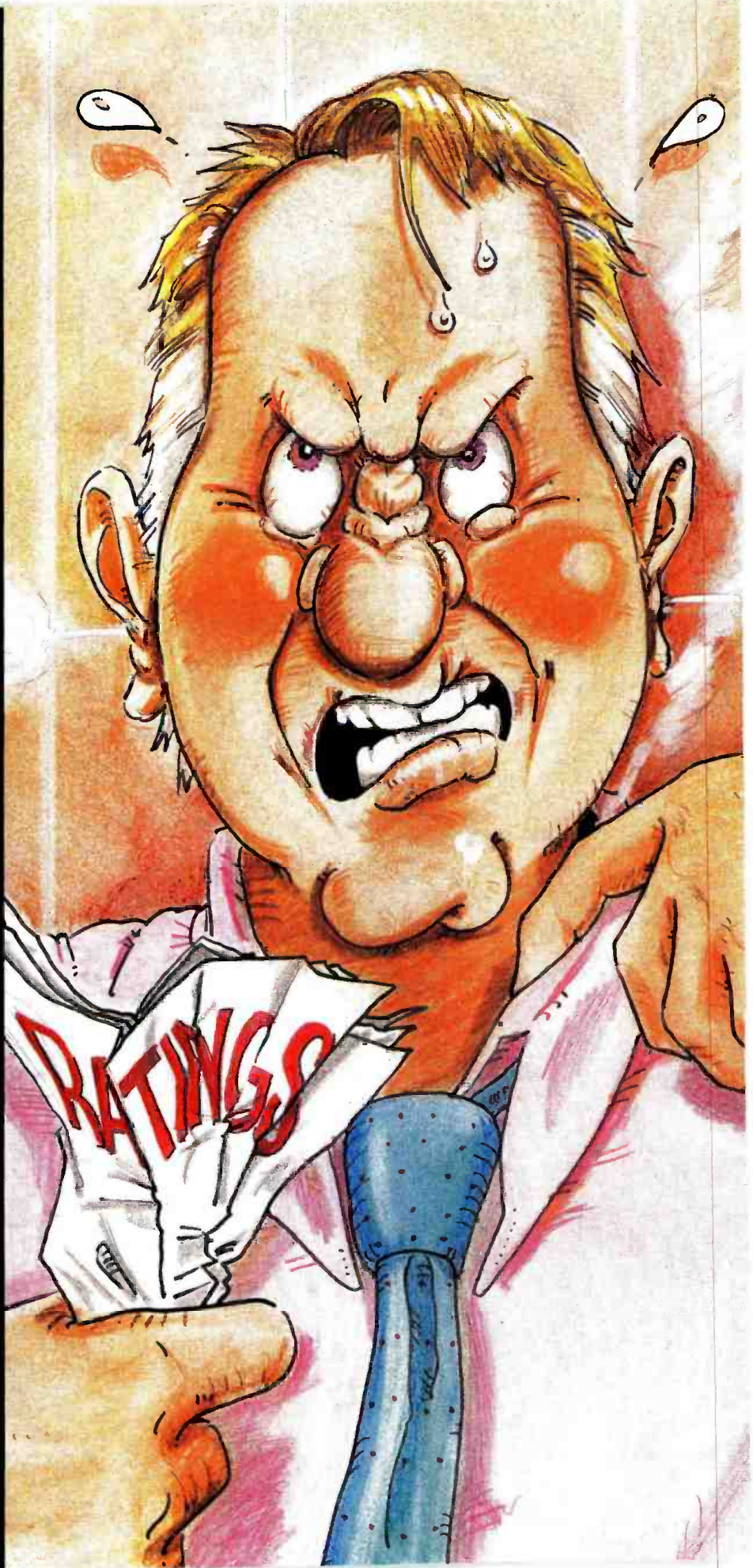
You're concerned.

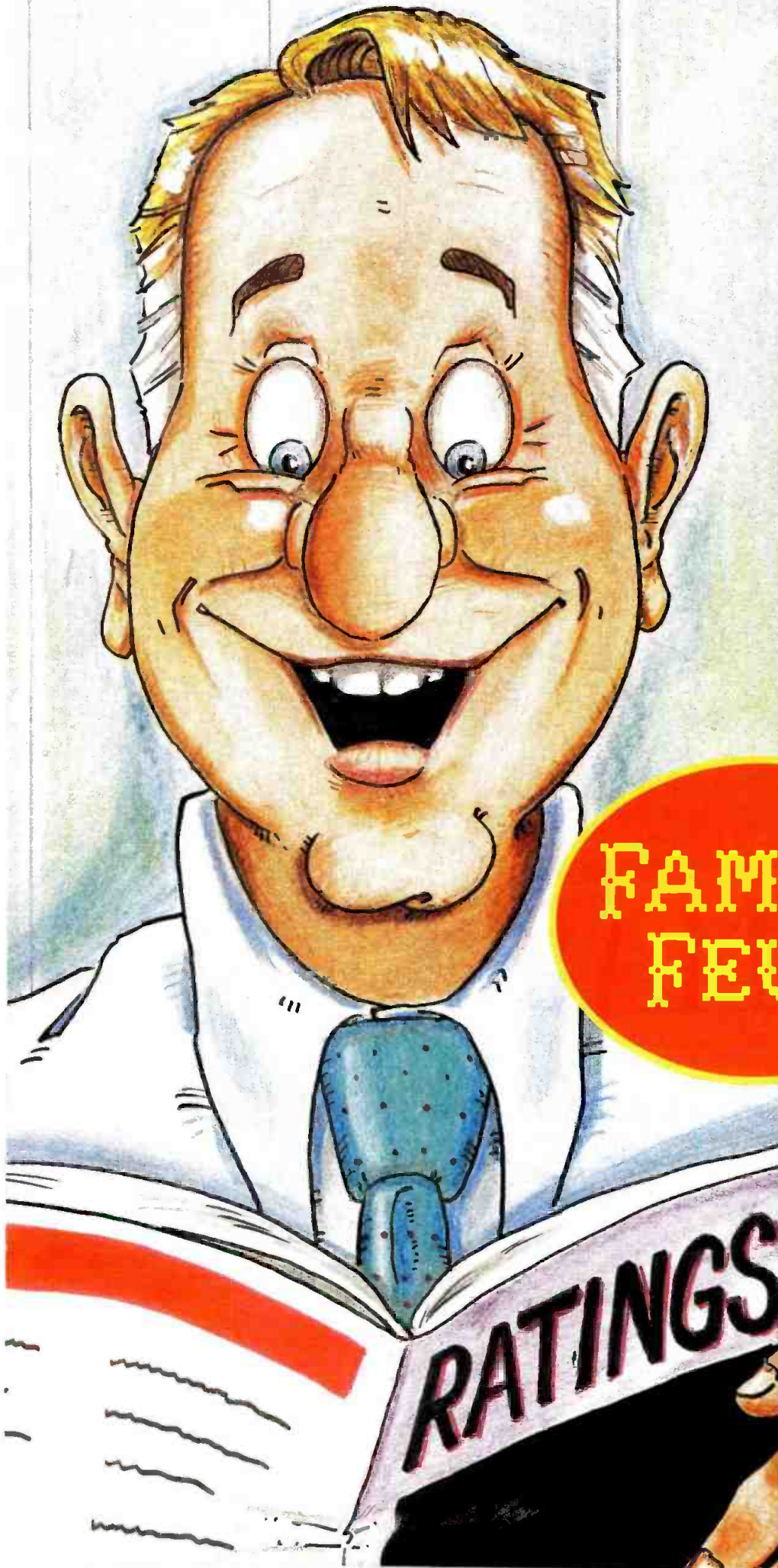
And your competition is smiling – because that's where your viewers are.

Now you're trying to figure out what to do – how to get them back.

Now you're looking for a long-term solution, not just a short-term fix.

What should you do?





Get the Feud Attitude!

FAMILY FEUD enters its fourth successful season in '91/'92. Because it works. Try as the competition might to replace FEUD, it couldn't be done. Because viewers love the FEUD!

FEUD's a proven winner, with a proven track record. It works for stations who have let it build solid audiences, and it works for stations who need to repair broken time periods.

FEUD attracts young women demos greater than or equal to all other established strips – in an advertiser-friendly environment.

So if you're looking for that long-term solution –

FEUD's your franchise for the future. That's the FEUD Attitude!

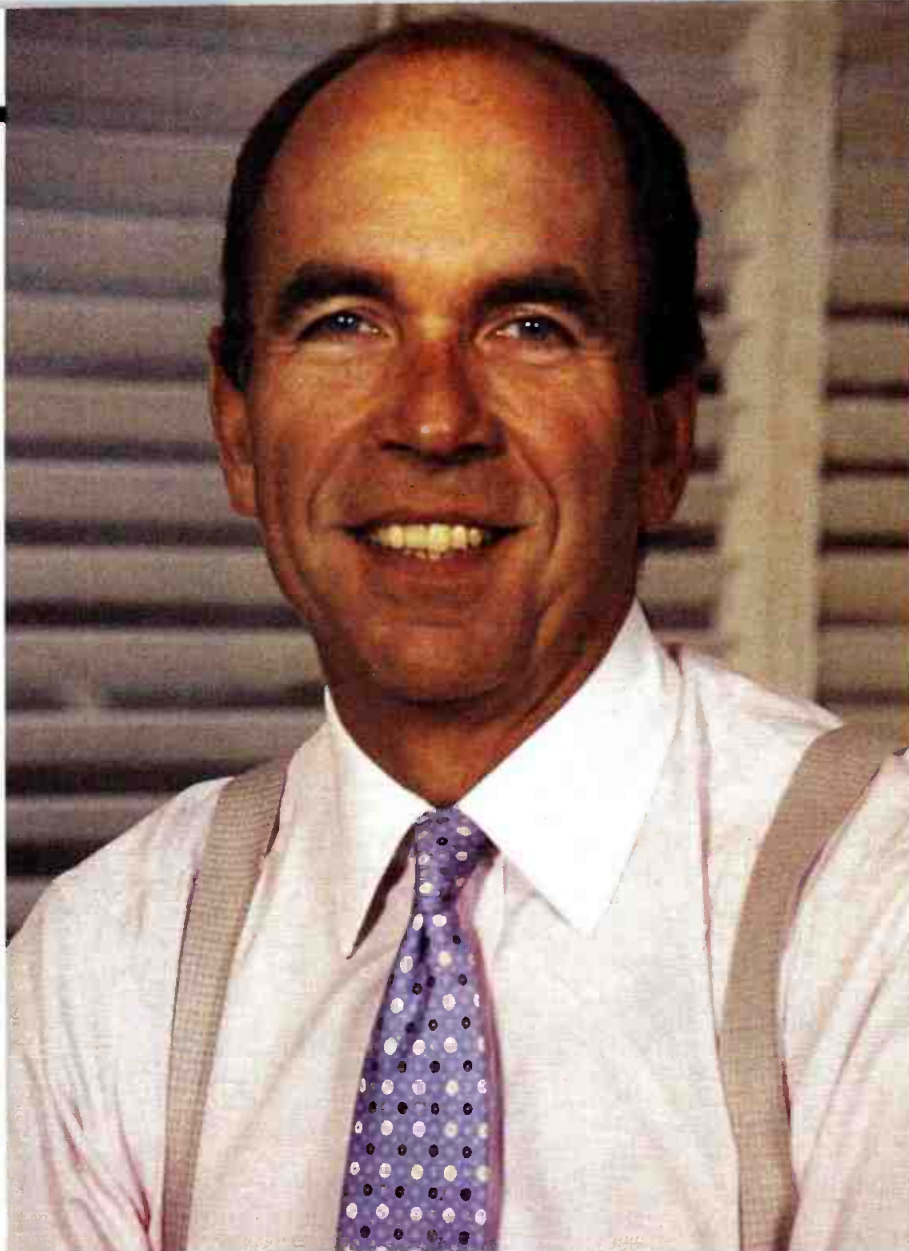
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AT LARGE

DICK ROBERTSON: SURVEYING THE SUPPLY SIDE

Warner Bros. Domestic Television Distribution is a master-of-all-trades in syndication, a leading supplier of first-run, off-network movies and children's programs. On the eve of the NATPE convention, Company President Dick Robertson talked with BROADCASTING editors about the company's plans and his assessment of the business today and tomorrow.

We're coming to you on the eve of NATPE for a state of the art assessment of the business—which seems to be going through sea changes. Where are those changes taking it?

There has been a fundamental shift in the infrastructure of our business with the advent of the Fox network. It has basically

changed how our business operates from the standpoint of distributing programs. That change is somewhat equally offset by the enormous proliferation and influence of cable television and the fractionalization of media.

Then there's another factor. As we went through the 80's with an oversupply of capital, people were out spending all

**THE
NUMBER
ONE
TOPIC IN
TALK...**

#1 *in talk.*

#1 *in daytime.*

#1 *in seventeen
consecutive sweeps.*

#1 *in key women demos.*

#1 *in her time period
on 180 stations.*

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OPRAH!



OPRAH THE
OPRAH
WINFREY
SHOW

THE DOMINANT #1 TALK SHOW.

this money buying and putting on all these independent television stations with financial models that would work only in the absolute best of times. Then, when we saw the collapse of [former independent group owner] Milt Grant's stations and the sort of house of cards that happened right after that, a whole new wave of owners came in, a whole new sober way of thinking took hold and people started realizing they had to run a business and that they couldn't just pay anything for a program. The business shifted more to people who knew how to operate these stations than to just people who had a supply of capital, because when enough people lost their capital, the market corrected itself. What you wound up with was a group owner like Mike Finkelstein [chief executive officer] at Renaissance Communications [among others], very smart men financially who also know how to operate a television station.

How has the new breed of station operator affected program acquisitions?

Well, for example, instead of stations carrying maybe 2,500 movie titles in their library, these new operators came in and asked: "Why do we have 2,500 movie titles in our library?" Then they asked: "How many movie nights a week do we have? How many movies a year do we need to feed those movie nights? What is our return, and how many times can we run a movie in a year and how many runs do we get?" They started from a zero base. They started re-looking at their business on a real cost basis. All of a sudden, movie inventory started shrinking from 2,500 to 2,000 to 1,500. By my guess, the average independent has fewer than 1,200 to 1,300 titles.

Then there's the Fox factor.

Right. Because of the Fox network, more Fox affiliates, obviously, don't need as many movies. It's sort of like the double whammy. You have people who are running their stations with leaner inventories and, with respect to the distribution of movies because of the lack of demand, that's basically what has driven the prices down in syndication, which then has left the door open to USA Network and Lifetime and other cable networks to come in and preempt syndication for a lot of major studio product. Basic cable can now pay more, but also, the independent television stations who bought these movies just don't have a need for them anymore. Those that do have a need for them are looking at themselves and saying, "Hey, I'm the only buyer in town." So Dick Robertson can't come in anymore and say: "If you don't buy them, the station across the street will." And they've negotiated the prices down so low that many people who distribute the big "A" titles have elected to go to basic because they can make more money.

You've split up your latest package for both markets.

Right. With *Volume 29* we originally had 30 or 32 pictures, including "The Color Purple," "Lethal Weapon II," "Batman," some Clint Eastwoods, a couple of Chevy Chase pictures—it was a very strong package. We were originally going to take it to syndication and it became an either/or thing. Do we go to syndication or do we sell it to basic? What we decided was, after we looked at the two markets, that syndication wants male-oriented films. Cable networks tended to gravitate to more female-oriented films, particularly Lifetime because it's a female-oriented network. So we took "The Color Purple" and more female-oriented titles, and we put them in our cable package. We took "Batman" and "Lethal Weapon II" and the Chevy Chase pictures and the Clint Eastwood films and we kept them in the syndication package.

Has that strategy affected your long-standing relationships with stations?

We've been selling stations the syndication rights to movies for over 30 years, and in some cases to the same station in the same market. Although cable came along and many of our competitors immediately jumped for the cable money because they paid them a few bucks more, we felt that you don't walk away from a 30-year marriage with a nice wife and a fine set of children just because a pretty girl walks down the street. So, even though cable might be offering you a couple of bucks more, we elected to stay with our customers who had been with us for many years, to split the package which made them very happy, and also take care of the needs of our other cable customers, who are also very good customers—the Lifetime's and the USA's. We were able to not walk away totally from our clients and customers of over 30 years who were caught in a changing marketplace.

So you got to save your marriage and have your mistress at the same time.

You got it.

Do the two packages give you an incremental increase over what you would have had with one or the other?

Absolutely, because with our syndication clients, not only did they buy a 20-film package, but they also elected to buy 53 theatrical reruns and 25 television movies.

You see, we basically have five customers who represent groups accounting for over 70% of the money we generate on a feature package. So I don't have to go out and see 50 people to find out what our package is worth in syndication. What we did with *Volume 29* is very simple, and we'll do the same thing with *Volume 30*. We said: "Cable will offer us this. If you want to keep these pictures in syndication then this is what we need. We're going to go to each one of you guys separately. We need to know what you're willing to pay. We think this is the floor that we're going to need to keep them here." And they basically came up to that minimum level to keep them in syndication. They made the decision whether they wanted to keep the pictures. We just opened the books to them.

Give us your post-mortem on the 1990 first-run adult season?

There were nine shows that were launched. None of them worked, and the reason I think none of them worked was because none of them were very good programs. When I say not very good programs, I mean they failed to capture the imagination of anybody. Not one of them came close to working—and we had one of them [*Trump Card*]. A lot of people were saying the reason was because of tiering or fractionalization. I couldn't disagree more. I think the reason was because the shows were too derivative. There was nothing compelling about them.

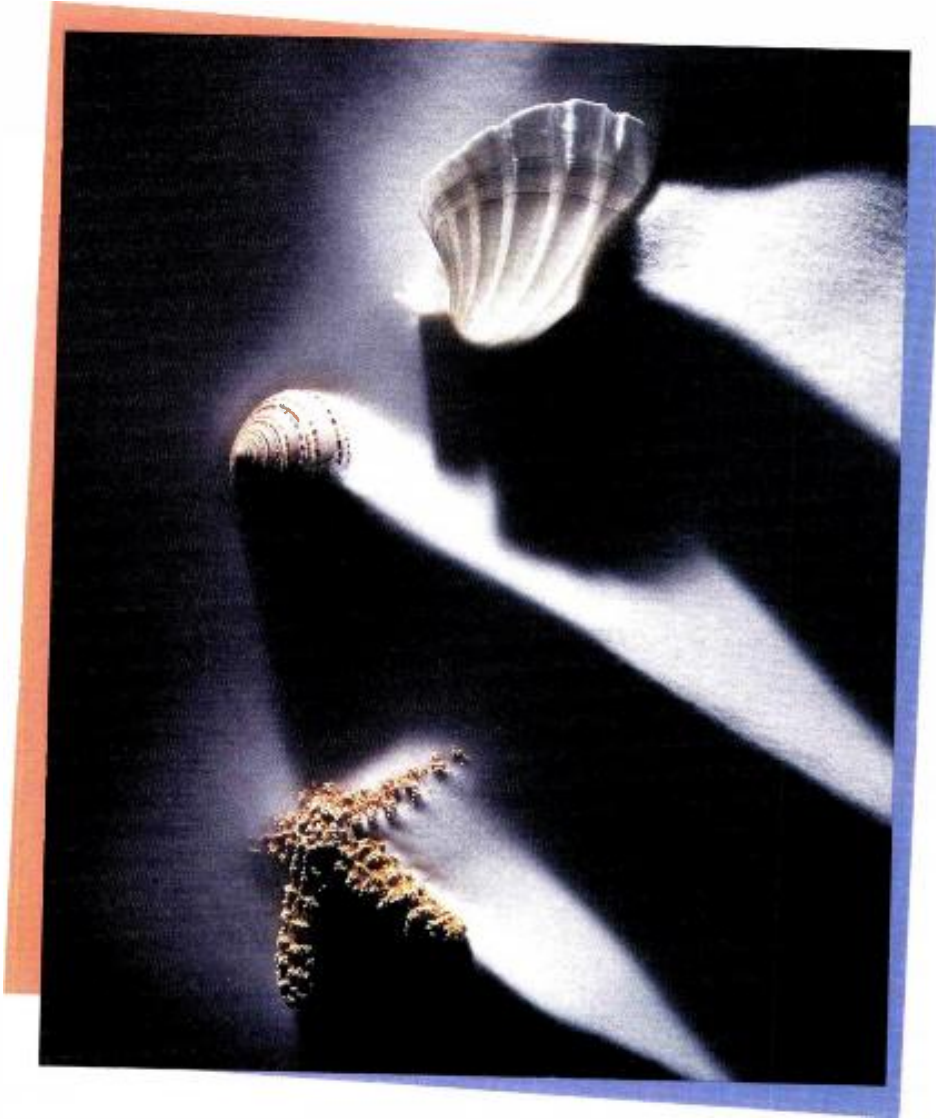
Lack of quality time periods was not a factor?

You can't blame tiering, because each one of those nine programs had enough cities in decent time periods. You might have a hundred markets, and maybe you only had six good time periods and 94 lousy ones. If you've got a good show, it will show up in those good time periods.

Why did stations buy them?

For the same reason we produced them. They were safe and they looked like a safe bet. Everybody wants the next *Wheel of Fortune*, everybody wants the next *Jeopardy!* and everybody wants the next *A Current Affair*. Well, when *Wheel* came out, there wasn't a *Wheel*. When *Jeopardy* came out, there wasn't a *Jeopardy*. When *A Current Affair* came out, there wasn't a *A Current Affair*. And the next big hit that comes out is not going to exist today. In this multi-channel universe where the

THE HOUSE

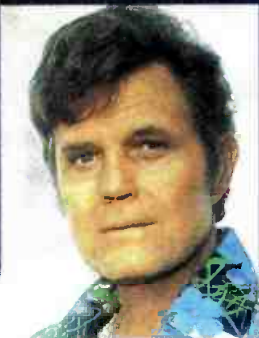


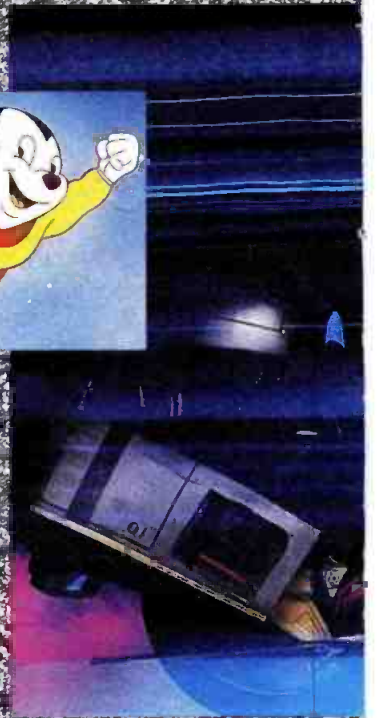
LACOM.

S E R I E S

A Different World
The Andy Griffith Show
The Beverly Hillbillies
The Bob Newhart Show
Cannon
Clint Eastwood in Rawhide
The Cosby Show
The Dick Van Dyke Show
Family Affair
Gomer Pyle U.S.M.C.
The Life & Times of
Grizzly Adams
Gunsmoke
Have Gun, Will Travel
Hawaii Five-O
Hogan's Heroes
The Honeymooners
I Love Lucy
Marshal Dillon
The Mary Tyler Moore Show
Matlock
My Three Sons
Perry Mason
Petticoat Junction
The Phil Silvers Show
The Rookies
Roseanne
The Twilight Zone
The Wild Wild West







FIRST - RUN



The Adventures of Superboy
Lightning Force
Mighty Mouse & Friends
Realities with David Hartman
Super Force
Super Mario Bros. Super Show
This Morning's Business

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F E A T U R E

F I L M S

Features I
Features II
Features III
Features IV
Features V
Features VI
Features VII
Features VIII
Features Nine
Features 10
Features XI
Features XII
Features XIII
Features 14
Black Magic
The Exploitable
Exploitable III
Exploitable 4
Family Entertainment
Gasp
Guts and Glory
The Legend Group
Movie Greats
Perry Mason Features
Thematics
Young and Reckless





NETWORK SERIES



A Different World
The Cosby Show
Father Dowling Mysteries
Jake & The Fatman
Matlock
Roseanne

VIACOM™

average cable system has over 30 channels, your program has to be compelling.

Are you referring to the grazing factor?

Monitor your own cable viewing. I'll sit there with the clicker and flip around and all of sudden I'll watch. The second it gets boring, bang, I'm out. Then I'll go through the 53 channels and come back. That little clicker has changed the way people watch television. If you've got two-thirds to 80% of your market wired, with people sitting there with that little clicker, you can't get away with what you used to be able to get away with on television. You've got to come up with one compelling program. That's why I think reality is working. People like to watch real stuff.

Do you believe that the syndication business, in some respects, is a victim of its own success? There are a finite number of time periods, and if you've got 10 shows working out there...

No. If any of those shows that got watched last year had worked in any of the decent time periods they were in, one of them would have popped out of the pack. I learned such an interesting lesson when I first got into this business with *The People's Court*. The show went on the air on a Monday and by Wednesday we knew we had a huge hit. And that was when there were only five or six overnight markets. We could look at three days of ratings from five or six overnight markets, and we had a hit. When *Wheel of Fortune* went on with access, it was a hit. It was in two major markets in access. It was in Philadelphia and Detroit, and it was a hit in those markets from day one. It was in a lot of crummy daytime afternoon time periods, too. The King brothers [Roger and Michael] slowly upgraded it into access across the country, and the rest is history.

With many stations facing a cash crunch, how much barter programming can the market bear?

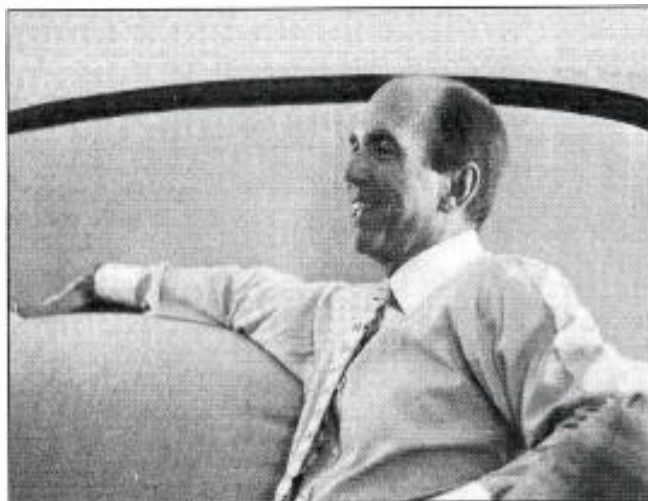
The only reason you hear more and more about barter in 1991 is because there is a general impression among most people that there will be a soft advertising economy. Therefore, barter programming—pure barter programming—has become a more fashionable way of distributing product than it was in the past, although it's always had its place in the marketplace. If we had our druthers, we would never, ever be in the barter business because we have to go through this extra chemical process of converting this time that we have gotten from the stations into cash and that's a big hassle. It would be much easier to just take the cash and not have to go through this conversion process. But the economic model of barter, and cash/barter, works. It works better in some years than in others. I bet you won't hear anybody on any of the panels at INTV or NATPE complain about barter ruining the spot business, because it's a soft year. But I guarantee you in a fat, strong-demand advertising marketplace, every one of these guys will stand up at these conventions and say: "The barter business is ruining spot, it's taking money out of our pockets because we could have sold those."

So, basically, what they're doing now is mortgaging their future, when the market will turn around.

They're doing it on a short-term basis. It's only a year at a time. They're not making commitments.

Unless something takes off.

That's true. If it starts as pure barter and becomes a hit, usually what happens is the math works better to convert it to cash/barter. You can make more money by cash/barter than by pure barter, generally speaking. If it takes off as a hit, then it becomes cash because the syndicators right now on a straight-



"In this multi-channel universe, where the average cable system has over 30 channels, your program has to be compelling."

barter basis have 100% of the risk on their shoulders in the marketplace. If the stations give enough time I don't think they'll sell anyway, then what have they given up? And we've got to go out and sell it. The risk then rests with us.

You talk about compelling programming as the key to launching a hit. Is there a method to the madness of developing a compelling show?

I think it's a fluke. When you get a hit, I really think it's a fluke. I mean, we spend so much on our first-run development operation. This year is a prime example. We spend all this money to develop *Getting Even*, we have the *Jenny Jones Show*, we had eight other shows behind those two that we could have gone with. Then, all of a sudden out of the blue my friend Stu Billett [of Billett/Edwards Productions, producers of Warner's *The People's Court*] walks in with this cassette [for a reality show called *Love Stories*], puts it in the machine, and says, "What do you think?" It knocked us out.

And that's the show you think those viewers who are going 'click-click-click' will stop on?

I think so. I may be wrong, but I think that show's compelling.

Did that come from your gut, or from research?

I think that research—and we do a lot of it—can steer you more away from an obvious failure than it can steer you into a hit. If you have something that's very obviously off the mark, research can sort of tell you that. But if it's a hit, it's hard to tell. As I said, I think most hits are flukes. Therefore, you really have to be in the business of arithmetic. The more times you go to bat, the more chances you have of getting a hit. You've just got to have the staying power. You have to intelligently develop and put on programs, but the more times you go to the plate, the better your chances. You may never get one. We've been in the business of doing first-run shows

for 12 or 13 years now. *The People's Court* and *Love Connection* are two very successful shows. That's two out of a lot of programs.

Roger King (chairman of King World Productions) made an observation recently. His prediction was that next season all the talk shows being proposed out there are going to repeat the history that the game shows made this season. With that as an observation, and noting that you are one of the new talk show hopefuls *Uenny Jones*, what's your prognosis for the first-run market next season?

I think one has to consider the source of that statement and his vested interest in *The Oprah Winfrey Show*. I think talk shows are very different from game shows in that they're predominantly personality-driven. If you have a fascinating, engaging personality who is well-produced, people will watch. I think the prognosis for the talk shows attempting to get on the air this fall is, based on the ones that I've seen, a lot stronger. Granted we have one of them, but so do other companies. It's a lot stronger than the game shows we watched last year. So, I don't share that opinion. I will say, with all due respect to Roger, that the odds are really against any new show working. That's the arithmetic of the business. Eight or nine out of every 10 new shows just don't work. That's the average. There's nothing abnormal about that. One or two usually squeak through. The unusual thing about this year is that nothing squeaked through. I would suspect out of this pack of shows that are going to hit the air this fall that one or two just might click.

How do you anticipate the NATPE marketplace itself is going to differ from last year?

I think it will be a little slower because of the perception of it being a soft year. And, as I said earlier, Fox and cable have had an impact. But I don't want to be a Fox basher because they have made their stations, many of which were very shaky financially, much stronger: higher asset values, stronger operating bottom lines. To that extent, we know that when we sell a Fox station a program, there's a very strong likelihood it's going to pay its bills, and we're not going to have a lot of bad debt.

More off-network sitcoms are entering the market than at any previous time. How is that affecting your selling of those shows?

In 1990-91 and 1991-92, there were 17 sitcoms launched. So, it's the old matter of supply and demand. It's just that simple. In the old days, some of our big customers, as we say in the syndication business, would meet us at the airport to make the deal. Today, not too many people meet us at the airport anymore, and we've got some of the biggest shows in syndication. This past fall, out of seven sitcoms, we had four. We launched four sitcoms this year. Seven off-network sitcoms went into syndication. There'll be a whole lot more in 1991 and a whole lot more in 1992. And there's going to be more in the 1992-93, 1993-94 and 1994-95 seasons. You're going to see in the syndication business in the next couple of years a couple of important sitcoms go to cable. Not one of them has gone yet, not a big one. I think it's going to happen in the next year or two. I'm not going to speculate, but I wouldn't be at all surprised. Push is coming to shove.

Is that something you'd be willing to do? Sell a major sitcom to cable?

It's a matter of economics. It's just an historical force that has an inevitable conclusion, just like the movies, just like the hours, just like everything else that's gone to cable.

Do you think cable can step up in there, money-wise?

"We have also deployed an enormous amount of our energy into first run...The beauty of these [first-run] shows, unlike being on the networks, is that no one person can put a bullet between the eyes and say it's over. You get canceled on one station, you move it to another"

Well, so far they haven't been able to. As the pressure between production deficits and the back end gets greater and greater, and you compare what you make there in syndication versus what a cable network would pay—remember now the residuals in cable are a lot less onerous than they are in syndication, so you don't have to get as big a price from cable to generate the same amount of revenue to the company that you do in syndication—pretty soon those lines are going to cross, just as they did with the hours.

Won't those residuals change?

They may, they may not.

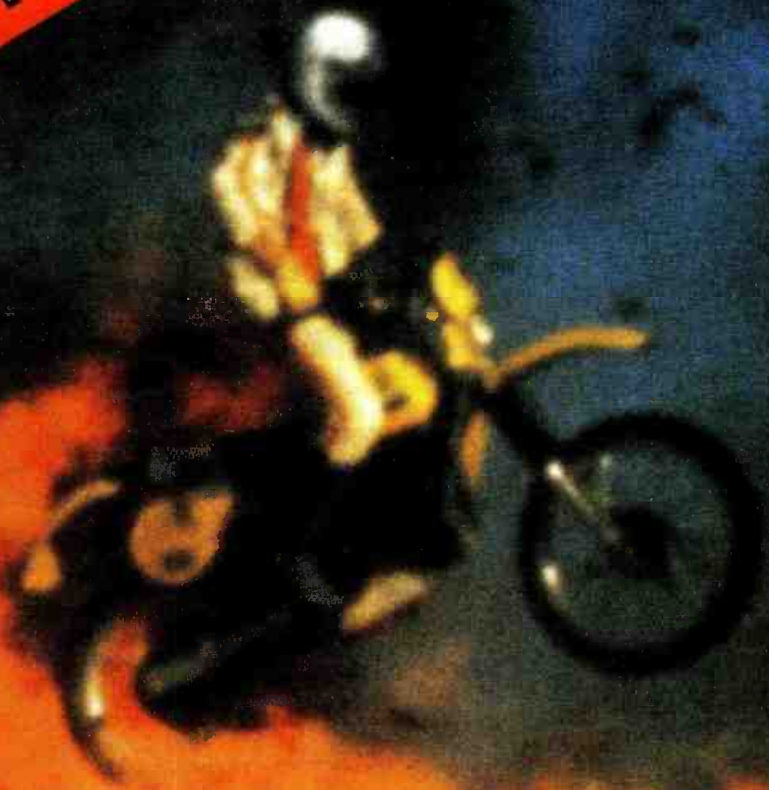
Next year's first-run market will be challenging, to say the least, in terms of launching new shows, perhaps more challenging than usual given that Columbia Pictures Television has cleared 'Married...With Children' primarily in access [see story, Top of the Week. Will that success come at the further expense of first-run?

That's the advantage of having a hit sitcom on Fox. They have an exception. We've been seeing those 10-page ads in your publication and others saying that roughly two-thirds of the people who've bought that program are network affiliates. They can run that show in access. If I could sell *Murphy Brown* or *Full House* or *Alf* or *Night Court* or *Growing Pains* or *The Hogan Family* to a network affiliate in the top-50 markets in access, I will tell you that the grosses of each one of those shows would be substantially different than they are. When you have three new customers as potential buyers of your product, the price is going to go up. It's going to make for a more healthy marketplace for syndication.

Logic would seem to dictate that you can't wait for the day PTAR is repealed.

I'm not advocating it one way or the other, and I want to be very clear about that. What's interesting about the prime time access rule, however, is that roughly 80% to 85% of the access time periods in the top 50 markets on the three network affiliates are programed by only three companies. So much for diversity. It's also interesting that outside of the top-50 markets, where network affiliates can buy off-network programming, only approximately 25% of them do so for access. Still, three out of four of those time periods are programed with first-run shows. So I think there is that rule to change, and I'm not advocating it one way or the other, I think the facts prove that there would not be this great stampede to have all three

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network affiliates run sitcoms in access. I just think you might have one in every market that will become a sitcom market, which could create a little competition for the independents and make for a more healthy marketplace, which could ease the deficit problem that we all are laboring under, networks and producers alike. It would not spell the Chicken Little end of access for first-run programs, a business we are also in.

The movement toward doing something about PTAR is astounding given that a year ago it appeared sacrosanct. Now, there are so many people talking about it—and not a little sentiment in favor of repeal—that it's beginning to look like just a matter of time.

It could be. I don't know. But I don't think, were that to happen, it would mean the end of *Wheel of Fortune* or *Jeopardy* or *A Current Affair*.

Or NATPE?

Or NATPE. Absolutely not.

But NATPE was made by PTAR?

Yes, but the business has changed so much since then. You'll still go to NATPE to launch shows in daytime and early fringe, with advertisers, and talk about international co-productions and late night. Access is only one slice of the pie.

Are you generally a bear or a bull about the programing marketplace?

I'm very much bullish on it because where we see the great growth, we're still very actively involved in network television and will be I'm sure for many years to come with Lorimar and Warner Bros. TV. We have also deployed an enormous amount of our energy into first-run. We hope this year to have five first-run strips on the air, not counting any of our cartoons. It's a whole separate business. We see that as a real growth area.

Which strips do you count among the five?

It could be any combination of *The People's Court*, *Love Connection*, *Love Stories*, *The Jenny Jones Show*, *Getting Even* or *Jesse Jackson*. We think we'll have at least five out of that batch on-air, which is pretty good. Plus, we're as large a distributor of animated product, movies to syndication and sitcoms. Right now, among all those areas, the one that I see the greatest upside to for Warner Bros. is first-run television. *Jenny Jones* could be a gold mine. If *Love Stories* hits, it could be a gold mine. These shows run forever. *The People's Court* is going into its 11th year. *Love Connection* is going into its eighth year. The beauty of these shows, unlike being on the networks, is that no one person can put a bullet between the eyes and say it's over. You get canceled on one station, you move it to another. There are seven television stations in Los Angeles, and *The People's Court* has been on every one except KNBC-TV, and we've been on one station three different times.

The children's market seems to be the only segment of syndication where there has been strong and continuous growth this season.

What happened in the kid's marketplace is that there was a period of time where there were a lot of programs pretty much based on male-oriented action toys, the first one being *He Man and the Masters of the Universe*, then *Thunder Cats*, and *G.I. Joe*, etc. Basically, they were dominated by boys who watched these shows in the afternoon. The most successful of them was *Thunder Cats*. It was number one for six sweeps in a row. The reason I know that is because it was our show. In the seventh sweep, it was number eleven. Then we knew it

was over with kids. It is over with a capital O. Then Disney came out with *DuckTales*, etc., etc., and it had a cross-over appeal to girls and boys. They were able to draw their audiences from both constituencies. Disney really rewrote how afternoon animation was going to be done by spending \$25 million-\$30 million for a cartoon, which was in many cases more than twice what many people were spending on these cartoons. It really changed the business. Then they followed up *DuckTales* with *Chip 'n Dale's Rescue Rangers*.

So basically, you've adopted a similar strategy.

Well, we decided to do the same thing on a different kind of scale. We spent a very large amount of money making and developing *Tiny Toon* with Steven Spielberg. It just shows that quality will attract an audience. We hope to follow that up with another program and as you know we've made a major mega-commitment with The Fox Children's Network with *Beetlejuice*, *TAZ-MANIA* and *Batman*. All of those programs will be produced in a very major way, unlike the old cartoons of the past. So what's going to happen for 1992 is you'll basically have one station running Fox 3-5 p.m., one station running Disney 3-5 p.m., all day-and-date, like a network.

What opportunities are there for you and other distributors to vie for time periods now programed by the networks?

That relationship between a network and its affiliate is a very precious relationship. You're going to see a couple of renegades in every network lineup that will get a disproportionate amount of the ink, but in my opinion, by and large, that relationship is very important to these stations and the networks. I doubt one side will ever get pushed so far that they will cut and run. I think it's just the traditional saber-rattling and whatnot, but the networks desperately need their stations and the stations desperately need their network. They need to really understand the economic infrastructure behind that relationship. It is a great business. Just go out and talk to Wall Street about the underlying asset value of an affiliate versus an independent and you'll have the answer to your question.

But what if compensation is gone by, say, 1995?

Maybe it means that it's not quite as good for one of the parties, but it doesn't mean it's so bad they have no alternative short of divorce.

Even though you don't see great friction between the two in the future, do you see more opportunities for syndicators to go after certain targeted dayparts on network affiliates?

When the networks got out of prime time access, I think it really helped the network business. Having more inventory as a network isn't necessarily good. They realize that it's possible to constrict their time periods and that it's sometimes profitable not to program so much.

From year to year it depends on the health of the advertising marketplace. I guarantee you, if there's a very strong, healthy advertising marketplace you want to put out as many programs as you can. Then there's this mad dash and battle for time periods. But in a soft economy—and I mean the networks got killed in the fourth quarter, the worst in the history of the business—it makes you think: "Do we need to program all this? Maybe we can run a tighter ship and make a little more money and let the stations fill up some of these holes themselves." There have always been dayparts that stations have taken their potshots at.

Remember, television gets its money only from one source: advertising. Not subscriptions or anything else. And the advertising rises and falls with the marketplace. ■

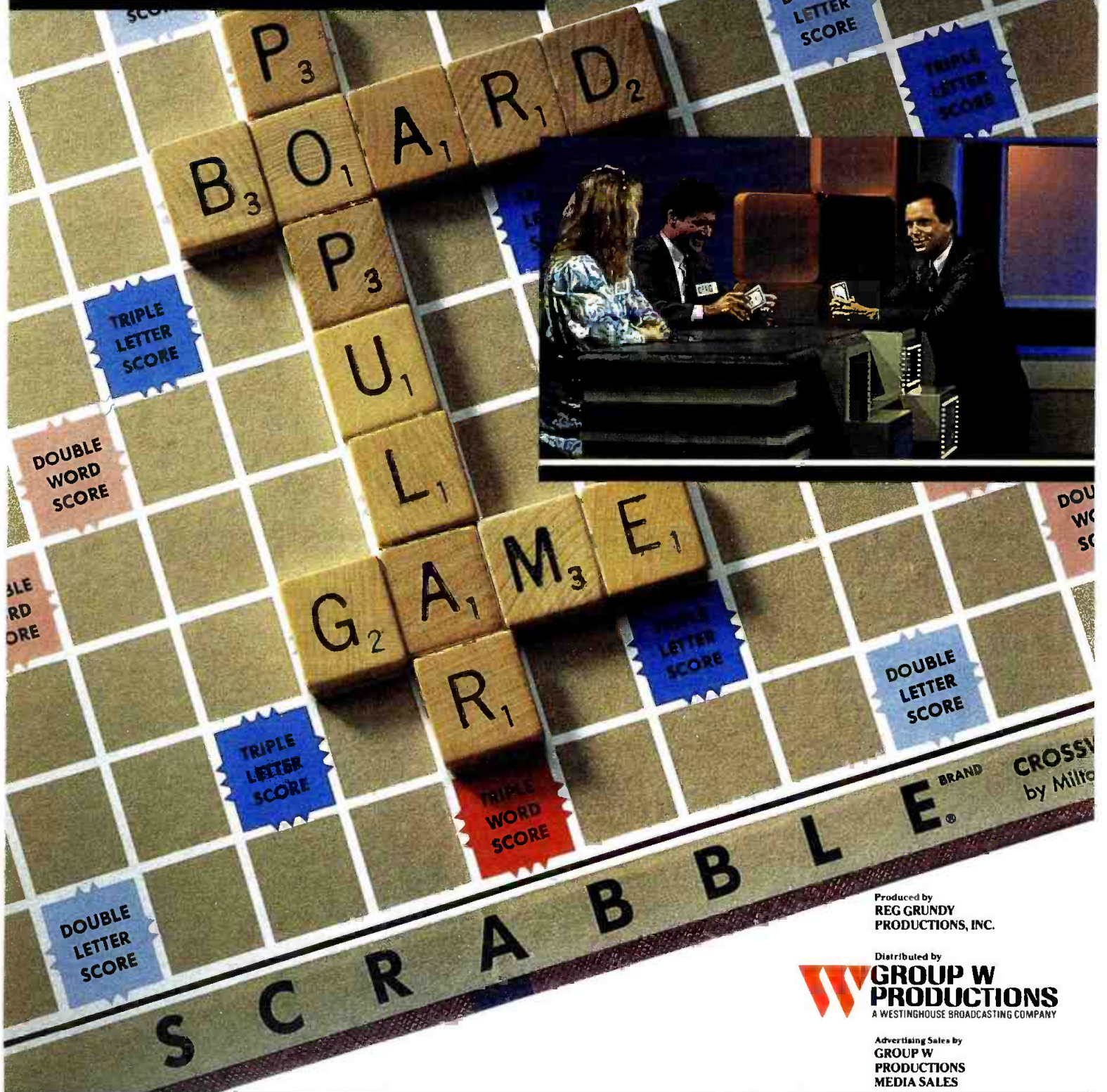


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PROGRAMMING



As the NATPE convention begins this week in New Orleans, industry executives are bracing for what, by most accounts, will be a shaky year fiscally. Conservatism at the station level has had its impact on this season's first-run development. By NATPE's own count, proposed new projects are down from over 100 a year ago to 45 this year. Syndicators are being forced to take more of the risks this season, as evidenced by the increase in the number of straight barter programs in the marketplace. But distributors also see more opportunities to program station dayparts as affiliates and their networks continue to clash over preemptions. Meanwhile, stations are looking eagerly for the next big hit.

STATIONS LACK, LOOK FOR, LUSTER IN SYNDICATION

Programmers, well acquainted with what isn't working, search for what might

There are as many different demands for new syndicated programming as there are program directors, but lackluster ratings for last fall's debut shows and an increasingly fragmented audience clearly have stations looking for something innovative. The problem is neither stations nor program suppliers are sure exactly what that something innovative is.

"We're in a cycle, but no one knows what it is," said Bob Levy, director of broadcast operations and film buyer, KHOU-TV Houston. "Nothing's very clear right now. Everybody's looking for a trend to see what's ahead. Everybody's grasping."

At WISH-TV Indianapolis, Program Manager Rick Thedwall said programmers should be looking beyond the traditional off-network sitcoms, talk and game shows. WISH is currently seeking a show to compete with *Oprah*, he said, and buying a similar talk show does not ap-

pear to be the solution.

The public might be "losing its fascination with the tube," said Thedwall, based on the poor performance of several syndicated shows last fall. "And are we, as programmers, helping that along by doing more of the same?" he asked.

"You keep wondering who's going to reinvent the wheel," said Paul Prange, program manager, WKBD(TV) Detroit.

KHOU's Levy said that if last fall's performance dictated any change in programming development, it might be that stations are seeking fewer game shows. Several new game shows suffered in the ratings last fall, including *The Quiz Kids Challenge*, *Jokers Wild*, *Tic Tac Dough*, *Challengers* and *Trump Card*.

Disappointing performances by *Challengers* and *Trump Card* have left WTIC-TV Hartford program director Melanie Gerig steering away from game shows for awhile. "We experimented with game shows and found those aren't what

the audience wanted," she said, "but I'm not saying that in two or three years that isn't going to change."

Currently, Gerig said her most sought-after syndicated product includes action hours, based on the success of *21 Jump Street* and *Star Trek: The Next Generation* at the Fox affiliate.

Despite shortcomings of game show debuts last fall, Orbis Communications is among those program suppliers that continues to have faith in the genre. The company will bring to NATPE its just-launched game show entry, the new *\$100,000 Pyramid*.

"Whatever the genre, good programs attract good audiences," said Robert Turner, president, Orbis. Many of the failed game shows last fall were the victims of sampling problems, he said, caused by a tiering strategy that allowed stations to air programs in various time periods.

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#1 in its time period in men 18-34.

WPWR-TV Chicago

Up 157% in women 18+, 157% in women 18-49, 114% in women 25-54 over May '90 time period.

KOFY-TV San Francisco

Up 82% in adults 25-54. Up 100% in adults 18-49 and 25-54, 180% in children 2-11 over its own October delivery.

KTVT Dallas

#1 in its time period in women 18-34 and 18-49. Up 54% in women 18-34, 8% in women 18-49 over its movie lead-in.

WXON Detroit

Up 16% in women 18+, 13% in women 25-54, 27% in men 18+, 350% in men 18-34, 22% in men 25-54 over its own October delivery.

KHTV-TV Houston

Up 100% in rating, 67% in share, 225% in total persons over its lead-in.

WSVN-TV Miami

Up 325% in women 18-49, 113% in women 25-54, 250% in men 18-49, 200% in children 2-11 over its own October delivery.

KSCH-TV Sacramento

Up 50% in share over its "Dracula" lead-in.

KTTY-TV San Diego

Up 100% in men 18-49, 100% in men 25-54 over November '89 time period programming.

WMCC-TV Indianapolis

Up 100% in women 18-49 and 25-54, 125% in men 18-34, 17% in men 25-54 over its lead-in.

WSTR-TV Cincinnati

Up 100% in women 18-34 over its "American Gladiators" lead-in.

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made it easier for stations to pull the trigger without a penalty," said Turner, "but by pulling too quickly, everybody gets hurt."

Agreeing that the game show development process will continue is Frank Kelly, executive vice president, programming, domestic television division, Paramount Pictures. Although program directors and general managers will be "less enthusiastic" about game shows because of the past season, he said, the game show genre has a history of highs and lows and always remains an active area of development among suppliers. Game shows, he said, continue to be among the most efficient programs to produce.

Kelly said primary areas of development are likely to continue to be reality and children's programming. And all shows, regardless of genre, will, in large part, be dependent upon promotion for success in the top 25 markets, he said, where, in many cases, a program is given 13 weeks to prove itself. "Unless you get that kind of cooperation, you're tying one hand behind your back," he said.

Paramount is bringing to NATPE its *Maury Povich Show*, one of a list of new talk shows that includes vehicles hosted by David Hartman, Ron Reagan, Jenny Jones and Chuck Woolery. The talk show genre appears to be among the more dominant categories at NATPE, with suppliers seeking to duplicate the success of talk shows already on the air.

But some suppliers are doubting the strategy. "Our industry is at it again; they're using no creativity," said Michael King, president and CEO, King World. "The industry is not trying to counter anything. They're just trying to beat *Oprah*. There's going to be tremendous failure next year in the talk business."

"When you try something different, that's when you hit the ball over the fence," said King, making comparisons to the upstart Fox programming service and its challenges to network television.

"Because talk shows are working, we don't have a new talk show at NATPE," said King. King World will be bringing to NATPE a new, faster-paced version of *Candid Camera*. "If I told you I was doing another talk show, you wouldn't be doing backflips."

Station executives are seeking innovation in several genres, including informational programming, said Paul LaCamera, vice president and station manager, WCVB-TV Boston. The ABC affiliate is looking for a late-night breakthrough information-oriented show to

follow its *Nightline* broadcast, he said, adding that weekend mornings could prove to be "frontiers" for new informational programming at stations across the country.

"I think in the information area it would be nice to see more programming that doesn't sensationalize," said Nick Freeman, program director, KIRO-TV Seattle. He said KIRO, which programs several news and information shows, has little use for the syndicated informational programs available today because their sensational nature is not compatible with station fare. "A little quality wouldn't hurt for a change," he said.

Freeman's is also among the stations seeking innovation in children's programming, where he said he would like to see value-oriented, live-action shows. KHOU's Levy also called for more live-action kids shows. And WISH's Thedwall

suggested suppliers develop more once-a-week children's fare.

Future development by syndicators is likely to include additional partners to share any potential risk, said George Back, chairman of the board, All American Television. His company this year brings to NATPE *True or False*, a weekly half-hour produced in association with a London-based firm Hewland International Ltd., and the six-month-old *Howard Stern Show*, launched last year by WWOR-TV Secaucus, N.J.

"There is a need to find a wider base to support your programming for U.S. syndication, which has become an extraordinarily difficult and failure-prone first-run marketplace," said Back. "It always has been, but now more so than ever. This past syndication season may have the worst track record in memory, in terms of new show success." -RB

PREEMPTIONS: NETWORKS' LOSS COULD BE SYNDICATOR'S GAIN

Affiliate disaffection with some network program performance, combined with NBC's hour give-back, provides opportunity for program producers

Dissatisfaction among the networks' affiliated stations over declining ratings and advertising revenues in daytime and late fringe dayparts is testing the networks' ability to maintain clearances of their programming. Preemptions—what one affiliate refers to as the "P" word—have led in some cases to network concessions, and in others to cuts in affiliate compensation.

In either case, less network programming means more opportunities for alternate program suppliers eager to grab any possible defecting affiliate slots at this week's NATPE convention in New Orleans.

In late night, Viacom is rumored to have signed a deal with Chicago disc jockey Jonathan Brandmeier for April 1991 syndication (see "Closed Circuit," page 12), and MCA TV already has *Up Late with Ron Reagan* cleared on seven Fox's O&O stations (and 35 markets total) that will be offered to affiliates for launch in fall 1991.

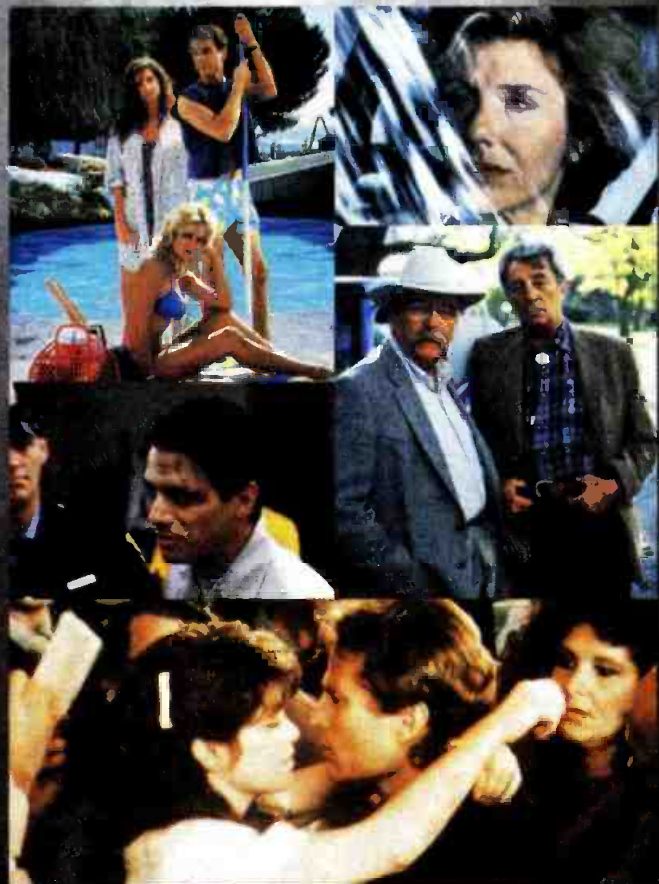
Daytime talk show fare already in the market from Warner Bros. Domestic Television Distribution (with *The Jenny Jones Show*), Viacom Enterprises (*David Hartman*) and Orion Television (*The Chuck Woolery Show*) is being offered

to affiliates, looking for potentially stronger local spot revenues to make up for reduced network compensation (from CBS) or a give-back (from NBC) of one hour in daytime.

Warner Bros.' senior vice president of first-run, Scott Carlin, says *Jenny* has already signed up over a dozen NBC affiliates (and over 50 markets total), while 60% of *Woolery's* estimated 65-station lineup is made up of NBC affiliates, according to Bob King, Orion's president of domestic television. Michael Gerber, president of first-run for Viacom, said a new pilot, retitled *David Hartman* (formerly *Realities*), has been shot and will be screened at NATPE. He added that the show has yet to be pitched to stations.

For its part, ABC has apparently had its clearance troubles in late night, with its *Into the Night with Rick Dees* (at 12 a.m. ET) floundering in season-to-date (NTI) late night ratings among the networks with a 12th-ranked 1.7 rating (as of Jan. 13). George Newi, ABC's senior vice president of affiliate relations, said the show is still cleared with 91% of its affiliates. Although he said clearances for *The Home Show* are at 83% and 89%, respectively, for clearance at 11

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and 11:30 a.m., season-to-date (STD) ratings for its two slots are at the lower end at 2.5 and 3.3 ratings, respectively. Newi said he didn't have clearance numbers available for *Match Game* (at noon), but one ABC affiliate estimated that preemptions probably run as high as 50% of the stations and it has sunk into a ratings abyss as the bottom-ranked daytime offering with a 1.8 STD mark.

One ABC affiliate source said that "stations have been suffering with Rick Dees, and will certainly be listening intently to what late night syndicators have to offer."

Newi said that all is not gloom and doom for affiliates, which he said have reduced one-time-only preemptions 40% over this season. "I think the network's relationship with its affiliates continues to be excellent," Newi stressed. "I don't know of any affiliate that wants to become an independent [by abandoning its network affiliation]. We just came out of a board of governors meeting [last December], and ABC has stated there will not be any across-the-board cuts in compensation."

However, the affiliate source said discontent is growing among ABC affiliates. "Even after CBS's compensation cut [a 20% reduction], ABC still doles out the lowest compensation among the

three networks," he said. "They [ABC] are the best at putting a fancy dress on a malnourished mouse."

Possibly recognizing that an overt cut in affiliate compensation would be too damaging to relations, NBC apparently decided that a straight give-back of one hour of daytime would cut its own losses for what is a cellar-dwelling daytime schedule. John Damiano, senior vice president of affiliate relations at NBC, said about one-third of the network's affiliates have been preempting the daytime schedule, on average. In terms of implementing the reduction from 5½ hours daytime programming to 4½ hours next season, the network has already determined that *Let's Make a Deal* (1.8 STD rating), *Marsha Warfield* (1.8) and *Generations* (2.3) are going to be departing from the schedule.

CBS, on the other hand, is the top-ranked network in daytime, but CBS went ahead with affiliate compensation cuts to shore up its rating losses in prime time and late fringe. Even with the plans to begin a midseason checkerboard of first-run action hours in late fringe (which currently has a 1.3 STD average with repeat programming), Allan Howard, president and general manager of Belo Broadcasting-owned KHOU-TV Houston, feels that the new checkerboard has "lit-

tle chance of success, given our past record with the old checkerboard." Network officials did not return calls, but Howard estimates that up to 15% of the affiliates already preempt the late night programming.

"The networks continue to be strong, but what is driving them crazy is that they have to keep paying us compensation," Howard said. "I keep thinking as the networks keep working for repeal of the fin-syn rules and diversify their businesses, it wouldn't be surprising that TV doesn't follow radio networks, which sell their programming to stations. The networks could barter or sell their programs for cash 10 years down the road. If I was running a network, I would be planning to sell network programs in the long-term, considering the increasing fragmentation of the market and declining shares."

Viacom's Gerber said that in such a scenario "stations would have to sign blind output deals with networks, which I just don't see being to either's benefit." In the meantime, Gerber, like Orion's King, both expressed optimism that new short-term opportunities will open up for syndicators to sell their wares to affiliates, but are reserving their long-term observations until they see how the economy in general shakes out. ■

GAMES AREN'T AFOOT; REALITY SETS IN

Game show development is nil following failures of last season; despite poor showing of magazines, development continues apace

On the eve of NATPE in New Orleans, stations and syndicators remain somewhat surprised at the dismal performances of the new first-run strips, particularly game shows and magazines, launched in the fall of 1990. But the impact on development for 1991 was dramatically different for the two genres. Game show development for 1991 is practically non-existent, but magazine development is about as strong as it was a year ago.

Right now, only two new game shows have been proposed for fall of 1991: *Scrabble* from Group W and the interactive *Critical Decisions* from Innoventures. Last year at NATPE, close to a dozen game shows were being offered, five of which made it to air.

Both Group W and Innoventures considered launching the projects in January as midseason shows to take advantage of the holes left by the failures of the new season such as *Quiz Kids Challenge*, *Tic*

Tac Dough, *Jokers Wild*, *Trump Card* and *Challengers*.

However, many stations canceling game shows in mid-season have opted to go with off-network sitcoms or existing games such as *Family Feud* as replacements. "Stations and syndicators are shell-shocked from this season's results," said Mitchell Praver, vice president, programming, Katz Continental Television.

Praver said development has also been slowed by the fact that syndicated game shows generally have a poor track record in early fringe (with the exception of *Jeopardy* and *Family Feud*), daytime and late fringe.

The only mid-season game show to make it to air (effective Jan. 7) this season is Orbis's *\$100,000 Pyramid*, now cleared in about 40% of the country.

"A lot of the stations got hurt by the new games shows they picked up this season," said John Rohr, vice president

and associate director of programming, Blair Television. "It is kind of tough to come in and build justification on why a station should invest more money or valuable time periods to a genre that hasn't played effectively." New magazines also fared poorly this season, including the now-canceled *Preview* from TPE, *Personalites* from Twentieth Television and King World's *Instant Recall*.

According to Rohr, however, the magazines that failed did so in a way that left the door open to develop new magazines in a different direction. "This season the new magazines purposefully avoided doing the harder stuff that advertisers don't like," said Rohr. "Advertisers are concerned by confrontational, controversial material, and shows like *Preview* featured softer features and segments."

What the magazines lost sight of, said Rohr, was that viewers like the harder material, which is what magazines for

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fall 1991, like Tribune's *Now it Can Be Told* and Warner's *Getting Even*, are going for. "You'll see a harder edge to the magazines being offered for next fall compared to the three offered this year," he said.

Neither of the two games for fall 1991 appears to have much momentum, al-

though both Group W and Innoventures are hoping to gain some momentum at the convention for their programs. Up until now, however, sources said Group W has been spending most of its energy clearing *On Scene: Emergency Response* as a strip for next season. The reality debuted as a weekly last season.

An advance, agenda and exhibitor list for NATPE begins on page 84.

PROGRAMMERS PARRY OVER WHO GETS THE CHILDREN

AT INTV, Warner's Robertson and Buena Vista's Jacquemin are joined by John Claster in spirited session on genre

Station and syndication executives mixed it up in a spirited debate on the present and future state of the children's television business at the final INTV conference session Saturday Jan. 5.

Accusations, retorts and competitive rancor reigned for much of the session. John Claster, president of Hasbro-owned Claster Television, accused Warner Bros. and Disney of monopolizing the children's business, to the detriment of smaller companies such as his own. Dick Robertson, president, Warner Bros. Domestic Television Distribution, retorted that that was "absurd," and that Claster was essentially crying in his beer because he missed an opportunity to climb on the Fox Children's Network bandwagon.

Kevin O'Brien, president of Cox Broadcasting's independent station division and head of the Fox affiliate children's programming committee, charged children's program distributors (he cited Buena Vista Television specifically) with being excessively greedy and losing sight of their customers' (stations) needs. The result he said, was the creation of the FCN.

Claster and Robertson debated the value of bringing Warner's *Beetlejuice* from ABC to Fox. Robertson called it "one of the top rated" children's shows. Claster said it was rated ninth overall, and was negligible, at least in terms of bringing new and original product to independent television stations.

On the greed issue, O'Brien and BTV president Robert Jacquemin argued over just exactly what the barter split on *DuckTales* was, and whether it changed.

In the past two seasons, both Disney and Warner have taken greater chunks of barter time in their shows. Warner's Robertson defended the move as key to offering quality product. "You can't

make a \$25 million to \$30 million cartoon and come out [ahead]" with just two minutes of barter time to fund production, he said. "Do you want Inspector Gadget at 2/4 or Duck Tales at 3/3?"

Robertson and Claster sparred through much of the session, continuing a match that began a year ago at the same panel, when Robertson said there were essentially two major players in the children's business, Warner Bros and Buena Vista Television.

Claster charged that Warner essentially had a lock on three of four half-hours that FCN is rolling out in the afternoon. "Do the stations only want two suppliers?" he asked. "I don't think so."

Claster hit a nerve with some Fox affiliates at the session when he made a point of noting that FCN's first in-house effort, *Peter Pan*, had "not done well." He then suggested the three programs Warner will supply Fox - *Beetlejuice*, *Batman* and *Taz-Mania* may be less than ratings hits. "Where's the beef," he asked.

Robertson's retort: "If you think the Fox affiliates are so dumb, go ask them why they did the deal [with Warner]."

An exasperated Harry Pappas, who runs Fox affiliates in Fresno, Ca., and Omaha, chided Claster for taking shots at FCN. "Have you had your fun yet?" he asked Claster. Pappas said Claster was "confusing program production with distribution."

Pappas also chided Claster for taking shots at *Peter Pan*. "After 12 weeks on the air, it's amazing that it should be pronounced dead by you. It's not a great hit or a great failure."

Pappas said FCN was formed to allow stations to get better value from the kid's product they air. "[Kid's ratings] are up, business is up. This is one more competitive entry. How can that be wrong?"

Michael Finkelstein, president of inde-

pendent group owner, Renaissance Communications, agreed. FCN and Disney, he said are both efforts to "maximize audiences to maximize revenues. If it doesn't work the market will correct it."

But, in fact, he said, it is working far better than the "robotic animation" of just a few years ago where, "the eyes blinked and the mouths moved, but not at the same time."

While business is good, it should be better, said Jerry Sachs, president, Sachs-Finley Company. Sachs said 1991 should be another banner year for several reasons. Several toy companies, he said, are exploring launching new action figures, including Kenner, Mattel and Hasbro. Also, he said, advertisers continue to spread budgets and campaigns beyond the fourth quarter, to generate early awareness among consumers, who spend most heavily in that quarter.

But Sachs said cable networks have "clearly outmarketed indies" on the kid's front. More than half of the estimated \$60 million in kids' spending on cable has come in the last three-plus years, without proportionate rating gains. "Their ratings have been flat," he said, while kids' syndication numbers have skyrocketed.

Robertson and Jacquemin both indicated during the session that they also have designs on developing morning children's blocks.

Robertson indicated that *Tiny Toon Adventures*, Warner's new afternoon hit, could move to morning at the end of the current license term in 1992. "It's a possibility," he said. "Right now there is only two-thirds the available audience in the morning," compared with the afternoon, he said. "But better product could increase that."

Jacquemin agreed. "We can heighten the value of morning. What will evolve will be the development of morning children's program blocks." -SM

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NBC, FOX MEET THE PRESS IN LOS ANGELES

At NBC, 'WKRP' creator to team with 'Fame' star Allen; Littlefield calls this season "rebuilding from strength."

Hugh Wilson, creator of *WKRP in Cincinnati* and *The Famous Teddy Z*, is working on a half-hour project to star former *Fame* star *Debbie Allen* for NBC, said Warren Littlefield, president, NBC Entertainment. Littlefield made that and other development announcements before the Television Critics Association press tour last Monday (Jan. 7). This was Littlefield's first time before the group as the president of NBC Entertainment.

In addition to the Wilson project, Ridley Scott, director of "Blade Runner," "Black Rain," and "Someone to Watch Over Me," is developing and will serve as executive producer of a one-hour drama series. Joshua Brand and John Falsey, creators of *St. Elsewhere*, and Pat Conroy, author of "The Great Santini," are also developing one-hour dramatic projects. Acting talent that has been signed by NBC to star in future series includes Marlee Matlin, for a series to be developed by Bob Singer (*Midnight Caller*), rap musicians Kid 'N Play, who recently starred in "House Party," MTV's Julie Brown, and *Saturday Night Live*'s Phil Hartman, who begins work on the series project after he is finished with SNL for the season. In addition, A Martinez (*Santa Barbara*) and Marsha Warfield have signed talent deals.

Littlefield also ran down the list of spring backup shows NBC will schedule sometime over the next four months. The five include *Shannon's Deal*, *Down Home*, this season's *American Dreamer*, *Sisters*, and *The Disney Hour*. *Sisters* is the only show of the five that has not yet been on the schedule at some time in the past year. As reported, Littlefield said *American Dreamer* is being reworked for an early evening time slot, and he also said Stephen Cannell, Patrick Hasburgh, and Bill Blend are working on projects for *The Disney Hour*.

As for NBC's performance to date this year, which he called a "rebuilding phase," Littlefield said: "Some of the programs we put on the air haven't worked. But I also think there's a number of things that we've done this past fall that have been successful." One of the clearest successes for the network this year has been *The Fresh Prince of Bel Air*, airing at 8 p.m. on Monday night. "Last year we were fading out of this time period very, very quickly. And the success of winning a time period



Warren Littlefield

with this show is a significant success," he said.

Other successes Littlefield mentioned included *Law and Order*, "the highest-rated new dramatic hour of television," which he said was responsible for helping NBC win Tuesday night on a regular basis this season.

As for problems remaining on the schedule, he acknowledged there were still quite a few, including Friday night, "for as long as I've been at NBC it's always a tough night to talk about." However, Littlefield is confident *Dark Shadows* will have a positive effect on the household numbers following some improvements in their demographic profile thanks to the scheduling of *Quantum*

Leap, *Night Court*, and *Wings* on the same night.

NBC's next biggest problem continues to be Sunday night at 7-9, where it saw *Hull High* and *Lifestories* go down in flames against CBS's *60 Minutes* and *Murder, She Wrote*, and ABC's *Life Goes On* and home video hour. "Sunday night, this is a tough one. From 7-9 p.m. we have a lot of problems," he said. Going into the second half of the season, however, NBC is pinning its hopes on *Sunday Best* and two shows from NBC News, *Real Life with Jane Pauley* and *Expose*.

Littlefield said 50% of *Sunday Best* will be original material, with the remaining time used for showcasing highlights from NBC shows from the previous week. His remarks were targeted to suggestions by some observers who have suggested the offering is a cost-conscious clip show and promotional tool for NBC's prime time schedule. He countered that the show satisfies an "appetite...for remembering and celebrating television."

Overall, he said "we are winning this season four and a half nights of the week. That is an improvement over last year. We remain number one in regular series. We remain number one with women 18-49 and 25-54. And after 15 weeks completed of the season we have 10 first place finishes. As I said at the beginning, NBC is a network that is rebuilding, but I believe we're rebuilding from strength." ❧

'Good Grief,' 'American Chronicles' canceled, 'Cop' expanded; Chernin happy with Fox's prime time, which he characterizes as "riskiest" in TV history

Fox's *Good Grief*, starring actor and comedian Howie Mandel, has been canceled, and *Cops* will be expanded to an hour to fill the time slot by the also-canceled *American Chronicles*. The announcements were made Friday, Jan. 6 by Peter Chernin, president, Fox Entertainment, during the Television Critics Association press tour being held in Marina del Rey, Ca.

Good Grief had been one of Fox's more talked about new comedies, and Chernin had particularly high hopes for the comedy. "Last year I said the *Good*

Grief script was one of the funniest I had read in the last few years. That goes to show my credibility," he said.

The series will be replaced in the Sunday 9:30-10 time slot by a *Married...With Children* spinoff titled *Top of the Heap*. The series stars Joseph Bologna and Matt Le Blanc, who play father and son trying to escape their blue-collar lifestyle by attempting to have the son marry a wealthy woman. Ron Leavitt, co-executive producer of *Married...With Children* and Arthur Silver are executive producers of the new show

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produced by Columbia Pictures Television. In evaluating the network's prime time performance to date, Chernin noted there were plusses and minuses for the moves which he made, calling the strategy overall "one of the riskiest in network television history." Evidence of Fox's daring he said was its decision to drop some veteran series (*Alien Nation*, *21 Jump Street*), to break up their successful Sunday night by moving *The Simpsons* to Thursday night, and to open up two new nights of programming.

While refusing to characterize Fox's expansion as biting off more than they could chew, Chernin admitted that "some might even characterize as foolhardy risks" moves Fox made to expand their lineup by two nights. Chernin also acknowledged that Fox "cleaned out the shelves by putting everything on the air we had" to fill the schedule. However,

he said "our key priority--at that point, and still remains--has always been to grow this network. And we felt that what we needed to do was establish the strength of this network across more nights of the week. To really begin to establish the profile and build on it.

Despite the scarcity of product following the fall launch, Chernin announced a new slate of projects that have now been readied for spring and beyond. *The Last Hurrah* is a docu-drama which follows seniors at a Chicago high school as they go through their final year of school; *Comic Strip Live* is a primetime version of the current Saturday late night show on Fox's schedule; *Fantasy Park* is an interactive show using a 900 phone number which allows viewers to call in to win "large, outrageous" prizes such as a million-dollar "six-pack" of classic cars; *Blood Ties*, by Ester and Richard

Shapiro, is about a modern-day community of vampires; the last is *Urban Anxiety*, an off-beat look at the intertwined lives of a group of people living in a New York City apartment building. Chernin said *The Last Hurrah* and *Top of the Heap* will make it onto the network's schedule in either February or March.

As for the Monday *Fox Night at the Movies* which the network has had trouble scheduling, Chernin said "we're beginning to get up to speed. We expect that we will be on three times a month by next month and hopefully we'll have the fourth week by the end of the year."

Chernin also announced that Fox will begin negotiations with Columbia Pictures Television in the next two weeks to renew *Married...With Children*, which he called "the cornerstone show of the network." -SC

Week 16

RATINGS ROUNDUP

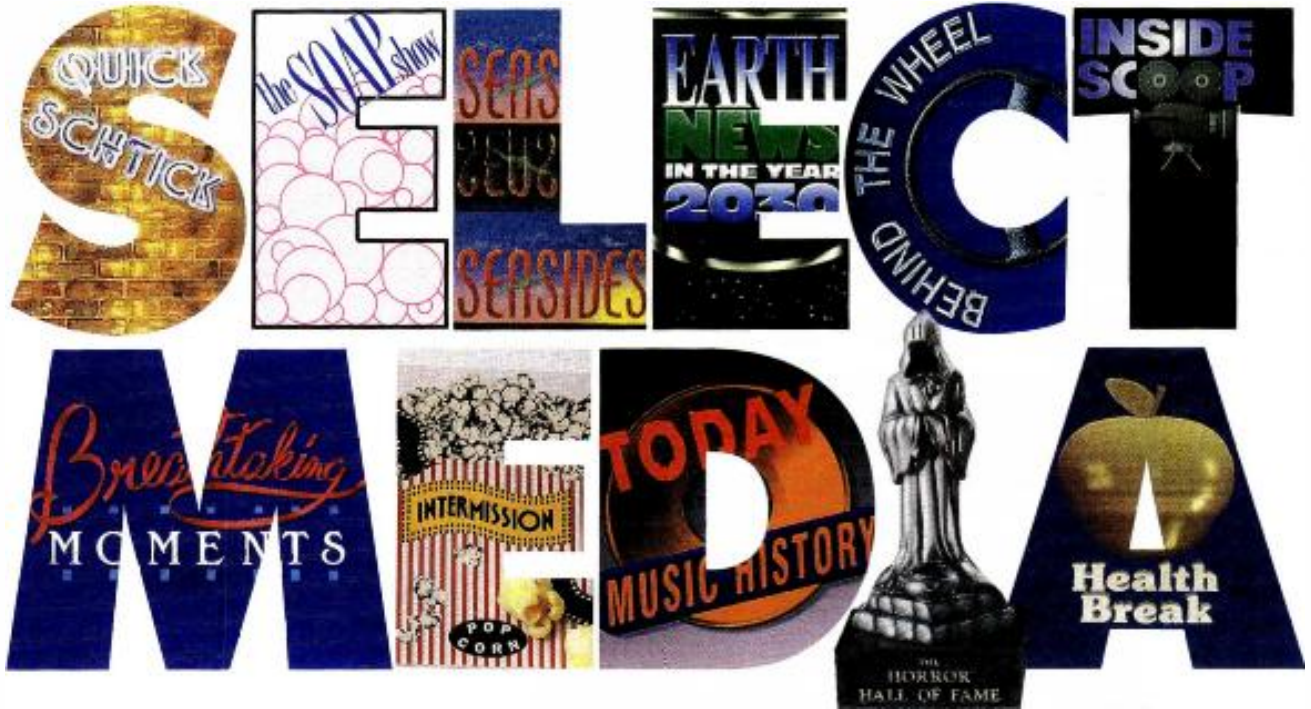
Jan. 7, 1990-Jan. 13

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1 ▲ 24.4/37 N Cheers
 2 ▼ 23.7/36 C 60 Minutes
 3 20.1/30 N Blossom Preview
 4 20.0/30 N The Cosby Show
 5 ▲ 19.6/29 N Rescue: 911
 6 ▲ 19.0/27 C Murder, She Wrote
 7 ▲ 18.5/30 N Golden Girls
 8 18.3/30 N Orange Bowl Game
 9 18.1/26 A Amer. Funniest Videos
 9 ▲ 18.1/29 N Empty Nest
 9 ■ 18.1/29 N Wings
 12 17.8/26 A Amer. Funniest People
 13 ▼ 17.1/26 N Unsolved Mysteries
 14 ▲ 16.9/26 C Movie: Her Wicked Ways
 15 ▼ 16.4/26 A Family Matters
 16 ▼ 16.3/27 A Full House
 17 ▲ 16.0/25 C Movie: Bump/The Night
 18 ▲ 15.8/27 N L.A. Law
 19 ▲ 15.0/26 N Carol & Company
 20 ▲ 14.6/22 A Doogie Howser, M.D.
 21 ▼ 14.5/22 A Movie: Dillinger
 22 14.1/24 C Knots Landing
 23 ▼ 14.0/21 N Movie: Ruthless Reporter
 24 13.9/27 A Monday Night Football
 25 ▼ 13.7/21 A Growing Pains
 26 ▼ 13.6/21 C Jake And The Fatman
 27 13.4/21 N Story Behind The Story
 28 ▼ 13.2/21 A Wonder Years
 29 ▼ 13.1/23 N Dear John

29 ▼ 13.1/22 A Perfect Strangers
 31 12.8/21 N Night Court Spec.
 32 ▲ 12.7/18 F Married...With Children
 32 ▼ 12.7/23 A 20/20
 34 ▼ 12.4/22 N Hunter
 35 ■ 12.3/20 C Guns Of Paradise
 35 ▼ 12.3/19 A Married People
 37 12.2/20 N Night Court
 37 12.2/19 N Orange Bowl Pre Game
 39 ▲ 11.8/23 C Murphy Brown
 40 ■ 11.5/19 C Dallas
 41 ▲ 11.3/23 C Designing Women
 41 ▼ 11.3/17 F The Simpsons
 43 ■ 11.1/20 C Sons & Daughters
 44 11.0/17 A Father Dowling
 45 10.8/18 A Movie Sp: Ghostbusters
 46 ▼ 10.7/18 N Fanelli Boys
 46 ▼ 10.7/17 C 48 Hours
 48 ▼ 10.6/18 N Amen
 48 ▼ 10.6/18 A Going Places
 50 ▼ 10.5/18 C WIOU
 50 ▲ 10.5/18 A Young Riders
 52 ▼ 10.4/15 F In Living Color
 53 ▲ 10.2/20 C Major Dad
 54 ▲ 9.8/19 C Evening Shade
 55 ▲ 9.7/15 A Life Goes On
 56 ■ 9.6/14 N Expose
 57 9.5/15 N Super Bloopers & Jokes

58 ▼ 9.4/16 A Primetime Live
 59 ▼ 9.2/14 C Movie: Gunsmoke
 60 8.7/15 A Brotherhood
 60 8.7/16 N Midnight Caller
 62 ▼ 8.4/12 F Get A Life
 63 8.3/13 C Doctor, Doctor
 63 8.3/13 C Flash
 63 8.3/13 N Quantum Leap
 63 ▼ 8.3/18 C Trials Of Rosie O'Neil
 67 8.2/12 C Top Cops
 68 7.8/12 A Gabriel's Fire
 69 7.4/14 N Orange Bowl Parade
 70 ■ 7.3/11 N Real Life w J. Pauley
 71 ▼ 7.2/11 F Good Grief
 72 ▲ 6.8/11 C Lenny
 73 ▲ 6.7/11 F Totally Hidden Video
 73 ▼ 6.7/11 C You Take The Kids
 75 6.6/11 F America's Most Wanted
 75 ▼ 6.6/14 N Movie: Eight Is Enough
 77 ▼ 6.5/10 F Babes
 78 6.2/10 F Cops 2
 79 5.8/9 F Cops
 80 ▼ 5.2/8 F Comic Strip Live
 81 ▲ 5.1/8 F Beverly Hills, 90210
 81 ▼ 5.1/8 F Parker Lewis
 83 ▲ 5.0/8 F Haywire
 84 4.9/8 A Sugar Bowl
 85 ▼ 4.8/8 F True Colors
 86 ▼ 3.2/5 F Against The Law



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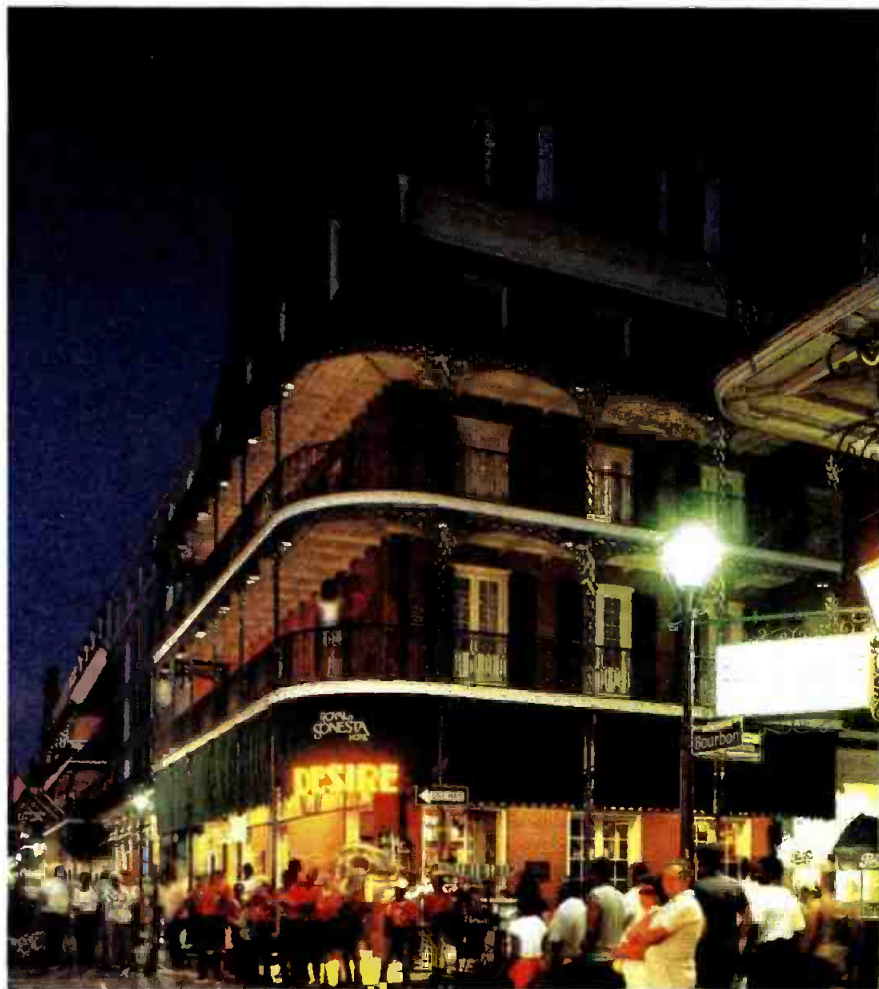


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NATPE: THE SHOW GOES ON IN NEW ORLEANS

Exhibitors are up; first-run offerings are down; international focus extends both to participants and events in Persian Gulf



A record number of exhibitors will be on hand for this year's NATPE International Program conference in New Orleans, despite a dramatic decline in the number of first-run offerings. Although there is an increased emphasis on international participation this year, it is ironically an international event, the crisis in the Middle East, that could adversely affect on-site registration by participants both here and abroad.

For those keeping score on first-run programming, NATPE's latest estimates show 45 new weekly and stripped programs on the block for 1991-92, compared to just over 100 first-run programs taken to last year's convention. (To keep an accurate count of programs that make it to production and eventual distribution, NATPE International President and Chief Executive Officer Phil Corvo said

his organization will be conducting phone surveys of distributors in late August to find out which programs are going into production.)

According to Corvo, advance registration for the conference at the New Orleans Convention Center is running about even with last year. So far, 6,200 people have signed up, 4,790 of those paid registrants (last year's total registration was 8,000). Corvo estimates that on-site registration could be anywhere from 300-700 people, with exhibitor giveaway passes to customers and employees (possibly accounting for another 1,000 people) possibly helping move registration levels near those of last year's conference.

Corvo acknowledged that pre-registration is some 200 people behind last year at this time, but stressed that on-site registration could still be aided by an

unexpectedly stronger turnout of international producers. Registration of foreign broadcasters and producers has swelled to 1,200 people (up from 1990's tally of 1,000), however, Corvo says NATPE is "confident" of getting over 1,500 total overseas registrants.

"Last year, we had a total of 300 on-site registrants but if hostilities break out in the [Persian] Gulf, on-site registration could slow down considerably," Corvo said. "It can certainly be assumed that a number of general managers will be on call, but many of others may decide to stay closer to their home base to keep tabs on breaking news events and their news departments." Corvo said that 277 companies have reserved booth space. That compares with 230 exhibitors last year and the previous record of 269 companies in 1987.

On the international bill of fare, 90 international firms are expected, up dramatically from last year's 50 non-U.S. exhibitors. That growth, according to NATPE's Corvo, comes largely on the strength of French and Dutch stands hosting dozens of independent producers. One French booth is home to 28 different production companies and the other represents eight firms, while the Dutch stand will house 10 or 12. The Columbian government also has a stand housing nine companies.

Latin American media executives, who have in the past years made up one of the largest non-U.S. contingents, should account for large numbers again this year, Corvo said. Among other nations, Japan should have a presence reflecting its new importance in Hollywood, and while represented by only a handful of exhibiting companies, the largest, state broadcasting service NHK, will be bringing nearly four dozen executives.

Eastern European media industry members, for whom Western programming is in great demand, will not be in evidence at the market, despite inquiries to NATPE from Czechs, Poles and Hungarians. Corvo said the organization is looking into a program to provide financial support to future attendees from the region.

As a draw to globally-minded attendees, NATPE plans four international panels at this year's program conference (see agenda). Also scheduled for international attendees is a Tuesday evening cocktail reception sponsored by Britain's



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Granada TV, and the organization will provide an enhanced international service center with interpreters and international phone service.

"Partners in Programing" is the theme of the convention, which NATPE chair Vicky Gregorian hopes will encourage more "program directors, domestic program suppliers and foreign

producers to work together." Said Gregorian, vice president of programing services, WHLL(TV) Shrewsbury-Worcester, Mass.: "We are trying to diversify NATPE without losing sight of our programing directives. We have to remember that we're the software suppliers of the industry."

Succeeding Gregorian as NATPE

chair will be current vice chair and treasurer, Rick Reeves, general manager of WTAJ-TV Altoona, Pa., who will preside over the 1992 NATPE program conference, its last in New Orleans before moving to San Francisco for 1993.

An agenda and exhibitor listing for this week's NATPE International Program Conference follows. —MF

THE PEOPLE, PLACES AND THINGS TO DO AT NATPE

Monday, Jan. 14

8 a.m. Reps, groups and network meetings.

9 a.m.-8 p.m. Convention center. Registration.

5 p.m.-6 p.m. Convention center. "View From Washington." *Producer/moderator:* Mickey Gardner, The Law Offices of Michael R. Gardner, P.C., Washington, DC. *Panelists:* FCC Commissioners Ervin Duggan, Sherrie Marshall and James Quello.

6 p.m. -7:30 p.m. FCC reception, room 27, convention center.

Tuesday, Jan. 15

7 a.m.-8:30 a.m. Management Seminar. "The job go-round—how to survive changing job functions and definitions." (room 16). *Producer:* David Liroff, WGBH Boston. *Moderator:* Paul Solman, Harvard Business School, Cambridge, Mass. *Panelists:* Brooke Bailey Johnson, A&E, New York; Walter Kiechel III, *Fortune*, New York; Bill White, Right Associates, Jacksonville, Fla.; Abraham Zaleznik, Harvard Business School, Cambridge.

8:30 a.m.-10 a.m. Three concurrent workshops. "Paid Programing: The money we hate to make," (room 26). *Producer:* Bob Simone, WFLD Chicago. *Moderator:* Jonathan Rogers, CBS TV Stations, Chicago. *Panelists:* Jerry Baldwin, Synchronal Media, New York; Al Evans, Laurence, Charles, Free & Lawson, New York; Dave Fox, Fox/Lorber, New York; John Rohrbeck, KNBC Los Angeles; Ray Schonbak, Koplal Communications, St. Louis.

"Whot TV can learn from radio," (room 14). *Producer:* Karen Corbin, WPHL Philadelphia. *Moderator:* Larry Wexler, Wexler General Management, Philadelphia. *Panelists:* Michael Craven, Group W Radio, Philadelphia; Tony Quin, Film House, Los Angeles; Steve Seidman, MTV, New York; Nicholas Trigony, Cox Broadcasting, Atlanta; John Wood, Gallup Organization, Minneapolis.

"Hispanic TV in the U.S.: A niche programing success story," (room 24). *Producer:* Fernando Granada, KFSN Fresno, Calif. *Moderator:* Paul Rodriguez, "El Show De Paul Rodriguez," Los Angeles. *Panelists:* Carlos Barba, Telemundo, New York; Joaquin Blaya, Univision, New York; Daisy Exposito, The Bravo Group (Y&R), New York; Ceril Shagrin, Nielsen Media Research, Dunedin; Marcel Vinoy, Protele, Los Angeles.

10 a.m.-11:30 a.m. General session keynote brunch, ballroom, convention center. *Producer:* Joe Garbarino, KSTP St. Paul. *Host:* Vicky Gregorian, NATPE chairwoman, WHLL Boston. *Keynote:* Frank Mancuso, Paramount Pictures, Los Angeles.

Chairwoman's report; president's report.

11:30-6:30 p.m. Exhibition.

5 p.m.-6:30 p.m. International Seminar, front ballroom, convention center. *Producer/moderator:* Michael Jay Solomon, Warner Bros., Burbank, Calif. *Panelists:* Patrick Dromgoole, HTV, London; Daniele Lorenzano, Silvio Berlusconi Comm., Italy; Marc Tessier, Canal Plus, France; Helmut Thoma, RTL Plus,

Germany; Antaine de Clermont Tonnerre, Revcom, France.

6:30 p.m.-8:30 p.m. International Reception, rear ballroom, convention center. *Sponsored by* Granada Television, London.

Wednesday, Jan. 16

7 a.m.-8 a.m. 5K run to benefit NATPE Educational Foundation.

8:30 a.m.-10 a.m. General session/breakfast, ballroom, convention center. "Taking chances." *Entertainment:* Dimensions of Faith (gospel singers). *Producer:* Barry Schulman, WBZ Boston. *Host:* Rick Reeves, NATPE first vice chairman, WTAJ-TV Altoona, Pa. *Moderator:* John Palmer, "Instant Recall," New York. *Panelists:* Steven Bochco, "Cop Rock," Los Angeles; Vin Di Bona, "American's Funniest Home Videos," Los Angeles; Charles Fries, Fries Entertainment, Los Angeles; Matt Groening, "The Simpsons," Los Angeles; Jaimie Kellner, FBC, Los Angeles; Don Ohlmeyer, "Lifestories," Los Angeles; Arnold Shapiro, "Rescue 911," Los Angeles.

Educational Foundation Report: Lew Klein, president, Gateway Communications, Bala Cynwyd, Pa.

Educational Foundation Award

Chairperson's Award: Vicky Gregorian, WHLL Boston.

10 a.m.-11 a.m. Three concurrent workshops. "Hit lists: the effects of boycotts on programing." Room 26. *Producer:* Doug Parker, WSTX Columbus. *Moderator:* Charlie Rose, Los Angeles. *Panelists:* Peter Chrsanthopoulos, Network Television Association, New York. B. Donald (Bud) Grant, Grant/Tribune Prods., Los Angeles; Kothryn Montgomery, author, Washington, D.C.; Joseph Reilly Jr., Morality In Media, New York; Alfred Schneider, Capital Cities/ABC, New York.

"Daydreaming about daytime: the demographics, the competition and mixed-up weekends." Room 24. *Producer:* Jay Isabella, Telerep, New York. *Moderator:* Dick A'Hearn, WTVT Tampa, Fla. *Panelists:* Matt Chan, KXTV Sacramento; Michael Gerber, Viacom, New York; John Kueneke, KCRA Sacramento; Scott Michels, CBS-TV, New York; Irwin Starr, consultant, Albuquerque.

"Value added TV: selling time 90's style." Room 14. *Producer/moderator:* Stephanie Campbell, KDVR Denver. *Panelists:* Jim Badum, Taco Bell Corp., Denver; Jim Boaz, KTXH Houston; Steve Sohmer, Steve Sohmer Inc., Los Angeles; Jerry Solomon, Busch Media Group, New York.

11 a.m.-6:30 p.m. Exhibition.

11 a.m.-noon Two concurrent seminars. "Canadian seminar: from concept to broadcast—solving the international puzzle." Room 16. *Producer/moderator:* Sam Wendel, Telefilm Canada, Los Angeles. *Panelists:* Terry Botwick, Family Channel, Virginia Beach; Marie-France Han, Tele Images, Paris; Robert Lantos, Alliance Entertainment, Toronto.

"Latin American seminar: satellite television and its influence." Room 17. *Producer/moderator:* Osvaldo Barzelatto, MGM/UA, Santiago, Chile. *Panelists:* Robert Twining, World-System Division Communication Satellite Corp., Washington, D.C.; Borrie Heads, journalist, London; Carlos Montero, Channel 11, Buenos



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TOP 15 SYNDICATED SHOWS	K2-11 Rtg w/o 10/1/90	K2-11 Rtg Nov. '90 To Date*	% Increase
VIDEO POWER	1.3	2.0	+54%
G.I. Joe	2.8	3.7	+32%
Waka, Rattle & Roll	1.9	2.5	+32%
Jetsons	1.6	2.0	+25%
Gummi Bears	3.4	4.1	+21%
Muppet Babies	4.5	5.4	+20%
Merry Melodies	4.6	5.5	+20%
DuckTales	6.3	7.1	+13%
Alvin & The Chipmunks	3.3	3.7	+12%
Chip 'N' Dale	8.2	9.1	+11%
Teenage Mutant Turtles	8.7	9.4	+8%
Talespin	8.7	9.4	+8%
Tiny Toons Adv.	8.8	9.0	+2%
New Adv. - HeMan	1.3	1.3	—
Super Mario Bros.	2.1	2.1	—

*Source: 10/29/90-11/18/90 NTI

TOP 10 VIDEO POWER STATIONS	MARKET	STATION	HH Rtg w/o 10/1/90	HH Rtg Nov. '90 To Date*	% INCREASE
	New York	WWOR	1.1	1.3	+18%
	Los Angeles	KCOP	1.8	2.7	+50%
	Chicago	WPWR	2.0	2.2	+10%
	San Francisco	KTVU	1.0	1.6	+60%
	Detroit	WKBD	1.9	2.5	+32%
	Cleveland	WUAB	2.9	3.0	+3%
	Atlanta	WGNX	1.2	1.8	+50%
	St. Louis	KDNL	2.0	2.3	+15%
	Indianapolis	WTTV	0.7	2.8	+300%
	Milwaukee	WVTV	2.6	3.2	+23%

*Source: NSI 10/29-11/23/90 vs. 10/1/90 (Cleveland Source/Arb)



ON SITE AT NATPE

BROADCASTING will be represented at the NATPE International convention in New Orleans, Jan. 14-18, by editorial staff members Rich Brown; John Eggerton; Mike Freeman; A. Adam Glenn; Steve McClellan; Donald West, and advertising staff members Lewis Edge; Joe Ondrick; John Russel; Ken Taishoff; Skip Tash, and Randi Teitelbaum.

Editorial staff members will be staying at the Holiday Inn Crown Plaza in New Orleans (504-525-9444); advertising representatives will be at the Radisson Suite Hotel in New Orleans (504-525-1993).

Aires: Jack Petrik, Turner Program Services, Atlanta.

Thursday, Jan. 17

8 a.m.-9 a.m. "Doing business in Europe." Room 17. *Producer:* Dick Barovick, Loeb & Loeb, New York. *Moderator:* Lee Steiner, Loeb & Loeb, New York. *Panelists:* Yves Fleury, Paravision International, Paris; Guendalina Ponti, Loeb & Loeb, Rome; Dighton Spooner, Granada Television, London.

9 a.m.-10:30 a.m. Three concurrent seminars. Syndication 1991-'92 "More tiers and what else?" Room 14. *Producer:* David Spiegelman, Orbis, New York. *Moderator:* Al Masini, TPE, New York. *Panelists:* Bud Carey, Times Mirror, New York; Roger Colloff, WCBS-TV New York; Bob Jacquemin, Buena Vista TV, Burbank; Bob King, Orion TV Distribution, New York; Bob Leider, WSVN Miami; Dick Robertson, Warner Bros., Burbank; Barry Schulman, WBZ Boston.

"Blacks in TV: focusing on success." Room 24. *Producer:* Robert Johnson, Black

Entertainment Television, Washington, D.C. *Co-producer:* Charlotte English, KSHB Kansas City. *Moderator:* Paula McClure, "Home," Los Angeles. *Panelists:* Byron Allen, "The Byron Allen Show," Los Angeles; Donald Bogle, author, New York; Robert Johnson, BET, Washington; Tim Reid, United Image Entertainment; Bernard Stewart, ESPN, Bristol.

"Is regulation back in style?" Room 26. *Producer:* Lynn Stepanian, WESH Orlando, Fla. *Moderator:* Maury Pavich, New York. *Panelists:* Toni Cook, Senate Commerce Committee, Washington; Charles Firestone, The Aspen Institute, Washington; Leonard Hill, Leonard Hill Films, Los Angeles; Mark MacCarthy, Capital Cities/ABC; James Mooney, NCTA, Washington; Richard Wiley, Wiley, Rein & Fielding, Washington.

10:30 a.m.-1 p.m. Iris Celebration brunch, ballroom, convention center. *Iris Chair:* Bob Clark, KHTV Houston. *Assistant Chair:* Russ Myerson, Media General Broadcast Group, Tampa, Fla. *Host:* Robin Leach. *Entertainment:* Natalie Cole. *Presenters:* Geoff Edwards and Bob Eubanks.

Award of the Year. *Presenter:* David Hartman, "Realities," New York.

12:30 p.m.-6:30 p.m. Exhibition.

Friday, Jan. 18

9 a.m.-1 p.m. Exhibition.

12:45 p.m. Distributor's meeting. Room 26.

1 p.m.-3 p.m. The Big Bash, ballroom, convention center. *Producers:* Bob Janes, Nostalgia Channel, Dallas; Chuck Larsen, Republic Pictures, Los Angeles; Craig Smith, KING-TV Seattle. *Host:* Pat Patton, NATPE second vice chairman/KMBC Kansas City.

3:15 p.m. Business meeting. Room 26.

AISLES OF PROGRAMING AT NATPE

All exhibits are in the New Orleans Convention Center

* Indicates new product.

4D/Marina Productions 623
55 Ay. Marceau, Paris, France 75116
Staff: Claude Berthier.

AB Productions 623
114 Ave. du President Wilson, La Plaine St. D
93210 France

A.C. Nielsen 823
1290 Ave. of the Americas, New York

Staff: Bill Jacobi; John Dimling; Dave Woolfson; Roy Anderson; Rusty Taragan; Ann Rosenberg; Dave Harkness; Mike Hudak; Jack Loftus; Tom Hargreaves. *Programs:* TV Conquest; Ad Mix; Audience Analyst; Megabase; Micronode; NSI Plus; Plus Systems; Client Cume System; Line Up Management Systems; NSS Bulletin Board.

AT&T 618
55 Corporate Dr., Bridgewater, N.J. 08807

Staff: Robert Markowitz; Thorpe Tyler; Brian Rivette; Judy Studt; Dan Pullman; Steve Davis; Karen Johnson; Heidi Barnett. *Programs:* *AT&T's MultiQuest Family of Services; *Call Interactive.

A.I.P. Studios 185

ABC Distribution Co. 480
825 Seventh Ave., New York 10019

Staff: Archie Purvis; Joseph Abrams; Paul Coss; Michael Dragotto; Maria Komodikis; June Shelley; Mara Stenthal. *Programs:* *Stop at Nothing; *Wildlife Tales; *The Inside Track with Graham Nash; America's Funniest Home Videos; Heaven Tonight; Hoodwinked; World of Discovery; Acade-

my Awards Specials.

A.C.M. 623
36 Ave. Hoche, Paris, 75008 France

Staff: Jerome Deprez; Christine Hayet. *Services:* Program buyer.

Action Media Group 581
5855 Topanga Canyon Blvd., #210, Woodland Hills, Calif. 91367

Staff: Rick Pack; Gina Colbath; Leonard Materna; Raymond Devlin; Amy Willstatter; Wanda Meyers; Lauren Spector; Lisa Dahl; Deirdre Bence. *Programs:* *First-run series:* Dracula—The Series; Earthwatch; Reunion; Stunt Masters; Republic Pictures Presents: "All Nite Movie." *Features:* The 1992 Collection; Republic Color Movies; Republic Premiere One. *Family Christmas movies:* It's a Wonderful Life; The Man in the Santa Claus Suit; Motown Merry Christmas; The Night They Saved Christmas. *Special movie presentation:* The Last Butterfly. *Specials:* Antarctica; Dick Clark's Rock & Roll Oldies; Cliffhangers; Takin' Off. *Sports:* Tuff Trax; USWA (U.S. Wrestling Association); TWN (The Wrestling Network).

Adcraft Associates Inc. 281
6100 Dutchmans Lane, 7th floor, Louisville, Ky. 40205-3280

Staff: Rick Redding; Roy Hamlin; Bill Riles. *Staff:* *PGA's Golf Almanac.

Alice Communications Ltd. 436
1693 Mission Dr., #201, Solvang, Calif. 93463

Staff: Alice Donenfeld; Dan Waite; Alexandra Williams. *Programs:* The Fruitties; Western Challenge; Sunshine Porcupine; The Christmas Tree;

Despair; Mofit; Adventures in Diving; On a Wildlife Trail; You're Never Too Old; Fables and Stories from Around the World.

ALIN-TV 975
(America's Leading Indies Network)
149 Madison Ave., New York 10016

Staff: Alan Cohen; Jack Giebel; Alan Steinberg. *Programs:* ALIN Prime Network; Early Frdwg Net; Day Network; Weekend Network; *World Golf Tour.

All American Television 462
304 E. 45th St., New York 10017

Staff: George Back; Joseph E. Kovacs; Carl Menk Jr.; David Armstrong; Conrad Roth; Richard Mann; Pater Kranzler; JoAnn Giacalone; Debbie Back; Bruce Casino; David Katz; Steven Engelson; Steve Blechman; Janet Bass; Sue Eck. *Programs:* *True or False; *The Senior Report; America's Top 10; Crime Stoppers 800; Crook & Chase; Beyond 2000. *Specials:* The Boy King; Christmas at the Movies; McDonald's Christmas Parade; An America's Top 10 Christmas. *Movie packages:* *All American Feature Theatre; Coming Attractions; Skouras Collections I & II; All American Classics; The Grey Fox.

All Media International 1423

Alliance Communications 923
920 Yonge St., #400, Toronto, Ontario, M4W 3C7

Staff: Robert Lantos; Stephanie Sperry; Steven DeNure; Rola Zayed; Charlotte Mickie; Milt Avruskin; Elisa Rothstein. *Programs:* *Dramatic series:* The Adventures of the Black Stallion; Counterstrike; Bordertown; E.N.G.; Emilie; Diamonds;

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Alpa International 1273
18, Rue Pasteur, 94800 Villejuif, France.

Staff: Albert Pascual; Daniele Bourdekas. **Programs:** Sport to culture documentaries; *Pushing the Limits; *Sources of Humanity; *Tribulations.

American Motion Pictures 537
2247 15th Ave. West, Seattle 98119

Staff: Conrad Denke; Jacki Artley. **Programs:** *Hidden Treasure; *Hollywood Stories; Ed Hume on Gardening; Teens Talk; Adventures on Sinclair Island; Home Improvements.

American Trail, The 1074

Andrews Entertainment 781
3 Dallas Communications Complex, #200, LB93, Irving, Tex. 75039

Staff: Max Andrews; Ilene Cook; Kent Fredericks. **Programs:** Tuff Trax; USWA Presents: Challenge; Main Event; Best of the USWA; *Club Golf.

Antenne 2 186

Applied Information Management (AIM) 137
98 Cattermill Rd., #473N, Great Neck, N.Y.

Staff: David Isacowitz; Shari Neuwirth; Melissa Blog; Marilyn Cohon; Jim Bassett. **Programs:** Harpoon computer systems for television syndication.

Arbitron Co., The 1381

142 W. 57th St., New York 10019

Staff: Pete Megroz; Bob Decker; Susan Howard; John Ferrari; Nancy Lankford; Eric Schindler; Jim Mocariski; Doug McFarland; Barbara McFarland; Michael Spitalnik; Bill Shafer.

ARP Films Inc. 373
342 Madison Ave., #714, New York 10173

Staff: Claude Hill; Anne Cody. **Programs:** *Animated:* The Elm-Charnted Forest. *Cartoons:* Rocket Robinhood; Star Blazers; Kids Like Us. *Educational:* Max the 2,000-Year-Old Mouse. *Series:* The Russian Circus; The Dracena Morg Show; Strange Paradise. *Documentaries:* Collection; Chef of the Stars; Magicians of Murano; The Nose.

Artistic License Inc. 1465
1808 Q St., Sacramento, Calif. 95814

Staff: Barry Binning. **Programs:** *Learning Curve; *The Ninth Crusade; *The Eyes of the World.

ASI Market Research Inc. 636
2600 W. Olive Ave., 7th floor, Burbank, Calif. 91505

Staff: Paul Lenburg; Ellen Ryan; Jill Gardner. **Services:** Research services; cable tests; focus groups; dial sessions.

Associated Production Music 628
6255 Sunset Blvd., #820, Hollywood, Calif. 90028

Staff: Cassie Gorieb; Connie Red. **Programs:** *Broadcast-2; Broadcast-1 production music library; KPM, Bruton, Sonoton and Themes music libraries; Sound FX, the library.

Atlantique Production 623
Staff: Jacques Methe; Boudjema Dahmane.

Atlas Media Corp. 771
1270 Broadway, New York 10001

Staff: Bruce David Klein; Dick Ostrander; Hank Guzik. **Programs:** Golfing America; Al (Grampa) Lewis' 80th Birthday Celebration; All-Star Halloween Party; Shark Terror; The Tax Show.

Audience Research & Development 1371
8828 Stemmons, Dallas 75247

Staff: John Sheehan; Bill Taylor; Ed Bowley; Willis Duff; Jim Willi; Doug Clemensen; Joseph Chillemi; Jerry Florence; Sandra Connell; Marie Moore. **Programs:** Programming research, positioning research; news research; consultation/strategic planning; talent/executive coaching; talent placement services.

Baruch Entertainment 771
7777 Leesburg Pike, #302N, Falls Church, Va. 22043

Bavaria Film 1033
Bavariafilmplatz 7, 8022 Geiseltasteig, Germany

Staff: Rosemarie Dermuhl. **Programs:** *After the Clowns Came the Tears; Bastard; The Investigator; Lives of a Cat.

Behrens Television Inc. 236

Bender, Goldman & Helper 1440
11500 W. Olympic Blvd., #655, Los Angeles 90064

Services: Public relations, marketing communications.

Biznet/U.S. Chamber of Commerce 833
1615 H St., N.W., Washington 20062

Staff: Robert Adams; Carl Grant; Scott Hulst; Frank Allen Philpot; Vanessa Polts; Mercedes Sandoval. **Programs:** First Business; It's Your Business. **Services:** Live-to-tape program production; studio space; videoconferencing facilities; satellite downlink; media training workshops.

Blair Entertainment 1340
1290 Ave. of the Americas, 7th floor, New York 10104

Staff: James Rosenfield; Alan Berkowitz; Clare Simpson; Michael Weiser. **Programs:** *Stuntmasters; Dracula; Reunion; The Best of Divorce Court; Frederick Forsythe: A Little Bit of Sunshine; Impact I.

Blair Television 941
1290 Ave. of the Americas, 7th floor, New York 10104

Boom Television Ltd. 1028
Calle 75 N. 4-75, Bogota, Colombia.

Staff: Mariluz Zuluaga. **Services:** Broadcasting, marketing, production, co-production of films, TV programs, videos.

BPME 1320
6255 Sunset Blvd., #624, Los Angeles 90028

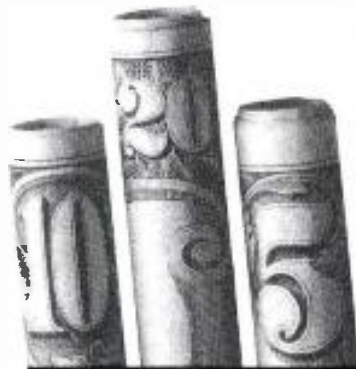
Staff: Gary Taylor; Gregg Balko; Jay Curtis. **Programs:** BPME membership, Gold Medallion Awards; BPME and BDA conference and exposition; regional seminars.

Broadcast Management Plus 155
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1451 California Ave., Palo Alto, Calif. 94304
Staff: Brian Brady; Roger Cooper; Chuck Briggs; Dan Havens; Lana Lee; Richard Tipton; Alan Parker; Peter Wickwire. **Products, services:** Sales research; avails and proposals; reach and frequency; program scheduler. *Qualitative System—CaliberPlus.

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Buena Vista Television 391
500 South Buena Vista St., Burbank, Calif. 91521

Staff: Jamie Bennett; Carole Black; Bobbi Blair; Etienne de Villiers; Rich Frank; Bob Jacquemin; Jeffrey Katzenberg; Gary Krisel; Mort Marcus; Hal Richardson; Bruce Rider; Ken Werner; Mark Zoradi. **Programs:** *Dark Wing Duck.

Byrne Enterprises 563
235 East 45th St., New York 10017

Staff: Brian Byrne; Katherine Kladopoulos; Joanne Navas. **Programs:** Neon Rider; Desert Island Video; Sports Challenge '92.

Call Interactive 618
2301 N. 117th Ave., Omaha 68164

Staff: Larry Newman; Brian Rivette; Ron Katz; Bob Markowitz. **Service:** Joint venture of AT&T and American Express Information Services Corp. Co., including 800 and 900 number services.

Camelot Entertainment Sales 1063
1700 Broadway, 34th floor, New York 10019

Canal Plus 186

Cannell Distribution Co. 741
1925 Century Park East, #2140, Los Angeles 90067

Staff: Patrick Kenney; Maury Lanken; Ed Youngmark; Chuck Velona; Patti Mark. **Programs:** *Off-network:* 21 Jump Street; *Carol Burnett & Friends; Greatest American Hero; Tenspeed and Brownshoe. *First-run series:* 21 Jump Street.

Carolco Films International 841

Cassandra Enterprises 1420

Castano Valencia S.C.A. 1028
Cra. 14 N. 85-24; Bogota, Colombia.

Staff: Rodrigo Castano. **Programs:** Promotion, production for TV and films for documentaries, talk shows, interviews, news programs.

CBS Broadcast International 871
51 W. 52nd St., New York 10019

Staff: James Warner; Rainer Siek; Michelle Reiner; Stephanie Pacheco-Fleisher. **Programs:** *Evening Shade; *Top Cops; *True Detectives; Rescue 911.

Centauro Films 1028
Cra. 13 A N. 98-16, Bogota, Colombia

Staff: Gustavo Nieto Roa. **Programs:** Films, TV programs. **Service:** Dubbing into Spanish.

Central Television Enterprises 553
11229 West Atlantic Blvd., #101, Coral Springs, Fla. 33071

Staff: Philip Jones; Bill Allan; Anthony Utley; Clare Alter. **Programs:** *Specials:* Torvill and Dean with the Russian All Stars; Lenny Henry Go Home. *Children:* Roald Dahl's Revolting Thymes and Dirty Beasts.

Centre National de la Cinematographie 623

Staff: Dominique Wallon; Daniel Goudineau.

CFC 623

Staff: Christian Charret.

Cinar Films 923
1207 Rue St. Andre, Montreal, Quebec, Canada H2L 3S8

Staff: Ronald Weinberg; Micheline Charest; William Litwack.

Cine Source 1323
2219 W. Olive Ave., Burbank, Calif. 91506

Cine TV 623

Classic Films International Inc. 1316
(Classic Entertainment Productions)

Staff: Joseph Clement; Harry Weimar; Jim Reid. **Programs:** *Adventures of Robinhood; *American Television Legacy; *Entertainment Time Out; Trouble with Father; Date with Angels; My Hero; Burns & Allen; Jack Benny; Milton Berle; This Is Your Life; Dragnet; Robin Hood; Zorro; Long John Silver; Racket Squad; Dangerous Assignment; Sherlock Holmes; Crossroads; Foreign Intrigue; Radar Men on the Moon; Phantom Creeps; Flash Gordon; Annie Oakley; Roy Rogers; Cartoon Carnivals; Superman; Betty Boop; Bugs Bunny; Daffy Duck; Porky Pig. *Films:* Topper Returns; The Inspector General; My Favorite Brunette; Wee Georgie; Jack and the Beanstalk; The Perils of Pauline; *Til the Clouds Roll By; Royal Wedding; Charade; Snows of Kilimanjaro; Repulsion; The 39 Steps; Man on the Eiffel Tower; And Then There Were None; The Proud and the Damned; The Last Time I Saw Paris; Mr. Scarface; The Avenger; A Town Called Hell; Beneath the 12-Mile Reef; The Terror; Godzilla Series; The Day of the Triffids; Ride in the Whirlwind; Captain Apache; Angel and the Badman; Vengeance Valley; Rage at Dawn. *Animation:* Adventures of Sinbad; Alice in Wonderland in Paris; Gulliver's Travels; Fantastic Planet.

Claster Television Inc. 370
9630 Deereco Rd., Timonium, Md. 21093

Staff: John Claster; Sally Claster Bell; Janice Carter; Terri Akman; Peggy Powell; Ann Vickers; Dana Feldman. **Programs:** *Animated:* Bucky O'Hare and the Toad Wars; James Bond Jr.; Jim Henson's Muppet Babies; G.I. Joe. *Children:* Romper Room.

CM Enterprises Inc. 1420

Colombian Government Trade Bureau 1028

Columbia Pictures TV 341
3400 Riverside Dr., Studio Plaza, Burbank, Calif. 91505

Staff: Gary Lieberthal; Barry Thurston; Ed Wilson; Robert Cook; Don DeMesquita; David Mumford; Doug Roth; Terry Mackin; Leslie Tobin; Lon Feldman; Francine Beougher; Joe Kissack; John Weiser; Elise Keen; Eric Marx; Alan Daniels; Julie Fields; Jim Smith; Chris Ender; Chris Gerondale; Gary Lico; Lee Rudnick; Herb Weiss; John Rohrs Jr.; Tom Canedo; Stuart Walker; Susan Grant; Steve Maddox. **Programs:** *Off-network:* All in the Family; Archie Bunker's Place; Barney Miller; Benson; Carson's Comedy Classics; Carter Country; Diff'rent Strokes; The Facts of Life; Fish; Good Times; The Jeffersons; *Married...with Children; Maude; My Two Dads; One Day at a Time; Punky Brewster; Sanford & Son; Silver Spoons; Soap; That's My Mama; The Three Stooges; 227; Who's the Boss?; Charlie's Angels; Fantasy Island; Hart to Hart; Hunter; Police Story; Police Woman; S.W.A.T.; Starsky and Hutch; T.J. Hooker.

Features: Columbia Night at the Movies; Tri-Star Showcase; Columbia Gems I; Columbia Showcase I; Entertainer of the Year; Embassy II, III; TV 1, 20; Volume IV, V, VI; Pegasus I, II.

Consolidated Entertainment 1162

Consultores LatinoAmericanos Asociados 1028
Cra. 13 N. 77-31, Bogota, Colombia

Staff: Roberto Gil de Mares. **Services:** Distribution, marketing of transmission rights for movies, series, mini-series, children's programs for TV, cable, video, film.

Coral Pictures Corp. 1163
6101 Blue Lagoon Dr., #400, Miami 33126

Staff: Marcel Granier; Juan Lamata; Jose Manuel

Pagani; Marco Llovera; Ricardo Panneflek; Gustavo Basalo; Manolo Vidal. *International:* Alfredo Odoorio; Juan Jorge Jaeckel; Juan Julio Baena; Wolner Camargo; Gabriel Manjarrez. **Programs:** *TV novels:* *Gardenia; *Herencia Maldita; *Natacha; *De Mujeres; *Carmen Querida; *El Engano; *Anabel; La Pasion de Teresa; Alondra; Amanda Sabater; La Dame de Rosa; Roberta; La Intrusa; Atravete (Dare); Cristal (Crystal); Topacio; Leonela. *Mini-series:* Los Ultimos Heroes; Pobre Negro; Brigada Especial; La Muchacha del Circo; Diamantes de la Muerte (Diamonds of Death); Mansion de Luxe (The Family); Vida de mi Vida (Love of My Life). *Dramas:* Luna de Sangre; Madres; La Raya de Cal; El Venerable; Angustia; La Viuda Negra. *Specials:* Fine Arts Concert from Puerto Rico; New Songs by Raphael; Romulo Gallegos Theater; Tex; Hooray for the Three Wise-men; Mysteries of the Ancient World; Your Show of Shows.

Documentaries: Expedition through the Amazon and Orinoco Rivers; Expedition to the Plains of Venezuela; Expedition to the Mists in the Amazon Jungle; The Amazon, the Last Frontier; The Amazon, the Truth and the Legend; Cuare, A Paradise in Danger; Tapirapeco; Sarisarinama; Los Roques; La Sierra Nevada; Urimaco, a Desert of Fossils; Orinoco, the Sources. *Films, packages:* Venezuelan Feature Films; Feature Film Package III. *Children:* 3-2-1 Contacto; Plaza Sesamo; Jibani; Live Man. *Animated:* Man and His World; Dragon Ball.

CSM Production 623
Staff: Jacques Rossignol.

Daniel Television 1261

Deleco Communications Inc. 1429
28 E. Jackson Blvd., #1101, Chicago 60604

Staff: Delmarie Cobb. **Program:** *Street Life.

DLT Entertainment Ltd. 381
31 W. 56th St., New York 10019

Staff: Donald Taffner; John Fitzgerald; Mark Cohen; Robert Peyton; Merritt Sticker; Genevieve Pitturo; Donald Taffner Jr.; Rod Murray; Mark Maxwell Smith; John Mann; Bill Allmendinger. **Programs:** Three's Company; Too Close for Comfort; The Benny Hill Show; World at War; *Reilly, Ace of Spies; *Edward and Mrs. Simpson.

DSL Entertainment 185
Staff: Drew Levin.

Dune 623
Staff: Robert Nador; Steve Hawes.

Dutch TV Programs/HDTV 1261

Ebony/Jet Showcase 1250
820 South Michigan Ave., Chicago 60605

EC Television 623, 1023

Enterprises Video Antenne 2 186

ESPN Inc. 480
605 Third Ave., 8th floor, New York 10158

Staff: Andrew Brilliant; Christopher Petersen; Mark Reilly; Richard Stone. **Programs:** *1991 Indy Car Racing; *Expedition Earth; *Amazing Games.

Features International 624
1011 Eden Way North, Chesapeake, Va. 23320

Staff: Steve Newton.

Filmworld Television Inc. 336
685 Fifth Ave., New York 10022

Staff: Beverly Partridge; Deborah Dave. **Programs:** *Resident Alien; Strange Paradise. *U.S. film packages:* Dimension I & II; Family Entertainment I & II; Shock Theatre I & II; *Fatal Sky.

Fishing the West Inc. 136
5484 S.E. International Way, Milwaukie, Ore. 97222

Staff: Lana Coon; Charles Goodloe. **Program:** Fishing the West.

Fox/Lorber Associates Inc. 1022
419 Park Ave. South, 20th floor, New York 10016

Staff: *Domestic:* David Fox; Robert Miller; Stacey Garrett. *International:* Richard Lorber; Rena Ronson; David Linde; Denis Gutman; Susan Margolin; Paul Greiffinger. **Programs:** *Domestic:* Overboard...Again!; King...Montgomery to Memphis; Legacy of a Dream. *Domestic/international:* Hunters in the Sky; Video Guide to Italy. *International:* Roger Ramjet; Let Them Live. *Feature packages:* Prayer of the Rollerboys; A Matter of Degrees; Iron and Silk; The Kings Road Entertainment Feature Collection; Cinema Brasil; Romance Theatre; The Discovery Program. *Children:* Kids-TV; Fairy Tales from Far-Off Lands. *Animated:* The Animation Collection. *Sports:* Ivan Lendl; Tennis My Way; Fantastic Fights of the Century; Garrincha, The People's Joy; This Is Pele. *Documentaries:* Blood in the Face; Our Time in Hell; The Eagle and the Turtle; The Brave Rifles.

FR3 186

France Telecom STI 623

Staff: Jean-Francoise Latour; Dominique Lamliche; Mariette Varga; Jean Claude Delmas; Cialre Mialaret; Jean Pierre Coustel.

Fremantle International Inc. 1023
660 Madison Ave., New York 10021

Staff: Paul Talbot; Julie Zulueta-Corbo; Josh Braun; Tony Gruner; David Champaloup. **Programs:** *New Music Report; *1991 Movie Awards. *Animated:* Curious George; The Berenstain Bears. *Drama:* Loving. *Movies:* Vanishing Act; Stillwatch; The Last Days of Frank and Jesse James. *Game shows:* The Price Is Right; Family Feud; Blockbusters; Concentration; Password; Body Talk; Tic Tac Dough; \$25,000 Pyramid; The Dating Game; The Newlywed Game; Name That Tune; Let's Make a Deal. *Series:* Baywatch; Divorce Court; The Campbells; The Adventures of Black Beauty; Fugitive Samurai; TV 101; Mr. Wizard's World; The Galloping Gourmet; Candid Camera. *Specials:* Kennedy Center Honors; Las Vegas 75th Anniversary; People Magazine on TV; Tony Awards; Christmas in Washington; Kenny; Dolly and Willie. *Latin America:* Maniac Mansion; Ray Bradbury Theatre; Neon Rider; Hand of Stalin; Talkin' About AIDS; Mows; Tom Alone; The Rookies; News Hound; Firing Squad; Lost in the Barrens.

Fries Distribution Co. 163
6922 Hollywood Blvd., Hollywood, Calif. 90028

Staff: Charles Fries; Ava Fries; Ave Butensky; Larry Friedrichs; Paula Fierman; Ami Hope Witt; Harvey Reinstein; Jon Ferro; Shannon Clark. **Programs:** *Fries Frame 6; *Fries Action Premiere; *The International Magic Awards; *The Mrs. America/USSR Pageant; *The Spirit of Christmas; *Your Easter Bonnet; *The Victor Awards; Fries Frame 5; Star Showcase; Fries Dynamite.

Gaylord/Syndicom Entertainment Group 1062
65 Music Square West, Nashville 37203

Staff: Jane Grams; Hal Buckley; Martin Clayton; Joyce Simmons; Lynn Murphy. **Programs:** Hee Haw; Prestige II; *Tall Tales & Legends; Faerie Tale Theatre; *Monster (mini-series); Babe Winkelman's Good Fishing; Explore; Phenomenal World.

GE American Communications Inc. 264

4 Research Way, Princeton, N.J. 08540

Staff: W. Neil Bauer; Robert Krzyzkowski; John

McGrath; Dorothy Ryan; Jeff Richardson. **Services:** Satellite service provider, domestic and international; programing distribution (C-band and Ku-band).

Genesis Entertainment 1342
30501 Agoura Rd., #200, Agoura Hills, Calif. 91301

Staff: Gary Gannaway; Wayne Lepoff; Douglas Friedman; Steve Saltman; Steve Smooke; Richard Firth; Leslie Gershman; Marcia Boyd; Karen Vinocor; J. Philip Oldham; Barry Wallach; Stanley Sherman; Diane Galella; Mitch Turner; Jerry Weaver. **Programs:** *Specials/weekly series:* Best of the National Geographic Specials; Birobidjan; Ode to Joy & Freedom: The Fall of the Berlin Wall. *Variety/music:* Classic Country Featuring Stars of the Grand Ole Opry. *First-run series:* *Grudge Match; The Byron Allen Show; The Judge; El Juez. *Off-network series:* Highway to Heaven.

International: Specials: Rain Forest Imperative; A Twentieth Century Medicine Man; Birobidjan; The Search for Herod's Harbor; Mark. *Variety, music:* Classic Country Featuring Stars of the Grand Ole Opry. *First-run series:* *Grudge Match; The Judge; El Juez; The Byron Allen Show; The Great Escape.

GGP/GGP Sports 681
400 Tamal Plaza, Corte Madera, Calif. 94925

Staff: David Peterson; Robert Horowitz; Henry Schneidman; Hillary Mandel; Leslie Lombre; Christopher Weis; Steve Morrow; Duncan Gould; Jay Elliot; Ted Griggs. **Programs:** *Albertville '92; *Barcelona '92; Dan Dierdorf's Super Bowl Special; Winter Sports Weekend; NFL Pre-Season

Special; Race for #1: Pre-Season Special; Race for #1: College Bowl Preview; Money Magazine Television; Escape from Alcatraz; GGP Skiing Magazine Ski Buyers Guide; Pan Am Winter Games; Plymouth Celebrity Ski Classic; Countdown to the Academy Awards; Countdown to the Final Four; Images of 1991; GGP Skiing Magazine; College Basketball Championship Special; *How to Play the Tax Game & Win.

Global News Services 624
1011 Eden Way N., Chesapeake, Va. 23320

Staff: Lionel Williams; Steve Newton. **Programs:** *African Update; *news and feature service; special reports and programs.

Global TV Network-Brazil 1082

Goodman Entertainment Group 755

Granada Television Int'l. 437
400 Madison Ave., #1511, New York 10017

Great Chefs G.S.I. Inc. 143
P.O. Box 56757, New Orleans 70156-6757

Staff: John Shoup; Linda Nix; Larry Klingman; Charles Flood. **Programs:** *Great Southern Barbecue; *Barbecue American Style; A New Orleans Jazz Brunch; Don Menza in New Orleans; Les McCann in New Orleans.

Group W Productions 441
3801 Barham Blvd., Los Angeles 90068

Staff: Derk Zimmerman; Don Loughery; Nancy Alspaugh; Sam Cue; Owen Simon; Ted Barajas; Ken Flower; Esther Greif; David Jacquemin; Barry Stoddard; Robert Liuag; Doug Martz; Merry Mar-

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shall; Don Cosgrove; Richard Sheingold; Peter Gimber; Glen Burnside; Steve Parker; Elizabeth Koman; Rhonda Schulik; Scott Collins; Richard Greenhut; Michelle Gault; Brock Krusic; Patricia Brown; Michael Turner; Jeff Hoops; Tim Lavender.

Programs: *Reality:* Missing/Reward; *On Scene; On Scene: Emergency Response. *Informational:* Home Again with Bob Vila. *Animated:* Teenage Mutant Ninja Turtles. *Game show:* *Scrabble. *Children:* *Way Cool. *Special:* Desperate Passage. *News:* Group W Newsfeed; The Entertainment Report.

Group W TV Sales 441
90 Park Ave., New York 10016

Staff: Edward Goldman; David Plegler; Kelly Dowd; David Lalich; Bob Gore; Steve Hoffman; Catharine Van Mater; Heidi Wilson; Mari Kimura; Gregg Cooke; Joel Segal; Nick Langone; Andi Platea; William Korn; Tom Goodgame; John Moran; Deb Zeyen; Rich Sabreen; Michelle Gault; Francine Achbar. **Programs:** For Kids' Sake; Thanks to Teachers; Niche Sponsor Packages. **Services:** Premiere Announcement Network; Target Marketing; public service campaigns.

Group W Videoservices 441
310 Parkway View Dr., Pittsburgh, Pa. 15205
3801 Barham Blvd., Los Angeles 90068

Staff: Becky Courtad; Lee Salas (West Coast sales).

Groupe Images 623

Grundy Worldwide 259

(REG Grundy Prods. Inc.)

9911 West Pico Blvd., #1200, Los Angeles 90035

Staff: Reg Grundy; Ian Holmes; Robert Lloyd; Robert Crystal; Robert Noah; Bill Mason; Robin Dursi; Lou Wexner. **Programs:** *First-run series:* Embassy; It's a Knockout; Neighbours. *First-run mini-series:* Tanamera; Lion of Singapore.

Hachette International Television 623

28 Rue Francois 1 er, 75008 Paris, France

Staff: Jean Rouilly; Andre le Guillou.

Hamster Productions 623

Hearst Entertainment 563

235 East 45th St., New York 10017

Staff: Bruce Paisner; William Miller; William Kunkel; Robert Corona; Leonard Soglio; Steve Weiser; Kathy Zeisel; Thomas Devlin; Samuel Gang; Stacey Valenza; Laurie Tritini; Michael Doury. **Programs:** *International: Animated:* *The Legend of Prince Valiant; All New Popeye; Original Popeye; Popeye and Son; Animated Flash Gordon; Cool McCool; Beetle Bailey; Barney Google and Snuffy Smith; Krazy Kat; Defenders of the Earth; G-Force; Adventures of the Galaxy Rangers; Animated Specials; King Video Comics. **Features:** *Evidence of Love; *Sudie & Simpson; *Lucky Day; *Menu For Murder; *The Fatal Image; *Soul Thief; The King Features. **Series:** Original Blondie; Original Flash Gordon; Perspective on Greatness. **Other:** Feature Creatures; Hearst Reports; TV Time Capsules.

Domestic: First-run series: *Family Works!; *Marquee II; *Neon Rider; *Great Expectations. **Animated:** Original Popeye; Animated Flash Gordon; Cool McCool; Beetle Bailey; Barney Google and Snuffy Smith; Krazy Kat; Dinky Dog. **Off-network series:** Original Blondie. **Features, packages:** The Performers I, II, Marquee. **Other:** Hearst Reports; TV Time Capsules; Feature Creatures.

Hollyberry Post & Production 1418

Home Team Inc. 980

HRP Inc. 675

805 Third Ave., New York 10022

Staff: Jay Walters; Peter Ryan; James Curtin; Steve Raffel; Dale Kendall-Browne. **Services:** Station representative firm; program information, consultation.

Hypermedia PLC Vidikit 1271

I.A. Entertainment 1118

IBM 1240

21041 Burbank Blvd., Woodland Hills, Calif. 91367

IDDH 278

124 Rue de la Boetie, Paris, France 75008

IMA Production 623

11 Rue Christiani 75018 Paris, France

Staff: Georges Benayoun. **Programs:** *Izkor. Slaves to Memory; El Espectador. The Hostage Speak; The Ramdah Family.

Image Sud Nord 623

78 Ave. Raymond Poincare, Paris, 75116, France

Staff: Herve Coquerelle; Olivier Sieber.

INI Entertainment Group Inc. 240

Initial Groupe 623

14 Rue Segulier, Paris 75006 France

Staff: Jean Cazes; Raymond Parizer.

Innoventures Television Distribution 1126

599 Lexington Ave., #2300, New York 10022

Staff: Thomas Byrnes; Bette Alofsin; Brian Davidson; Tim Noonan; Fred Petrosino; Rick Weidner. **Program:** *Critical Decisions.

Internal Revenue Service 1119

International Broadcast Systems Ltd. 1041

100 Crescent Court, 16th floor, Dallas 75201

International Telemusica Inc. 248

International TV 337

International TV Enterprises 553

420 Lexington Ave., New York 10017

Ironstar Communications Inc. 923

65 Heward Ave., #107, Toronto, Ontario, M4M 2T5 Canada

ITC Entertainment 562

12711 Ventura Blvd., Studio City, Calif. 91604

Staff: Wm. Christopher Gorog. **Domestic:** Ritch Colbert; Tony Dwyer; Brett Cervantes; Richard Easthouse; Daniel Menzel; Sam Peck; Jim Ricks Jr.; Mike Russo; Henry Urick; Paul Eagleton; Kevin Kroker. **International:** Jim Marrinan; Lynden Parry; Armando Nunez; Doralea Rosenberg; Lori Bardwil. **Programs: Domestic: Feature films:** *Movie of the Month Network; *Volume 10; *Volume 9, 8. **International: Feature films:** *Aftermath; *The Brave Little Toaster; *Fatal Sky; *Kill Me Again; *The Last To Go; *Last Warrior; *Lethal Charm; *Rainbow Drive; *San Antonio Cops; *Stepfather II; *Toxic Effect; *UFO Cafe; *Welcome Home Roxy Carmichael; *Whispers; *Zandalee; *Zapped Again. **Mini-series:** *Night of the Fox; *People Like Us; *Touch and Die. **Series:** *Shark Island; *Time of Your Life; Captain Scarlet and the Mysterons; Cloppa Castle; Joe 90; Munch Bunch; Secret Service; Stingray; Supercar; Thunderbirds 2086.

Ivanhoe Communications 270

401 S. Rosalind Ave., #100, Orlando, Fla. 32801

JM Entertainment 863

133 East 58th St., 804, New York 10022

Staff: Jerry Molfese; Brian Molfese; Lydia Cunniff; Christina Ortiz; Stephanie Beatty; Dain Fritz; Brian Wynn; Ron Castelli. **Programs:** *Red Hot & Cool;

*Baby Boomers; *Dancin' on Air. **Specials:** *Story of a People; *A Laugh, a Tear; Frankie Avalon Presents; *Making It in Hollywood; Bearwitness News Back to School; Great Bear Scare; The Bear Who Slept Through Christmas. **Specials:** *Tukiki and His Search for a Merry Christmas; *The Little Brown Burro; *The New Misadventures of Ichabod Crane; *Gettysburg "The Final Fury." **Sports specials:** Indy Challenge; Jockey; Thunder at the Wheel.

JS and Friends 1116

J.A.C. 623

93 Champs-Elysees, Paris, France 75008

JE international 1261

Jingle 623

Domaine de la Combe, Saint Yriez, 16710, France

Staff: Patrice Mazataud.

John DeMol Products B.V. 1261

Johnston, Zabor & Associates 1437

Juan Miguel Productions 1121

K.I.C.K. Productions 1419

Katz Television Group 541

One Dag Hammarskjold Plaza, New York 10017

Staff: Jim Greenwald; Amie Sheffer; Peter Goulazian; Tom Olson; Paul Arzen; Jim Beloyianis; Jack Higgins; Marty Ozer; Lucille Luongo; John von Soosten; Bill Carroll; Mitchell Praver; Bill Hall; Ruth Lee; Joyce Rodriguez; Lisa Hollandender; Christina Bivona. **Services:** Consulting; research; programing information services.

Kelly News & Entertainment 881

Keystone Communications, L.P. 1114

Kidzbiz Inc. 1325

King World Productions 1051

1700 Broadway, New York 10019

Staff: Roger King; Stephen Palley; Jeffrey Epstein; Fred Cohen; Av Westin; Jonathan Birkhahn; Allyson Kossow; Stu Stringfellow; Dennis Franklin; Jeffrey Wolf; Diana King; Moira Farrell; Patsy Bundy; Leonard Spilka; Steve LoCascio; Paul Power; Michael King; Scott Towle; Emi DiMassa; Burl Hechtman; Donald Prijatel; Randy Hanson; Bianca Pino; Lee Leddy; Diran Demirjian; Stephen Hackett; Gary Grandolph; Lee Keirsted; Michael Stornell; Jim Farah; Steve Herlihy.

Programs: *Candid Camera; Inside Edition; Instant Recall; Jeopardy!; The Oprah Winfrey Show; Wheel of Fortune; The Little Rascals; Guns of Will Sonnett; Topper; Mr. Food. **Features, packages:** Spotlight Ten; The Epics; Popcorn Theatre; Classic Detectives.

Koch Communications Inc. 362

1650 Broadway, #510, New York 10019

Korn/Ferry Int. 1440

Services: Management consulting firm; executive recruitment.

La Cinq 186

La Sept 186

Landscape Channel Ltd. 1373

Larry Harmon Pictures 275

7080 Hollywood Blvd., #202, Hollywood, Calif. 90028

Staff: Larry Harmon; Susan Harmon; Jerry Digney; Marc Rashba. **Programs:** *Local Bozo Show; *Bozo's Schoolhouse; *Bozo Cartoons; *Laurel &

Hardy Cartoons.

LBS Communications Inc. 241
875 Third Ave., New York 10022

Staff: Henry Siegel; John Storrer; Paul Siegel; Jon Nottingham; Michael Weiden; Tony Intelisano; Rand Stoll; Steven Leblang; Louise Perillo; Joanne DeRocco; Bill Smither; Alan Winters; Lou Israel; Carl Dietze; Vincent Turco. **Programs:** *First-run series:* Family Feud; Memories—Then and Now; Baywatch; Club America; Pet Pals; TravelAmerica. *Children:* Spumoni; Police Academy: The Series; The Real Ghostbusters; The New Adventures of He-Man; Heathcliff; Mask; Inspector Gadget. *Dragon Warrior. Specials:* The Elvis Files; 10th Annual Country Showdown; Test Series; Medal of Honor: True Stories of America's Greatest War Heroes. *Features, packages:* LBS World Premiere Movies; It Nearly Wasn't Christmas; Hope Diamonds; It Came Upon the Midnight Clear. *Off-network series:* Peter Gunn (colorized); What's Happening!; Crazy Like a Fox; LBS Classics.

Les Films D'Ici 623
12 Rue Clavel, 75019, Paris, France

Staff: Yves Jeanneau; Serge Lalou. **Programs:** *The Louvre City; *The Last Marranos; Road One USA; TransAntarctica.

Les Films du Village 623
5 Passage Montgallet, Paris, 75012, France.

Staff: Gabriel Chabannier; Yolande Robevelle.

Liton Syndications Inc. 147

LMK Images 623
55 Rue Traversiere, Paris, 75012, France
Staff: Yves Eudes.

Lo-Ad Communications 1276

Louisiana Film Commission 539

LPWA Inc. 1172

LWT International 1141
500 Fifth Ave., #1710, New York 10110

Staff: Sydney Perry; Suzanne Hayes; Melissa Green; Carol Lawhon; Celeste Champagne. **Programs:** *Documentaries:* Brave New Wilderness: Climate and Man; Clive James; Evil; Prince Charles at 40. *Specials:* An Audience with Victoria Wood; The Dame Edna Experience; The Dame Edna Experience II; An Audience with Dame Edna Everage; One More Audience with Dame Edna; The Trouble with Joan Collins; The Trouble with Michael Caine. *Comedy:* Square Deal; Hale and Pace; The Management; First Exposure; The Two of Us; Hot Metal. *Drama:* Bust; The Charmer; Forever Green; Point; Piece of Cake; Scoop; Star-trap; Stolen; Upstairs, Downstairs; Upstairs, Downstairs Lost Episodes; Wish Me Luck.

M&M Syndications Inc. 934
1000 Laurel Oak Corp. Center, #108,
Haddonfield-Berlin Rd., Voorhees, N.J. 08043

M.A. Kempner Inc. 336
2151 W. Hillsboro Blvd., #110, Deerfield Beach,
Fla. 33442

Staff: Marvin Kempner; Glenn Seger; Candice Seger. **Programs:** Telephone Poll; Escape 600; features; *Musical Tune-O.

M5 623
168 Rue Saint-Charles, 75015 Paris, France
Staff: Frank Soloveicik.

Major League Baseball Productions 1073
1212 Ave. of the Americas, New York 10036

MCA TV 291
100 Universal City Plaza, Universal City, Calif.
91608

Staff: Al Rush; Shelly Schwab; James Kraus; Mort Slakoff; Steve Rosenberg; Arthur Hasson; Paul Hoffman; Tom Maples; Bill Trotter; Mark Forgea; Tony Fasola; Ken Arber; Sara Rutenberg; Bobbi Fisher; Neil Tepper; Glenn Weisberger; Philip Martzoff; Cameron Hutton; Michael Howard; Dan MacKimm; Steve Bradbury. **Programs:** *Up Late with Ron Reagan; *Roggin's Heroes; *Hollywood Premiere Network; She Wolf of London; They Came from Outer Space; Shades of L.A.; *Harry and the Hendersons; Amen; Out of this World; The New Lassie; Charles in Charge; The Munsters Today; The New Adam 12; The New Dragnet; My Secret Identity; What a Dummy; Gimme a Break; Kate & Allie; Universal Pictures Debut Network; The A Team; Magnum, P.I.; Simon & Simon; Knight Rider.

Medallion TV Enterprises 262
8831 Sunset Blvd., #100, West Hollywood,
Calif. 90069

Staff: John Ettlinger; Jim Stern; Shanna Gray. *International:* Dennis Livson; Shorty Raemakers; Bill Gilbert; Eric Conrad; Bob McKay. **Programs:** *Documentaries:* Report on Communism. *Variety/music:* More Than a Scarecrow; The Jan Peerce Story; Scrooge's Rock and Roll Christmas; Something Else. *Mini-series:* Gambling's Invisible Thieves. *First-run series:* The Making of... *Features, packages:* Phantom of the Opera; 75 World Titles; 105 Western Hemisphere U.S. and Canada Features; 62 Spanish Dubbed Features, first run for Western hemisphere. *Specials:* Elm St.: The Making of a Nightmare; Hollywood's Hidden Heroes; Action I, Action II.

Metro-Goldwyn-Mayer Communications Co. 663
8670 Wilshire Blvd., Beverly Hills, Calif. 90211

Staff: Anthony Lynn; Douglas Schwalbe; Catherine Ancian; Don Golden; Jack Brandon; Bill Wineberg; Jack Smith; Don Mirisch; Scott Gregg; Ada La Greca; Giancarlo Paretti; Florio Fiorini; Alan Ladd Jr.; Yoram Globus; Jeffrey Barbakow; Alan Ladd Jr.; Jay Kanter; Greg Morrison; Ashley Boone; David Gerber; Lynn Loring; Kim Reed; Marion Edwards; Alan Goldberg; Paul Sumi; Don Golden. *International:* Bill Wells; Osvaldo Barzelatto; Felipe Vial.

Programs: *Domestic: series, specials, mini-series:* In the Heat of the Night; The New Twilight Zone; Sea Hunt; Rat Patrol; Fame; Bat Masterson; Highway Patrol; Outer Limits; Patty Duke Show. *Features, packages:* The Movie Pool; Blue Chips.

International: series: Against the Law; Dark Shadows; thirtysomething; In the Heat of the Night; The Young Riders; Baby Boom; Knightwatch; Dream Street; Dirty Dozen. *Features:* UA Library; Cannon Library; New MGM/Pathé Features. *Cartoons:* Pink Panther; Ant and the Aardvark; Roland and Ratfink. *TV movies, specials:* Extreme Close-up; Johnny Ryan; Trenchcoat in Paradise; Prime Target; Remembering World War II; The Tenth Man; She Knows Too Much.

Metropole Television/M6 186

MG/Perin Inc. 373

Mico/NHK Enterprises 963

Ministere des Affaires 623

Staff: Claude Harel; Michel Lummaux.

MMT Sales Inc. 280
150 E. 52nd St., New York 10022

MSI Marketing USA 1319
947 Second Ave., 2nd floor, New York 10022

Staff: Richard Salzburg; Alex Massis. **Programs:** *Ferry; *Under Neptune's Flag.

MTM TV Distribution 949
12001 Ventura Pl., #600, Studio City, Calif.
91604

Staff: Kevin Tannehill; Bob George; Tom Straszewski; Dean Scheu; Steve Barbour; Mike Delier; Jim O'Neill; Mark Lipps; Chris Rovtar; Gerry Farrell; Greg Phillips; Tim Buxton. **Programs:** *WKRP in Cincinnati; Graham Kerr; Remington Steele; Newhart; St. Elsewhere; Families; Phyllis; Tony Randall; Rhoda; Hill Street Blues; Lou Grant. *International:* Annie McGuire; Betty White Show; Beverly Hills Buntz; Capital News; Doc; The Duck Factory; Eisenhower & Lutz; FM; Graham Kerr; Lou Grant; Hill Street Blues; Last Resort; Mary; Newhart; Paris; Phyllis; Popcorn Kid; Remington Steele; Steve Allen; St. Elsewhere; Tattingers/Nick & Hillary; The Trials of Rosie O'Neill; Tony Randall Show; Three for the Road; We've Got Each Other; White Shadow; WKRP in Cincinnati. *Features, packages:* The Boy Who Drank Too Much; Carly's Web; Critical List; Fighting Back; First You Cry; Fresno; In Defense of Kids; Independence; Nowhere to Run; Riviera; Something for Joey; Thomwell; Vampire-Mini-Series..

MTV Networks 1363
1515 Broadway, 11th floor, New York 10036

Staff: Russ Naiman; Linda Kahn; Olivia King Canter; Karen Davidson. **Programs:** *1991 MTV Video Music Awards; 1990 MTV Video Music Awards; Unplugged; Best of New Visions; Manhattan Music Magazine; Eureka's Castle; SK8TV; Think Fast; Clash.

Muller Media Inc. 354
23 East 39th St., New York 10016

Multimedia Entertainment 1434
75 Rockefeller Plaza, 22nd floor, New York 10019

Staff: Bruce Johansen; Steven Fadem; Lou Zaccaro; Diane Sass; Thomas Shannon; Richard Thrall; James Dauphinee; Nancy Cook; Norm Hayes; Michael Marsho; Edward Monahan; Gerry Philpott; Deborah Hackenberry; Tracey McCarthy; Julie Farin. **Programs:** Big Break; Donahue; Sally Jessy Raphael.

Multimedia Group of Canada 923
5225 Berri St., Montreal, Quebec,
Canada H2J 2S4

Staff: Jacques Bouchard; Michel Zgarka; Michael Murphy; Sari Buksner. **Programs:** *Stopwatch; *The Science Show; *The Lake that Fell to Earth; Le Cirque du Soleil.

NATPE Net 265
10100 Santa Monica Blvd., #300, Los Angeles
90067

Service: Computerized news service; data bases, bulletin boards, electronic mail system; two-way communication system.

NBA Entertainment 1425
645 Fifth Ave., 15th floor, New York 10022

NBDC 623
Newman Berger de Caunes, 48 Rue Montmartre,
Paris 75002, France

Staff: Tim Newman; Kirsten Cunningham. **Programs:** Rapido; Generation 90; Passengers; Alexander Trauner.

NCESGR 134

NDR International (German TV) 1033
Gazellenkamp 57, D-2000, Hamburg 54,
West Germany 2000

Nederlands HDTV Platform 1261

Nederlandse Omroepprogramma Stichting 1261

Nelvana Enterprises 923 32 Atlantic Ave., Toronto, Ontario, Canada M6K 1X8	Pacific Aust Communications 1436	Peter Strohm; Insight; Reflections: Naturewatch; Thieves in the Night; Lucy—The First 25 Years; The First Valentine; The Magic Boy's Easter; Frontline—The Noriega Connection.
Netherlands Broadcasting Services Corp. 1261	Pacific Entertainment Group 932	Pittsburgh International Teleport 619
New Line Television Distribution 981	Pan American Satellite 474	Powersports American Prod. 1421
New Visions Syndications Inc. 1019	Pandora Inc. 723 1010 Washington Blvd., Stamford, Conn. 06901 Staff: Tim Newman; Ray Yinger. Programs: Hot Tickets feature films.	Premier Advertiser Sales 1480 15 Columbus Circle, 28th floor, New York 10023
New World Television 633 115 East 57th St., New York 10022 Staff: John Feltheimer; Bob Peters; Tony Browne; Sandy Lang; Dorothy Hamilton; John Hess. Programs: *The Three Musketeers; *New World Premiere Movies; New World One-Four; New World Presents; Pretty Smart; Kid Pix Six-Pak; TV Gold; LCA Classics; Sledge Hammer; Life of Riley.	Paragon International Inc. 923 260 Richmond St. West, #405, Toronto, Canada M5V 1W5	Prevue Networks Inc. 1138
Newport Connection 257	Paramount Domestic Television 1463 5555 Melrose Ave., Los Angeles 90038 Staff: Mel Harris; Lucille Salhany; Steve Goldman; Frank Kelly; R. Gregory Meidel; Bob Sheehan; Vance Van Petten; Meryl Cohen; Joel Berman; Emiline Davis; Tom Fortuin; Howard Green; Charlotte Koppe; Jim Martz; Steven Nalevansky; Jack Wartlieb; Tom Connor; Bobbee Gabelmann; Maryann Schulze; Susan Bluttman; Dick Montgomery; Stan Justice; Liz Firalio; John Nogawski; Mike Kerans; Richard Golden; Rob Wussler; Gerry Noonan; John Lee; Maura McDonough; Carole Zerbatto; Al Rothstein; Mark Dvornik; John Morrow; Stuart Marcus; Susan Stamm. International: Bruce Gordon; Joe Lucas; Peter Cary; Patrick Stambaugh; Jean Pullen; George Mooratoff; Stephen Carey; Malcolm Orme; Kevin Keeley; Ramon Perez; Susan Bender. Programs: <i>First-run series:</i> The Arsenio Hall Show; Entertainment Tonight/This Week; Hard Copy; The Maury Povich Show; The Party Machine with Nia Peeples; Star Trek: The Next Generation. <i>Mini-series:</i> A Town Like Alice; Alice to Nowhere; Evita; Inside the Third Reich; Return to Eden; Space; Shogun; 16 Days of Glory; The Last Outlaw; Wallenberg; A Hero's Story; War and Remembrance; Washington: Behind Closed Doors; The Winds of War. <i>Specials:</i> The Brady Brides; Great Adventurers and Their Quests; Indiana Jones and the Last Crusade; The Kid Who Loved Christmas; Mary Hart Specials; Miss Teen USA Pageant; Miss USA Pageant; Miss Universe Pageant; A Very Brady Christmas; What's Alan Watching. <i>Series:</i> Angie; The Black Forest Clinic; Bosom Buddies; Brady Bunch; The Bronx Zoo; Brothers; The Cavanaughs; Cheers; Day by Day; Dear John; The Defenders; Dolphin Cove; Down Home; Duet; Family Ties; Friday the 13th; The Series; Greatest American Hero; Happy Days; Hardcastle and McCormick; His and Hers; Laverne and Shirley; Love American Style; The Lucy Show; Macgyver; Mannix; Marblehead Manor; Mr. President; Mission Impossible; *Mission Impossible—New; Mork and Mindy; Odd Couple; Rip tide; Special Squad; Star Trek; Taxi; War of the Worlds; Webster; Untouchables. <i>Features/film packages:</i> Portfolio XIII; Portfolio XII; Portfolio XI; Preview IV; Preview III; Preview II; Special Edition III; Special Edition II; Special Edition I.	Procirop Commission Television 623 Staff: Antoine Messina.
News Travel Network 874 1160 Battery St., #100, San Francisco 94111	Paramount Domestic Television 1463 5555 Melrose Ave., Los Angeles 90038 Staff: Mel Harris; Lucille Salhany; Steve Goldman; Frank Kelly; R. Gregory Meidel; Bob Sheehan; Vance Van Petten; Meryl Cohen; Joel Berman; Emiline Davis; Tom Fortuin; Howard Green; Charlotte Koppe; Jim Martz; Steven Nalevansky; Jack Wartlieb; Tom Connor; Bobbee Gabelmann; Maryann Schulze; Susan Bluttman; Dick Montgomery; Stan Justice; Liz Firalio; John Nogawski; Mike Kerans; Richard Golden; Rob Wussler; Gerry Noonan; John Lee; Maura McDonough; Carole Zerbatto; Al Rothstein; Mark Dvornik; John Morrow; Stuart Marcus; Susan Stamm. International: Bruce Gordon; Joe Lucas; Peter Cary; Patrick Stambaugh; Jean Pullen; George Mooratoff; Stephen Carey; Malcolm Orme; Kevin Keeley; Ramon Perez; Susan Bender. Programs: <i>First-run series:</i> The Arsenio Hall Show; Entertainment Tonight/This Week; Hard Copy; The Maury Povich Show; The Party Machine with Nia Peeples; Star Trek: The Next Generation. <i>Mini-series:</i> A Town Like Alice; Alice to Nowhere; Evita; Inside the Third Reich; Return to Eden; Space; Shogun; 16 Days of Glory; The Last Outlaw; Wallenberg; A Hero's Story; War and Remembrance; Washington: Behind Closed Doors; The Winds of War. <i>Specials:</i> The Brady Brides; Great Adventurers and Their Quests; Indiana Jones and the Last Crusade; The Kid Who Loved Christmas; Mary Hart Specials; Miss Teen USA Pageant; Miss USA Pageant; Miss Universe Pageant; A Very Brady Christmas; What's Alan Watching. <i>Series:</i> Angie; The Black Forest Clinic; Bosom Buddies; Brady Bunch; The Bronx Zoo; Brothers; The Cavanaughs; Cheers; Day by Day; Dear John; The Defenders; Dolphin Cove; Down Home; Duet; Family Ties; Friday the 13th; The Series; Greatest American Hero; Happy Days; Hardcastle and McCormick; His and Hers; Laverne and Shirley; Love American Style; The Lucy Show; Macgyver; Mannix; Marblehead Manor; Mr. President; Mission Impossible; *Mission Impossible—New; Mork and Mindy; Odd Couple; Rip tide; Special Squad; Star Trek; Taxi; War of the Worlds; Webster; Untouchables. <i>Features/film packages:</i> Portfolio XIII; Portfolio XII; Portfolio XI; Preview IV; Preview III; Preview II; Special Edition III; Special Edition II; Special Edition I.	Procirova TV 1028 Cra. 41 N. 5 B-71, Cali, Colombia Staff: Martha Lucia Soto. Services: Production of TV sports, news programs.
Nippon Animation Co. Ltd. 816 10-11, Ginza 7-chome, Chuo-ku, Tokyo 104, Japan Staff: Junzo Nakashima; Yasuhiko Matsuoka; Hiroko Karaki; Eri Ichikawa; Yoshiki Kobayashi. Programs: *The Jungle Book; The Space Sagittarius; Conan and Friends; Elfie; The Alps Story; My Annette; *Columbus; *The Adventure of Manxmouse; Back to the Forest (Peter of Placid Forest).	Nis Film Distribution Holland 1261	Producciones J.E.S. 1028 Calle 21, N. 42-A-10, Bogota, Colombia Staff: Julio Sanchez Cristo. Programs, services: Musicals; satellite transmission of special events.
Northern Lights Communications Inc. 1438 601 Lakeshore Parkway, #1275, Minnetonka, Minn. Staff: Rick Fons; Jason Gould; Jan Baaden Gee. Programs: People's Pick; People's Dialogue; Classic TV Trivia; Greatest Moments in American Sports History Trivia; Christian Growth Program.	Northern Lights Communications Inc. 1438 601 Lakeshore Parkway, #1275, Minnetonka, Minn. Staff: Rick Fons; Jason Gould; Jan Baaden Gee. Programs: People's Pick; People's Dialogue; Classic TV Trivia; Greatest Moments in American Sports History Trivia; Christian Growth Program.	Producciones Punch S.A. 1028 Calle 43 N. 27-47, Bogota, Colombia Staff: Sandra Bernal Garzon. Programs: Soap operas, interviews, talk shows, journalistic and cultural programs.
Orbis Communications Inc. 841 432 Park Ave. South, New York 10016 Staff: Robert Turner; John Ranck; Hilary Hender; Frank Buquicchio; David Spiegelman; Michelle Kearney; Andrew Holtzman; James Blueweiss; Dale Parker; Adam Copland; Michael Baldwin; Terry Dolan; Sean O'Boyle; Neil Russell; Rae Sanchini; Thomas Frank; Jeffrey Kazmark. Programs: <i>First-run series:</i> *The \$100,000 Pyramid; The Joker's Wild; Smash Hits. Specials: *Over the Influence; *Alice in Wonderland. Feature film packages: *Orbis Premiere Movies III; *Carolo III; Carolo I; *The Treasury. Series: Comedy Tonight; Hangin' In; War Chronicles; Challenge; Horrible Night at the Movies.	Orion Television Entertainment 363 1888 Century Park East, 6th floor, Los Angeles 90067 Staff: Gary Nardino; Bob King; Robert Oswaks; Neil Schubert; Joe Indelli; Larry Hutchings; Larry Lynch; Steve Mulderrig; Don Frehe; Tim Overmyer; Bob Sanitsky; Jerry Jameson. Programs: <i>First-run series:</i> The Chuck Wollery Show. <i>Off-network:</i> The Avengers; The Addams Family; The Best of Saturday Night Live; Cagney and Lacey; Mr. Ed; The Secret of the Black Dragon; Louisiana; The Blood of Others; Green Acres; The Adventure of Sinbad Jr.; Adderly; King. Film packages: Action 16; Ghoularama; Monsters on the Prowl; Chrome and Hot Leather; Films for the 80's; Filmways I; Starview I; Orion I, II, III, IV; Orion Premieres; Born Wild; Beach Blanket Biggies—Young Adult Theatre; The Winning Hand; The World of the Macabre; Films from the 70's.	Production Masters Inc. 918 321 First Ave., Pittsburgh 15222
Orion Television Entertainment 363 1888 Century Park East, 6th floor, Los Angeles 90067 Staff: Gary Nardino; Bob King; Robert Oswaks; Neil Schubert; Joe Indelli; Larry Hutchings; Larry Lynch; Steve Mulderrig; Don Frehe; Tim Overmyer; Bob Sanitsky; Jerry Jameson. Programs: <i>First-run series:</i> The Chuck Wollery Show. <i>Off-network:</i> The Avengers; The Addams Family; The Best of Saturday Night Live; Cagney and Lacey; Mr. Ed; The Secret of the Black Dragon; Louisiana; The Blood of Others; Green Acres; The Adventure of Sinbad Jr.; Adderly; King. Film packages: Action 16; Ghoularama; Monsters on the Prowl; Chrome and Hot Leather; Films for the 80's; Filmways I; Starview I; Orion I, II, III, IV; Orion Premieres; Born Wild; Beach Blanket Biggies—Young Adult Theatre; The Winning Hand; The World of the Macabre; Films from the 70's.	Peter Rodgers Organization Ltd. 171 P.O. Box 2759, Beverly Hills, Calif. 90213	Proexpo 1028 Colombian Export Promotion Fund
Ourtown Television Production Ltd. 362	Petry Television Inc. 572 3 East 54th St., New York 10022 Staff: David Allen; Harry Stecker; Bill Fagan; John Heise; Richard Kurlander; Bill Shaw; Jack Fentress; Ronald Martzoff; Gail Healy. Services: Television station representation.	The Program Exchange 1123 375 Hudson St., New York 10014 Staff: Allen Banks; Jack Irving; Chris Hallowell; Susan Radden; Beth Feldman; Diane Casse; Holly Friend; Esther Sloane. Programs: <i>Children's:</i> Dennis the Menace; The Woody Woodpecker Show; Scooby Doo; The Flintstones; Bullwinkle; Rocky and His Friends; Underdog; Uncle Waldo's Cartoon Show; Tennessee Tuxedo and His Tales; Dudley Do-Right and Friends; Young Samson; Space Kidettes; Valley of the Dinosaurs; King Leonardo; The Beary Family; Inch High Private Eye; Wheelie and the Chopper Bunch; Goober & the Ghost Chasers; Where's Huddles; Buford Files—Galloping Ghost; Jana of the Jungle; Bisketts. <i>Off-network series:</i> Bewitched; I Dream of Jeanie; Abbott & Costello; The Partridge Family; The Brady Bunch; Laverne & Shirley; The Odd Couple; Mork & Mindy.
	PGI Distribution Inc. 1433 9808 Wilshire Blvd., #303, Los Angeles 90067 Staff: Charles Faizon; Christina Thomas; Mel Ginger; Rosamaria Gonzalez. Programs: *Sharky & George; *Nova; *Sweating Bullets; Degraasi High;	Program Syndication Services 1122 375 Hudson St., New York 10014-3620
		Programlink 271 708 Third Ave., New York 10017
		Promark 819
		Provideo S.A. 1028 Cra. 13 N. 71-26, Bogota, Colombia Staff: Luis Stipanovic Venegas. Programs, services: TV commercials, audio-visual and dubbing technical and artistic work.
		Quartier Latin 623 179 Ave. Ledru-Rollin, Paris 75012, France Staff: Michel Noll.
		Radio Netherlands Television 1261
		Radio Television Interamericana R.T.I. 1028 Ave. 19 N. 4-56 Piso 2, Bogota, Colombia Staff: Nicolas Marino Palacio. Services: Production, broadcasting, marketing, distribution of TV shows.

Radiotelevision Espanola 274

Raspail et Associes 623
29 BD Des Italiens, Paris, 75002, France
Staff: Quentin Raspail; Bernard Senicourt.

Raymond Horn Syndications 1322
38 W. 32nd St., #1610, New York 10001

Staff: Bernie Schulman; Henry Howell; Ron Nummi; Ann Nummi; Mariam Heine; Chuck Wicker; Will C. Morgan; Raymond Horn; Gloria Horn. Programs: Rhythm & Blues; King All America Classic; Bravo: Latin Music Awards; Black Filmmakers Hall of Fame; Brown Sugar; Outstanding; Caribbean Spice; The Senior Report; America's Black Forum; Travel Adventure; On the Beam; Sports Line; R.P.M.; Making a Difference; Women (with Theresa Brown); Great Years.

Reel Movies International 1120
8235 Douglas Ave., #770, Dallas 75225

Staff: Tom T. Moore; Carol Smith; John Foster; Dominique Mougenot. Programs: *Reel Christmas; *Reel War; *Reel Westerns; *Reel Academy Awards.

Republic Pictures Corp. 763
12623 Beatrice St., Los Angeles 90066

Staff: Russell Goldsmith; Chuck Larsen; Glenn Ross; Lee Wedemeyer; Bob Moore; Diane Levin; Linda Lieberman; Lisa Woodcock; Diana Foster; Gene Lavelle. Programs: Features, packages: All Nite Movie; Republic Premiere One; Color Movies II; *Color Movies III; John Wayne Collection; Hollywood Stars; Hollywood One; Action-Packed Package; Classic Comedy; Republic Serials; Home of the Cowboys; Serial Movies; Holiday Features; Animated Features; Animated Cartoons. Specials: Cliffhanger Serial Specials; *Hondo in 3-D. Off-network series: Bonanza; Get Smart; The High Chaparral; Victory at Sea; Car 54: Where Are You?.

Republic Pictures International 763
15821 Ventura Blvd., Encino, Calif. 91436

Staff: Larry Sugar; Joe Levinsohn; Ryan Shiotani. Programs: First-run series: Beauty and the Beast. Made-for-TV movies: *Son of the Morning Star; *Separate But Equal; *Love, Lies and Murder; *Bare Essentials; *Fire: Trapped on the 37th Floor; *Lucy & Desi: Before the Laughter; Class Cruise; Fulfillment; Liberace; Indiscrēt; Jesse; Mistress; Promised a Miracle; When the Time Comes; Eye on the Sparrow; Family Sins. Off-network series: Bill Cosby Show; I Spy; Bonanza; Get Smart; The High Chaparral; Dr. Kildare; T.H.E. CAT. Special: Cliffhanger Serial Specials. Other: Travel Tips; Hollywood Stars; Champions; Favorite Holiday Features; Horror Features; Republic Cowboys; Science Fiction Features; Loving You; Theatrical Cartoons.

Rich Int./Paravision Int. 473

Richard Kidd Productions Inc. 1072

Rosnay International 818
6 Rue Robert Estienne, Paris, France 75008

Saito Productions 623
25 Rue Jussieu, Paris 75005, France

Samuel Goldwyn Television 571
10203 Santa Monica Blvd., Los Angeles 90067

Staff: Richard Askin; J. Michael Byrd; Gary Perchick; Jeri Sacks; Richard Bornstein; Julie Resh; Bill Featherstone; Casey Lanken; Audrey Chan; Michelle Abbrecht; Luz Castro-Bran; Bob Quintero. Programs: First-run series: American Gladiators; *Gamepro. Packages: *Samuel Goldwyn Theatre; November Gold, 2, 3.

Sat-Alive! Television 1281

Scott Entertainment 255
P.O. Box 554, Westbury, N.Y. 11590

Staff: Scott Sobel. Programs: Features, packages: *Drive-In Theater; The Movie Classics; Haunted Hollywood. Off-network series: Nostalgia Network One; Golden Years of Television.

Select Media Communications 931
885 Third Ave., #1220, New York 10022

Staff: Mitch Gutkowski; Claire Scully; Marc Juris; Carol Blank; Linda Yaccarmo; Michael Haigney; Paul Fiore; Pam Politano; Heidi Torpey; Joe Sangillo. Programs: Inserts: Today in Music History; Whodunit?; Intermission; Quick Schtick; Breathing Moments; Heartbreak; Ask Professor Nutrition; Seaside; My Favorite Book; The Real Scoop; *The Inside Scoop; *Behind the Wheel; Music Quiz; *Earth News; *How Sweet It Is. Magazine, talk: *The Soap Show; Insport. Specials: The Horror Hall of Fame.

Seltel 735
575 Fifth Ave., New York 10017

Staff: Don Robinson; Ray Johns; Janeen Bjork; Lanie Shankman; Tom Bumbera; Randal Sterling; Dan Griffin. Service: Consulting.

SFM Entertainment 285
1180 Ave. of the Americas, New York 10036

Staff: Stanley H. Moger; Jordan Ringel; Michael B. Landwehr; Amy Sauerrieg; Cyndy Wynne; Brian Wynn. Programs: Allen & Rossi's 25th Anniversary Special; Benny Carter: A Symphony in Riffs; In Our Image; America's Dance Award; Care Bears; Zoobilee Zoo; Crusade in the Pacific; Crusade in Europe; The Indomitable Teddy Roosevelt; The March of Time; Sea World Special; Unclaimed Fortunes; Pinocchio in Outer Space; Pillar of Fire; Ford's Theatre Celebration; SFM Holiday Network.

Shapiro Glickenhau TV 142
12001 Ventura Pl., #404, Studio City, Calif. 91604

Staff: Sy Shapiro; Connie Caldwell; Len Shapiro; Alan Solomon; James Glickenhau. Programs: Exploitable Dozen; Exploitable Dozen 2; Feature film packages, first-run syndication.

SI Communications 1167

Silverbach-Lazarus Group 854
9911 W. Pico Blvd., PH-M, Los Angeles 90085

Staff: Alan Silverbach; Herb Lazarus; Toby Rogers; George Blaug; Nicole Wonica. Programs: Series, first-run: The Littlest Hobo; Hillary's Adventurers; Go West—Sing West; Blood Sweat and Tears; Go Fish Australia. Off-network series: Cimarron Strip. Mini-series: A Fortunate Life; Body Business; Great Bookie Robbery; Tracy; Petrov; Glass Babies; Term of His Natural Life. Features: An Indecent Obsession; Skin Deep; I Can't Get Started; High Country; Double Sculls; Fighting Back; Full Circle Again; Visual One. Specials: Ivan the Terrible; The Demjanjuk Dossier; Everest—The Australian Challenge; The Last Days of Marilyn Monroe; The Video History of the Civil War; Gettysburg; The Best Christmas Pageant Ever; Terror!; Abracadabra; Images by Animation.

Silverspur Syndication 970

SLB Associates 1332

Snap Marketing Resources Plus 267
1451 California Ave., Palo Alto, Calif.

Staff: Dale Smith; Rob Smith; Peter Chislett; John Willey; Brenda McMahon. Products: Snaptrac; Snapline.

Snell & Wilcox Inc. 1270

Societe Francaise de Production 623
36 Rue Des Alouettes, Paris Cedex 19, 75935,

France

Soloflex/53rd Street Adver. 1246
570 NE 53rd Ave., #200, Hillsboro, Ore. 97124

Spectrum 1434
75 Rockefeller Plaza, 22d floor, New York 10019

Staff: Joseph Cifarelli; Richard Bailey; Valerie DeSanri. Programs: Donahue; Sally Jessy Raphael; Big Break.

Stars Production Services 648
3003 Moffett Lane, Houston 77489

Strengtholt Televideo International B.V. 1261

Studio Hamburg Produktion Fur Film & GMBH 1033
Jenfelder Allee 80, 2000 Hamburg 70, Germany

Sunbow International 370
150 Fifth Ave., New York 10011

Staff: Tom Griffin; C.J. Kettler; David Wollos; Robert Watson; Ellen Postman. Programs: *Bucky O'Hare; *The Transformers; *Kid's Songs; Youthquake; Flour Babies; All That Glitters; Private Affairs; Insport; The Horror Hall of Fame; The Milton Bradley Game Show; The Adventures of Commander Crumbcake; A Matter of Conscience; World of Adventure. Animation: The Wonderful World of Strawberry Shortcake; Strawberry Shortcake in the Big Apple City; Puff the Magic Dragon; Puff the Magic Dragon in the Land of the Living Lies; Puff the Magic Dragon and the Incredible Mr. Nobody; Peter and the Magic Egg; Dorothy in the Land of Oz. Children's series: The Transformers; Jem; My Little Pony n' Friends; G.I. Joe: International Heroes; Super Show; Inhumanoids; Visionaries. Animated children's specials: My Little Pony I & II; Bigfoot and the Muscle Machines; Robotix; Charmkins; The Glofriends Save Christmas. Specials: The Secret World of the Very Young. Feature films: My Little Pony: The Movie; The Transformers: The Movie; G.I. Joe: The Movie,

Sylvester Communications Int'l. 1426

System TV 623
27-29 Rue des Poissonniers, Neuilly-Sur-Se 92200 France.

Staff: Daniele Renou; Jean-Francoise Denis.

Tele-Hachette 623
32 Rue Francois 1ER, Paris 75008, France

Staff: Jean-Loup Arnaud.

Tele-Images 623
64 Rue Pierre Charron, Paris 75008, France

Staff: Marie France Han; Harva Michel.

Telefilm Canada 923

Telemax 623

Telemundo Group Inc. 1362

Telepool 1033

Telerep Inc. 470
875 Third Ave., New York 10022

Staff: Alfred Masini; Steven Herson; Thomas Tilson; Larry Goldberg; Andrew Feinstein; James Robinson; James Monahan; Joseph Isabella; Mac Lorimer; Edward Kroninger; David Hills; John McMorrow; Lanie Richberger; Cathy Noble.

Television Latina Inc. 822
550 Biltmore Way, 9th floor, Coral Gables, Fla. 33134

Staff: Benjamin Perez; Rafael Vazquez. Programs: TV Novels: Paraiso; Maribel; La Revancha; Fabiola; Virginia; Maria, Maria; La Sombra de

Piera. *Series:* El Enviado; Que Chicas!; Adda. *Specials:* Miss Venezuela; Sabado Sensacional.

Television Program Enterprises (TPE) 1462
875 Third Ave., New York 10022

Staff: Al Masini; Philbin Flanagan; Mary Jane Hastings; Noreen Donovan; Harvey Gamm; Ken Kolb; John Tierney Jr.; Richard Buck; Richard Goldman; Rick Meril; Marc Brody; Dick Brown; Lauren Kent; Brad Leidel; Jack Steng; John Donahue; Patricia Empson; Peggy Woop; Mayre Williams; David Morris; Bethany Gorfine. **Programs:** *First-run series:* Lifestyles of the Rich and Famous; Runaway with the Rich and Famous; Star Search; Entertainment Tonight; The Byron Allen Show; Video Power; Video Challenge; Amazing Love Stories. *Off-network series:* Fame, Fortune & Romance. *Animated:* Widget. *Specials:* International Star Search 1991; The Rich and Famous 1991 World's Best; United States Air Show; Supermodel of the World; The Magic of Music; International Auto Show; SFM Holiday Network. *Mini-series:* Blood Feud; Emma: Queen of the South Seas; Ford: The Man and the Machine; Hold the Dream; Jenny's War; Hoover vs. the Kennedys; The Second Civil War; The Key to Rebecca; Sadat; Strong Medicine; A Woman of Substance.

Televis International 1427

TF1 186

THA Media Distributors 923

Thames TV International Ltd. 381

TNT Skypack Int'l. Express 919

Toei Animation Co. Ltd. 974
20695 S. Western Ave., #112, Torrance, Calif. 90501

Staff: Mary Jo Winchester; Yoshinobu Karamatsu; Yukio Hayashi; Hitoshi Kondo; S. Sasaki; Katja Fendley. **Programs:** *Animated:* *Wee Wendy; Sally the Witch II; The Secret of Akkochan; Lormien-Man; New Maple Town Story; Lady, Lady; Bukkuri Man; Saint Seiya; Ninju Akakage; Silver Fang; Dragon Ball; Maple Town; Ge Ge Ge No Kitaro; Modern Kid; Step, Jun!; Ken the Great Bear Fist; Gugu Ganmo; Little Memole; Wingman; Stop! Hibari!; Great Mazing; Getta Robot; Little Big Nose; Mr. Muscleman; Love In Rock 'n' Roll; The Pumpkin Wine; Patalirro; Super Gat Asari; Dr. Sulump; Tiger Mask II; Hello Sandybell; Genki, The Boy Champ; Lalabel, the Magic Girl; Galaxy Express 999; Grand Prix; Balatak; Jet Mars; Ga-keen, the Magnetic Robot; Jeeg, the Steel Robot.

Animated specials: Ken, The Great Bear Fist; Mr. Muscleman—The Final Match!; Seven Superman vs. Space Outlaws; Dr. Manbo & Zibako—From Outer Space with Love; Two Year Vacation; Chief Hippo's Zoo Diary; Arsen Lubin vs. Sherlock Holmes; Galaxy Express 999—Queen Emeralous, the Eternal Traveler; Captain Future—The Brilliant Race Over the Solar System.

Tokyo Movie Shinsha Co., Ltd. 435

Total Video 771
136 E. 57th St., New York 10022

Staff: John Andariese; Jon Feller; Jere Patterson. **Programs:** Cinemagic; *Golfing America; Greatest Sports Legends; Super Sports Follies.

Travelview International 1428
10370 Richmond, #550, Houston 77042

Staff: Gary Garnett; Marcey Donnelly; Gary Griffin.

Tribune Entertainment Co. 1441
435 N. Michigan Ave., #1982, Chicago 60611

Staff: Sheldon Cooper; Don Hacker; David Sifford; Clark Morehouse; Joseph Antelo; Bob Cesa;

Carol Force; Peter Marino; George Hankoff; Mel Smith; George Paris; Greg Miller; Allan Grafman; Bill Lyall; Tanya Neimark; Lynn Lazaroff; Michael Adinamis; Bob Cambridge.

Programs: *Now it Can Be Told; Tribune Premiere Network; Geraldo; The Joan Rivers Show; Soul Train; Soul Train Music Awards; Monsters; Tales from the Darkside; Charles in Charge; The Hollywood Christmas Parade; The Stellar Awards; Chicago Cubs Television Network; G.I. Joe; U.S. Farm Report; A Child Called Jesus; TV Net; Columbia Night at the Movies; Pegasus II; The Stellar Awards: A Gospel Music Tribute to Dr. King; *Puzzle Game.

TRT/FTC Communications 1431

Turner Program Services 641
One CNN Center, Box 105366,
Atlanta 30348-5366

Staff: Jack Petrik; Henry Gillespie; W. Russell Barry; John Walden; Robert Schuessler; David Skillman; Rich Goldfarb; Ken Christensen; Robert Rier-son; Beth Gould; Terry Kiely; Cliff Matis; Bob Morris; Paul Williams; Dennis Juravic; Steve Orr; Carol Bomberger; Karen Louque-Sands; Tom Todd; Diane Lasek; Gary Anderson; Fred Burrows; George Case; John Barbera; Lou LaTorre; Joe Liva; Randy Freer; Margaret Mollo.

TPS International: Howard Karshan; Sidney Pike; Bill Wells; Greg Ell; Ross Portugeis; MaryAnn Pisante; Francisco Serrador; Jean Viana; Lillian Noriega; Rich Hylan. **Programs:** The Wonder Years; Captain Planet and the Planetears; Turner Pictures I—The Legends; Cousteau Rediscovery of the World; National Geographic: On Assignment; Color Classic Network V; The Best of Color Classics II; Tom & Jerry; Warner Bros. Cartoon Library; CNN Newsource: Live Edition; Headline News: Local Edition.

TV Horizons 241
875 Third Ave., New York 10022

Staff: Henry Siegel; Michael Weiden. **Programs:** *Nighttime series:* Family Feud; Memories—Then and Now; 21 Jump Street; Baywatch; Club America; Peter Gunn (colorized); Pet Pals; TravelAmerica; Crazy Like a Fox. *Children:* Spumoni; Police Academy: The Series; The Real Ghostbusters; The New Adventures of He-Man; Dragon Warrior. *Specials:* The Elvis Files; 10th Annual Country Showdown; Medal of Honor: True Stories of America's Greatest War Heroes; Your Easter Bonnet; The Spirit of Christmas. *Features, packages:* LBS World Premiere Movies; Mark Twain Collection; Action Theatre; It Nearly Wasn't Christmas; It Came Upon the Midnight Clear. *Unwired networks:* Access Net; Children's Net.

Twentieth Television 481

Staff: Barry Diller; Jonathan Dolgen; Michael Lambert; Leonard Grossi; Fred Bierman; Benson Begun; Robert Fleming; Patricia Jennings; George Gubert; J. Mathy Wasserman; Kenneth Richards; Stephen Friedman; David Grant; David Witus; Antony Bauer; Matthew Jacobson; Timothy Mudd; Daniel Greenblatt; Joseph Mirabella; Edward Sesiowski; Barbara Van Buskirk; Paul Franklin; Jeff Stern; Michael Newsom; David Ozer; John Campagnolo; David Campbell; James Griffiths; Douglas Lee; Lucy Hood; Sam Weinstein; William Saunders; Tom Warne; Paul Herbert; Elie Wahba; Maurice Aghion; Gerarg Grant; Randall Broman; Gustavo Montaudon; Malcolm Vaughan; Stephen Cornish; David Jackson.

Programs: *First-run series:* A Current Affair; A Current Affair Extra; Personalities; Pump It Up!; Kick It!. *Off-network:* Mr. Belvedere; Small Wonder. *Catalogue series:* Animal Express; Audubon Wildlife Theater; Batman; Daniel Boone; Dobie Gillis; Fall Guy; Green Hornet; Land of the Giants; Lost in Space; M*A*S*H; That's Hollywood; Trap-

per John; Vega\$; 9 to 5. *Movie packages:* Big 36; Carry On; Century 5-15; Charlie Chan; Fox IV, V, VI, VII; Fox Mystery Theatre; Golden Century; Laurel and Hardy; Mark I, II, III; MPC-20; Planet of the Apes; Premiere Two, Three, Plus; Special 41; Super 41, 65; Time Tunnel.

Specials: Anatomy of a Crime; Assassins Among Us; Blind Alley; The Cancer Confrontation; Charles Dickens Classics; Divorce, Kids in the Middle; Fox Movietone News; Future Shock; Goldonov—The World to Dance In; Hollywood: The Gift of Laughter; Inside Russia; Jane Goodall and the World of Animal Behavior; The Making of M*A*S*H; The President's Command Performance; Sex, Teen-age Style; Summer Solstice; Time of Man; The Undersea World of Jacques Cousteau; War to End All Wars.

Mini-series: The Far Pavilions; Fox Mini-series I; Flying Doctors; Jamaica Inn; Mussolini & I; Rough-necks; Sara Dane; Spearfield's Daughter; Wild Times. *Children's:* Crusader Rabbit; Doctor Dottle; Fantastic Voyage; The Hardy Boys; Journey to the Center of the Earth; Return to the Planet of the Apes.

Other: The Ann Sothorn Show; Bracken's World; Broken Arrow; Circus; Expedition Danger; The Ghost & Mrs. Muir; Incredible World of Adventure; Judd for the Defense; Julia; Lancer; Miller's Court; The Monroes; Movin' On; Nanny and the Professor; Peyton Place; Room 222; The Untamed World.

International: A Current Affair; Alien Nature; America's Most Wanted; Anything But Love; Attack of the Killer Tomatoes; Babes; Bobby's World; Cop Rock; COPS; Doogie Hoswer, M.D.; Dynasty; Fall Guy; Fantasy Island; Fox's Peter Pan & the Pirates; Good Grief; Hooperman; In Living Color; L.A. Law; M*A*S*H; Mr. Belvedere; 9 to 5; Piggsgburg Pigs; Sister Kate; Small Wonder; The Kennedys of Massachusetts; The Simpsons; Those Were the Days (Movietone News); Totally Hidden Video; Tracey Ullman; Trapper John; True Colors; Working It Out; Zazoo U; Voyage to the Bottom of the Sea.

U.S. Army Reserve 1318

Office of the Chief, Army Reserve
Room 1E432, Pentagon, Washington, D.C. 20310
Staff: Joseph Hanley; Mark Zimmer; Katharine Fajardo. **Programs:** Public service announcements, video news releases, short subjects showing U.S. Army Reserve activities worldwide.

Unidyne Communications 1149

2250 Columbia St., San Diego 92101
Staff: William Alfredo; Christopher Conway; Jim Johnson; Donald Tool. **Services:** AD-Vents Quick Cash Cards; promotions; direct mail sweepstakes brochures; marketing plans.

United American Video Corp. 1435

USPA 623

(Syndicate Union of Audiovisual Production)
Services: More than 30 companies (see separate listings) representing producers, program distributors, HDTV and cable representatives, French public offices in charge of audiovisual affairs.

Ventura Entertainment Group 1440

Viacom International 1442

1515 Broadway, New York 10036
Staff: Sumner Redstone; Frank Biondi Jr.; George Smith Jr.; Mark Weinstein; Thomas Dooley; Henry Schleiff; Gus Lucas; Robert Tucci; Katherine Hogan; Paul Calame; Cecilia Holloway; Jill Newfield; Michael Gerber; Dennis Gillespie; Arthur Kanack; Raul Lefcovich; Paul Kalvin; Peter Newman; Dennis Emerson; Frank Flanagan; Anthony Guido; Elissa Lebeck; Eric Veale; Howard Berk; Sean Deneny; Ellen Eisenberg; Lynn Ferro; Douglas

Knight; Scott Kolber; Helen Nesbit; Lisa Merians; Gerald Pinks; Bruce Pottash; Kim Schlotman; Betsy Vorce; Peter Yaman; Kathryn Linclau; George Faber; James Latham; Brunella Lisi; Robin Mansfield; Nancy Morrison; Charles Segars; Joseph DiSalvo; Don Salem; Anne Rodgers; Brooks Carroll; Peter Preis; Bob Mahlman; Bill Marcus; John Attebery; Tannya Evans; Betsy Green; Marlyndia Salas; Ken Doyle; Noranne Frisby; Josh Ballenger; Joseph Kiselica; Sid Beighley; Craig Smith; Thomas Tannenbaum.

International: Peter Press; Bruce Boro; Noreen Brittenham; Anthony Manton; Alameda Jau'; Alastair Banks; Hiro Kuno; Manfred Metzger.

Programs: *First-run series:* *Realities with David Hartman; *Lightning Force; Mighty Mouse & Friends; Superboy; Super Force; Super Mario Bros. Super Show; This Morning's Business; *Off-network series:* *Mallock; *Roseanne; A Different World; All in the Family; The Andy Griffith Show; The Beverly Hillbillies; The Bob Newhart Show; Cannon; Clint Eastwood in Rawhide; Rawhide; The Cosby Show; The Dick Van Dyke Show; Family Affair; Gomer Pyle U.S.M.C.; Gunsmoke; Have Gun Will Travel; Hawaii Five-O; Hogan's Heroes; The Honeymooners; I Love Lucy; The Life and Times of Grizzly Adams; Marshall Dillon; The Mary Tyler Moore Show; My Three Sons; Perry Mason; Petticoat Junction; The Phil Silvers Show; The Rookies; The Twilight Zone; The Wild, Wild West.

Animated: Terrytoons; Harlem Globetrotters; The Alvin Show. **Features/packages:** Viacom Features I-XIII, 14; *Black Magic; Exploitable III, 4; Family Entertainment; Guts and Glory; Gasp; The Legend Group; Movie Greats; Perry Mason Features; Thematics; Young and Reckless; TV Net (Tonight Only).

Video Media Marketing 771
550 West 23rd St., #335, New York 10011

Staff: Bonnie Williams; Brian O'Daly; Jon Feller; John Andariese; Jere Patterson; Ed Baruch; Bruce David Klein. **Programs:** *Movie package:* Cinematic III.

Video Ordnance-Great Events 882
One West 37th St., 8th floor, New York 10018

Staff: Marlene McGinnis; Mike Petro. **Programs:** FirePower defense and aerospace technology series; *The Weapons of Desert Shield.

Video Yesteryear 268
Box C, Sandy Hook, Conn. 06482

Staff: Jon Sonneborn. **Programs:** Classic old time movies and documentaries, television and children's shows.

Videofashions 882
One West 37th St., New York 10018

Staff: Marlene McGinnis Cardin; Anne Adami. **Programs:** Videofashion fashion TV magazine, international and *domestic distribution.

VTR & Associates Inc. 1427

Wall Street Journal Television 774
200 Liberty St., 14th floor, New York 10281

Staff: Susan Strelkel; Robert Rush; Michael Connor. **Programs:** The Wall Street Journal Report; The Wall Street Journal Business Briefs.

Warner Bros. Domestic TV Distribution 150
10202 W. Washington Blvd., Culver City, Calif. 90232

Staff: Dick Robertson; Keith Samples; Jim Burke; Mary Voll; John Louis; Chris Smith; Scott Carlin; Jeff Hufford; Mark O'Brien; Jacqueline Hartley; Eric Strong; William Hague; Jillian Lines; Karl Kuechenmeister; Marc Solomon; Jim Harder; Bruce Rosenblum; Robert Jennings; Jim Moloshok; Marty Iker; Cynthia Stanley-Lee; Jim Paratore; Barbara Brogliatti.

Programs: *Jenny Jones; *Getting Even; Tiny Toon Adventures; Merrie Melodies Starring Bugs Bunny & Friends; The Jesse Jackson Show; Trump Card; The People's Court; Love Connection; Best of Love Connection; Alvin & the Chipmunks; *Murphy Brown; Full House; A.L.F.; Growing Pains; Head of the Class; The Hogan Family; Night Court; Perfect Strangers; Mama's Family; It's a Living; Knot's Landing; Dallas; Eight Is Enough; The New Dick Van Dyke/Mayberry R.F.D.; More Real People; My Favorite Martian; Here's Lucy; The Blue Knight; Matt Houston; Private Benjamin; The Dukes of Hazzard; Alice; Welcome Back, Kotter; Chico and the Man; F-Troop; Superman; Batman/Superman/Aquaman; Harry O; Wonder Woman; Kung Fu; The Waltons; The FBI; Tarzan; Maverick; Hollywood Wives; Bare Essence The Thornbirds; *Volume 29; *Premiere Edition Two; *Encore One; Volume 28; Premiere Edition.

WDR International 1033

Weathernews America Inc. 719

Western International Syndication 1040
8544 Sunset Blvd., Los Angeles 90069

Staff: Ronald Glazer; Chris Lancey; Mark Rafalowski; Michael McHugh; Kirk D'Amico. **Programs:** It's Showtime at the Apollo; Island Pictures 1; Fight Back! with David Horowitz; The Secret Files of J. Edgar Hoover; The Krypton Factor; *First & Ten.

Westinghouse Broadcasting International 441
3801 Barham Blvd., Los Angeles 90068

Staff: Catherine Malatesta; Joseph Matesevac; Claudia Avila; Giselle Richards. **Programs:** Teenage Mutant Ninja Turtles; It's a Wacky World; Ticket to Paradise; Daredevils of the World; Those Incredible Animals; The Royal Report; The Mad Housers; Horror/Adventure Classics; WBI Sports; On Scene; Emergency Response; Missing/Reward; Group W Newsfeed; The Entertainment Report; Home Again with Bob Vila; Life-Quest; There Really is a Santa Claus; America's Music; Shakespeare Plays; After School Specials; Desperate Passage; Couch Potatoes; stage and drama specials; children's programs; animated movies; PM Magazine; Rendezvous; Takin' Off; Travel Shorts; Weekend Travel Update; Mac and Mutley.

Features: Mafia Princess; Fatal Judgment; Lost in London; Ban Ban Kid; The Christmas Kid; Emerald of Artatama; Madigan's Millions; Devil's Angel; Tall Women; A Thousand and One Nights; Vengeance of Pancho Villa; The Ravine; Outback; Squeeze the Flower; Witch without a Broom; Baxter; Eagle in a Cage; One Day in the Life of Ivan Denisovitch; Amsterdam Affair; Limbo Line; The Man Outside; Violent Enemy; Why Would Anyone Want to Kill a Nice Girl Like You? **Series:** The Coral Jungle; Call It Macaroni; The Wil Shriner Show; Hour Magazine.

World Events Productions Ltd. 177
4935 Lindell Blvd., St. Louis 63108

Staff: Edward (Ted) Koplar; Susan Cho; David Luttrell; Edward Aschman; Glenda Gabriel; Jeffrey Bernthal; Jack Galmiche. **Programs:** *First Encounters; *Starfire Champion; *Vulcano: Tales of the Killer Whale. **Services:** *Interactive Systems Inc., now finalizing international broadcasting licenses for VEIL System.

World Wrestling Federation 1129
1055 Summer St., Stamford, Conn. 06905

Staff: Vincent McMahon; Linda McMahon; Richard Glover; Basil DeVito; Ann Bojack; Edward O'Donnell; John Howard; Joseph Perkins. **Programs:** *Sports/entertainment:* WWF Superstars of Wrestling; WWF Wrestling Challenge; WWF Wrestling Spotlight. *Specials:* Saturday Night's Main

Event.

Worldvision Enterprises Inc. 174
660 Madison Ave., 3rd floor, New York 10021

Staff: John Ryan; Bert Cohen; Lawrence Gottlieb; Robert Sigman; Elliot Abrams; Tony Calabraro; Gary Montanus; Robert Raleigh; Charles Quinones; Bill Baffi; Mitch Black; Jacqueline Comeau; Robert Dahill; Jerry Kaufer; Philip Marella; Donald Micallef; Rita Scarfone; Dan Willis; Alan Winnikoff; Frank Browne; Tim Davis; Doreen Muldoon; Andy Samet; Gary Butterfield; Brian O'Sullivan; Karl Middelburg; Paul Danylik; Ed O'Brien; Martin Weisman.

Programs: *Domestic product: first-run:* Tarzan. *First-run theatrical feature films:* Worldvision I; Fantastic Fantasies. *First-run daily kids' series:* Wake, Rattle & Roll. *First-run animated movies:* Hanna-Barbera Superstars 10. *Animated series:* The Greatest Adventure: Stories from the Bible; Fantastic World of Hanna-Barbera: The Jetsons. *Additional series:* Starring the Actors; Return to Eden; Starting from Scratch.

Mini-series: Voice of the Heart; Sword of Honour. *Animated holiday special:* Yogi's First Christmas. *Off-network:* The Streets of San Francisco; The Love Boat II; The Love Boat; Little House on the Prairie; Barnaby Jones; Douglas Fairbanks Presents; The Doris Day Show; N.Y.P.D.; Ben Casey; The Mod Squad; Combat; The Rebel; Wendy and Me; People's Choice; The Invaders; One Step Beyond; Flying "A" Series; Man from Atlantis. **Features:** Prime Time, All the Time; Prime VIII; Shark's Paradise.

Hour series: Streets of San Francisco; Love Boat; Love Boat II; Little House on the Prairie; Barnaby Jones; Return to Eden; Ben Casey; Breaking Point; Combat; Don Lane Show; The Invaders; Mod Squad; Man from Atlantis. **Half-hour series:** Starting from Scratch; Love Boat II; Annie Oakley; Buffalo Bill Jr.; Adventures of Champion; Come Along; Dickens & Fenster; Doris Day Show; Douglas Fairbanks Presents; Next Road; It Pays to Be Ignorant; Mickey Rooney; Next Step Beyond; N.Y.P.D.; On the Mat; One Step Beyond; People's Choice; Range Rider; The Rebel; Starring the Actors; Take My Word for It; Wendy and Me. **Children:** Rambo; Centurions; Chuck Norris Karate Commandos; Saturday at the Movies; Banana Splits; World of Super Adventure; Fun World of Hanna-Barbera; Discovery; George of the Jungle; Jackson Five; Jerry Lewis; Josie and the Pussycats; Josie and the Pussycats in Outer Space; King Kong; Milton the Monster; Professor Kitzel; Reluctant Dragon & Mr. Toad; Smokey the Bear; Top Cat; Wait Til Your Father Gets Home.

Specials: Shark's Paradise; A Christmas Carol; Amahl & the Night Visitors; Bay City Rollers; Children of the Gaeil; Echo 1; Herbie Mann/Roland Kirk; Fabulous Sixties; Irish Rovers Special; Is It Christ?; Jack Nicklaus at Home of Golf; Last Nazi; Musical Ambassadors; New Fangled Wandering Minstrel Show; The Night the Animals Talked; Raphael; Roberta Flack/Donny Hathaway; Ron Luciano's Lighter Side of Sports; Russian Festival of Music & Dance; Sunshine Specials; A Little Bit of Irish; World of Miss World; The Bobby Vinton Show; An Evening with Irish Television.

Feature packages: Prime I, II, III, IV, V, VI, VII, VIII, Hanna Barbera Superstars 10. *Mini-series:* Against the Wind; Holocaust; Return to Eden.

Yorkshire Television 553
32 Bedford Row WC1R 4HE London, England

ZDF 1033

Zodiac Entertainment Inc. 1134
610 Fifth Ave., New York 10020

Programs: *Widget; *The Mr. Bogus Show; *Gossip and Fame Show.

RADIO

FALL ARBITRONS TRACK TOP-10 MOVEMENTS

The fall 1990 Arbitron survey was released last week for the top 10 stations in the top 10 markets. The results of the study of the listening of adults 12-plus, Monday-Sunday, 6 a.m. to midnight, include:

■ **New York:** Top-ranked urban WRKS(FM) continued to dominate with a 5.6 rating, just ahead of soft AC-formatted WLTW(FM), which remained steady at 5.1. Oldies-formatted WCBS-FM slipped one-tenth of a rating point but retained its number-three position with a 5.0.

■ **Los Angeles:** Soft AC outlet KOST(FM) retained the number-one spot, but lost a full point as it fell to a 5.5. CHR-formatted KIIS-AM-FM improved slightly to a 5.1, and AOR KLOS(FM) moved up to a 4.6 and third place. Emmis CHR KPWR(FM) also improved—up

to a 4.5—while Capcities/ABC talk KABC(AM) declined slightly to a 4.3. Evergreen's urban KKBT(FM) made its top-10 debut with a 3.5.

■ **Chicago:** Tribune's WGN(AM) outpaced the market by gaining over a full point, to a 9.3, and pulling more than two points ahead of the second-ranked urban WGCI-FM with a 7.2. CHR WBBM-FM continued to add to its 12-plus numbers, gaining a full rating point to 6.2, and urban WVAZ(FM) gained slightly, up to a 4.5.

■ **San Francisco:** News/talk KGO(AM) continued to regain ground from its spring loss with an increase of 1.3 to an 8.3, three points ahead of nostalgia KFRC(AM), in second place with a 5.3. CHR KMEL(FM) and all-news KCBS(AM) each dipped one-tenth of a rating point to a 5.2 and a 4.7, respectively.

■ **Philadelphia:** Group W continues to dominate the city of brotherly love, with the number-one and two spots going to its all-news KYW(AM), with an 8.8, and AOR WMMR(FM), with a 7.6. Urban WUSL(FM) remained steady at third with a 6.7, and AC WEAZ-FM came in fourth with a 5.8.

■ **Detroit:** WJR(AM) dropped more than a full point but retained the top slot with a 7.8. Urban WJLB(FM) dipped slightly to a 7.2, while all-news WWJ(AM) rallied by 0.9 to a 6.0 and third place.

■ **Washington:** Urban WKYS(FM) dropped almost two full points to the number-four spot with a 4.8, and easy listening WGAY(FM) gained almost one point to move into second place.

■ **Dallas-Fort Worth:** Country KSCS(FM) advanced 1.7 to a 10.0 and the number-one slot. AC KVIL-AM-FM bounded back to second from a summer drop (from 6.9 to an 8.5).

■ **Boston:** talk WRKO(AM) continued to lead the market with a gain to 7.9. Second place went to WZOU(FM) with a 7.2, while oldies WODS(FM) gained a full point to a 5.8 and third place. AC WBZ(AM) gained slightly to a 5.3 and album rocker WBCN(FM) took a dip from 5.8 to 5.2.

■ **Houston-Galveston:** Country KIKK-FM moved into the leader's slot with an 8.4; urban KMJQ(FM) slid into second with a 7.9, and country KILT-FM dropped to a 7.5 and third place. Numbers are ©1991 by Arbitron. —LC

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Station Format Summer '90 Fall '90

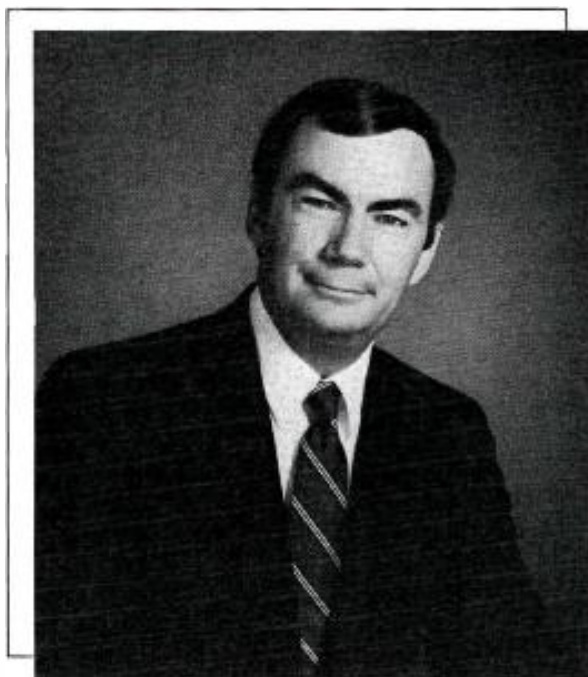
1. New York

WRKS(FM)	Urban	5.5	5.6
WLTW(FM)	Soft AC	5.1	5.1
WCBS-FM	Oldies	5.1	5.0
WPAT-FM	Easy	4.3	4.8
WHTZ(FM)	CHR	4.8	4.7
WINS(AM)	News	4.4	4.4
WQHT(FM)	CHR	4.2	4.1
WBLS(FM)	Urban	3.7	4.0
WOR(AM)	Talk	4.0	3.9
WCBS(AM)	News	3.6	3.6
WNSR(FM)	Soft AC	3.7	3.5
WXRK(FM)	Classic rock	3.3	3.5

2. Los Angeles

KOST(FM)	Soft AC	6.6	5.5
KIIS-AM-FM	CHR	5.0	5.1
KLOS(FM)	AOR	4.1	4.6

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WE TACKLE THE TOUGH ISSUES ON RADIO.

abc ABC RADIO NETWORKS

Station	Format	Summer '90	Fall '90
KPWR(FM)	CHR	4.3	4.5
KABC(AM)	Talk	4.9	4.3
KBIG(FM)	AC	3.5	3.8
KLVE(AM)	Spanish	2.8	3.7
KKBT(FM)	Urban	3.0	3.5
KWKW(AM)	Spanish	3.6	3.3
KNX(AM)	News	2.6	3.2
KROQ-FM	AOR	3.4	3.2

3. Chicago

WGN(AM)	MOR/talk	8.2	9.3
WGCI-FM	Urban	7.9	7.2
WBBM-FM	CHR	5.2	6.2
WVAZ(FM)	Urban	4.4	4.5
WBBM(AM)	News	4.1	4.4
WLUP-FM	AOR	4.8	4.2
WCKG(FM)	Classic rock	4.8	4.1
WUSN(FM)	Country	2.8	4.0
WJJD(AM)	MOR	3.1	3.7
WLIT-FM	AC	2.6	3.2

4. San Francisco

KGO(AM)	News/talk	7.0	8.3
KFRC(AM)	Nostalgia	4.9	5.3
KMEL(FM)	CHR	5.3	5.2
KCBS(AM)	News	4.8	4.7
KOIT-AM-FM	Soft AC	3.7	4.5
KIOI(FM)	AC	3.8	3.4
KABL-AM-FM	AC	2.6	3.1
KSA(FM)	Country	2.5	3.1
KITS(FM)	New rock	2.9	3.0

5. Philadelphia

KYW(AM)	News	7.9	8.8
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Station	Format	Summer '90	Fall '90
WMMR(FM)	AOR	7.9	7.6
WUSL(FM)	Urban	7.0	6.7
WEAZ-FM	AC	5.5	5.8
WYSP(FM)	Classic rock	6.8	5.8
WPEN(AM)	Nostalgia	5.2	5.5
WMGK(FM)	AC	3.3	5.0
WIOQ(FM)	CHR	5.5	4.8
WWDB(FM)	Talk	3.7	4.8
WQGL-FM	Oldies	5.3	4.7
WXTU(FM)	Country	4.3	4.2

6. Detroit

WJR(AM)	MOR/news/talk	8.9	7.8
WJLB(FM)	Urban	7.3	7.2
WWJ(AM)	News	5.1	6.0
WHYT(FM)	CHR	5.3	4.9
WWWW(FM)	Country	4.0	4.8
WJOI(FM)	Easy	4.8	4.6
WJZZ(FM)	Jazz	4.1	4.4
WLTI(FM)	AC	3.9	4.3
WNIC(FM)	AC	3.7	4.1
WRIF(FM)	AOR	3.9	3.9

7. Washington

WPGC-FM	CHR	7.5	8.1
WGAY(FM)	Easy	5.9	6.8
WMZQ-AM-FM	Country	6.5	6.4
WKYS(FM)	Urban	6.6	4.8
WMAL(AM)	News/talk	5.1	4.6
WWDC-FM	AOR	4.3	4.3
WAVA(FM)	CHR	3.6	4.0
WMMJ(FM)	AC	2.5	4.0
WCCR(FM)	Classic rock	4.3	3.7
WASH(FM)	AC	5.1	3.5

Station	Format	Summer '90	Fall '90
WTOP(AM)	News	3.7	3.5

8. Dallas-Fort Worth

KSCS(FM)	Country	8.3	10.0
KVIL-AM-FM	AC	6.9	8.5
KPLX(FM)	Country	7.2	7.4
KTXQ(FM)	AOR	4.9	5.4
KKDA-FM	Urban	5.8	5.3
KRLD(AM)	News/sports	5.4	4.9
WBAP(AM)	Country	5.8	4.5
KEGL(FM)	CHR	3.4	4.2
KHYI(FM)	CHR	4.9	4.0

9. Boston

WRKO(AM)	Talk	7.0	7.9
WZOU(FM)	CHR	6.9	7.2
WODS(FM)	Oldies	4.8	5.8
WXKS-FM	CHR	7.0	5.7
WBZ(AM)	AC	5.1	5.3
WBCN(FM)	AOR	5.8	5.2
WMLX(FM)	AC	5.2	4.9
WSSH-FM	Easy	4.1	4.1
WEEI(AM)	News	3.8	4.0
WHDH(AM)	Talk	3.7	4.0

10. Houston-Galveston

KIKK-FM	Country	7.5	8.4
KMJQ(FM)	Urban	7.2	7.9
KILT-FM	Country	8.6	7.5
KHMX(FM)	Mix	3.8	6.6
KLOL(FM)	AOR	6.2	5.9
KTRH(AM)	News	5.9	5.2
KLDE(FM)	Oldies	3.3	5.0
KODA(FM)	Soft AC	4.0	4.4
KKBQ-AM-FM	CHR	4.7	4.2

RADIO EXECUTIVES EXAMINE 'UNCONVENTIONAL' TACTICS

Programers disagree over degree to which aggressive strategies should be employed in ongoing station wars

The wall is down and the spies have come in from the cold. But in a number of major radio markets, the battle for radio listeners rages on. In fact, in markets where competition is most fierce, the intelligence community could take a lesson or two.

Just ask the programmer who is locked in a tight CHR battle, said one radio programmer who suggested that dirty tricks, while not widespread, are alive and kicking. From on-air name-calling to letting the air out of the tires of the competition's van, to rummaging through another station's trash for confidential memos, some aggressive stations go to great lengths to emerge victorious in the ratings race. In fact, programmers who have survived such battles claim that, in many cases, winning the war sometimes is only an end to justify the means.

"It's just as important to destroy the

morale at a powerful, arrogant station as it is to come out on top," said Jeff Wyatt, program director at KPWR(FM) Los Angeles, and regional vice president, programming, at Emmis Broadcasting. Wyatt said that "antics that start affecting a station's jocks or management" are especially debilitating, because listeners quickly detect any signs of internal discomfort or lack of confidence at a station.

Wyatt insists that, in the heat of battle, anything short of a felony is fair game to make a radio property succeed. Still, moderation is the key, he said. "Situations do exist where less than ethical actions are good tactical moves, but there also are times when you have to have the maturity to understand you really don't need to employ these tactics to get things done." Wyatt said radio probably is not much different from other major industries in the use of "less

than ethical tactics," but he insisted radio employs them in a different fashion.

"We don't take kick-backs like they might in other industries, but those guys don't call up a company president's wife and suggest her husband is having affairs all over town," Wyatt said, adding that while the public may voice righteous furor at allegedly questionable behavior in the oil or auto industries, "they sort of expect a radio station to send a horse's head to someone," he said. He admits that such antics are "gross and insulting," but he is quick to explain that "this is the radio business, which is perceived to be made up of a bunch of adults who don't want to grow up. Therefore, while these things might not be appreciated, they're sort of expected."

Randy Michaels, executive vice president of Cincinnati-based Jacor, who has been involved in a well-publicized pro-

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Some 'aggressive' stations go to great lengths to get drop on competition.

graming war between WFLZ-FM Tampa, Fla., and Edens Broadcasting's WRBQ-AM-FM Tampa, calls his tactics aggressive rather than unethical. "Actually, we call it flying under radar," he said. Michaels insisted that stations that cry

foul usually are those that have grown increasingly "arrogant and boastful." He said listeners are waiting for someone to take shots at the unbelievable claims they make. "Listeners tend to say 'bull' to all these claims of 'the best

'DIRTY TRICKS' DEFINE EDGE OF RADIO ETHICS

A few aggressive radio programmers have gone to great lengths to instill poor morale in the competition and to destabilize the on-air sound of its disk jockeys. Short of calling each other's announcers various names and fabricating rumors about management and staff, some of these tactics, by admission of their perpetrators, push the edge of professional ethics. A few of the more (admittedly) egregious strategies reported in an unofficial (and unattributable) poll of radio program directors include:

- Rummaging through the competition's trash dumpster to locate confidential programming and management memos, or placing misleading music information in confidential memos strategically placed in the garbage for these stations to find. (One PD claimed to have discarded a computer-virus-riddled disk in the trash, just in case the competition found it).
- Paying college graduate students who moonlight at radio research companies to pass along information when another station is conducting a project, or to have students continually request songs of the competition that test poorly, to throw off the music tracking software.
- Congratulating the competing announcers when their individual ratings have slumped.
- Paying off a competitor's overnight jock for inside information.
- Crashing a station's concert or free listener party by putting up banners, handing out fake backstage passes or busing in residents of a local homeless shelter.
- Canceling a general manager's country club membership.
- Finding a job for a competing announcer in another market.
- Bugging another station's programming meetings.

In all cases—even those where the perpetrator admits to a fine ethical line, consensus indicated that the goal of "dirty tricks" is never to "hurt a personality or destroy his life, or in any way violate the law."

music,' 'more variety' and 'the best prizes.' That's what happened in Tampa, before we went in and set some new edges to the envelope," said Michaels.

The Jacor executive concurs that "you have to do whatever it takes" to dislodge a competitor, but insists that competitive aggression must be placed in proper perspective. He said that WRBQ pioneered competitor-bashing, and "got away with it because they were so big and powerful and intimidating." Michaels explained that, in positioning WFLZ-FM in the market, "we decided to play it their way, so we developed a specific strategy that proved to be terribly debilitating to them."

While imitation is said to be the most sincere form of flattery, Michaels offers one caveat: what works for one station in one market may not work for another station somewhere else. "People who've misunderstood this have hurt themselves pretty badly. It's been said that the 'Power Pig' concept has been bad for a lot of radio stations, and I think that's true. A lot of people tried to imitate us, acting like rabid animals, but they lack a well-designed strategic plan and don't understand the tactics that were designed for a specific situation in a specific market."

Playing close to the ethical edge means continually defining what that edge is, Michaels said. For this reason he insists that Jacor stations are considerably more careful than some other aggressive stations. "We've never had anything that was close to a license issue or a fine, because everything we do is carefully planned," he said. "A lot of people may draw the line somewhere else, and when you do something fresh and unconventional, a lot of people are going to cry foul." Michaels said that infrequently an overzealous disk jockey might get a little carried away and cross over the ethical line; those few situations are "dealt with severely," said the Jacor executive.

Radio wars are best played out on the playing field, not in the locker room, according to Scott Shannon, program director at KQLZ(FM) Los Angeles, and a veteran of the WHTZ(FM)-WPLI(FM) battle in New York (and WRBQ Tampa prior to Jacor's arrival). "In certain competitive situations, there is room to poke a little fun at the competition and to have a little fun," he said diplomatically. "But things must be done in the spirit of good fun and good radio, and should never be unethical or unsportsmanlike." Shannon said that radio is for the listeners, and tactics aimed at debilitating jocks or management are neither funny nor in the

best interest of the industry."

Advance planning is crucial to any successful strategy, and management should understand the market before attempting any "good-natured" war, Shannon said. He cited the adverse effect of a fierce on-air battle in Dallas where "both stations ended up suffering," and said that his own battle in Los Angeles similarly failed. "A lot of things can go wrong, and the potential liabilities are so great that even if things are done properly, a station still is at risk for negative perceptions," he said.

That station also runs the risk of retaliation, which could escalate friendly competition to all-out war, said Michael O'Shea, general manager, KUBE(FM) Seattle. "If you start [doling] out dirty tricks you better get ready to take something really bad," he said. "This industry has a way of seeing that what goes around comes around." He characterized Seattle as highly competitive, but said he was unaware of any station in the market "doing anything someone might consider unethical." He said the competition takes an occasional shot on the air, but insisted the best policy in these cases is to ignore them.

While Seattle remains relatively clean, O'Shea does claim personal experience with off-the-field tactics, including one former competitor in a top 10 market that regularly sorted through his station's trash to dig out internal memos. "If someone really wanted to get subversive they could learn a lot of secrets by going through the trash," he said. "If someone is deadset on trying to out-strategize the competitor to learn what the big promotion for the fall is going to be, they can learn that stuff, but it won't make that much difference. In the long run it's what happens on the playing field when the clock's running that counts." —REB

DRUG TALK

A new radio series addressing substance abuse is set to debut in syndication Feb. 17. *Drug Free America Talk Radio With Tom McKean* will examine drug and alcohol problems with guests from the political, business, entertainment and sports fields who will talk about their experiences with substance abuse. Using a call-in format, intervention counselors will give professional counseling and advice to listeners. *Drug Free* will originate from WLUP-AM-FM Chicago.

INDUSTRY SOOTHSAYERS PROVIDE LATEST RADIO FORECASTS

During fifth annual Sillerman Companies seminar, radio leaders say network radio will continue to evolve

What's in store for radio in 1991 was what was on the minds of radio executives Norm Pattiz, chairman, Westwood One Companies; Warren Potash, president, the Radio Advertising Bureau; Ken Swetz, president, Katz Radio Group, and Pat Healy, executive vice president, Interep Radio Store, who offered projections for the radio industry at the Sillerman Companies' fifth annual Radio and Television Outlook seminar in New York last week.

Both Interep and Katz Radio Group are basing projections for 1991 on flat advertising expenditures over 1990. Most of the advertising growth will be concentrated in the top-10 markets, where traditionally, representatives from both companies agreed, 40% of the rep

business is done.

Swetz noted that some KRG clients were retooling projections for 1991, based on increased buying activity for March.

Network radio will continue to evolve, said Pattiz. Pointing to the re-configurations of the four major networks in 1990 as a first step toward improved marketability, he projected more changes in the way they present themselves this year.

On the sales side of the equation, Pattiz said he sensed a "general reluctance by advertisers to commit early." Up-front sales this year, he said, reflect the same cautious approach. Scatter sales are also "coming later and looking more like local advertising," said the Westwood One executive. —LC

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CABLE

PERSPECTIVE ON THE NEWS

TIME WARNER, NBC AND CABLEVISION ALLIANCE: MORE THERE THAN MEETS THE EYE?

The ever-shifting nature of events in the media business often causes companies to create alliances that break from past traditions. Companies that are business or political competitors one day are allies the next.

Several weeks ago, Time Warner and Viacom surprised a great many skeptics by laying down their arms to merge their respective comedy networks into Comedy TV. That followed by several weeks the merger of Time Warner's and NBC-Cablevision Systems' courtroom efforts into the Courtroom Television Network.

The Time Warner-NBC-Cablevision alliance on CTN may only be the first of several intriguing combinations coming from those companies. Historically, they have rarely been on the same side of the coin, particularly NBC and Time Warner, who have sat at opposite sides of the legislative table on program exclusivity and the FCC's financial interest and syndication rules.

But once legislative issues are removed, there is more to talk about. A source involved in the court channel merger negotiations said that during the talks, other business topics were initially put on the table, but taken off so a merger could be successfully completed without the weight of other issues. But given the success of the courtroom merger, those issues could return. One high-level NBC executive said the merger had created a stronger basis for other ventures, although he wouldn't specify what areas the companies are investigating. It is noteworthy that Time Warner walked away from the court channel negotiations as managing partner of the new co-venture, which may indicate that NBC and/or Cablevision might look for something in return.

Cooperation is already emerging on a small scale. Warner Cable in Ohio, after a rough start carrying SportsChannel Ohio, has agreed to new contract terms that both sides now say are realistic. The two sides conducted joint research which helped resolve the differences. And speculation continues to abound



The merging of Time Warner's American Courtroom Network and NBC and Cablevision's In Court into Courtroom Television Network may fuel other co-ventures.

that Time Warner may want to enter the regional sports business and might look to join with Cablevision and NBC in the SportsChannel services. Potentially adding to Time Warner's desire is that Tele-Communications Inc. has a majority ownership position in Prime Network, the other large regional sports operation. Although TCI is sometimes partnered with Time Warner, as is the case with Turner Broadcasting, it is often partnered on the other side, of which its attempted buy of HBO rival Showtime is the most recent example.

Time Warner's HBO—as was announced at the Western Cable Show days after the court channel merger—will be throwing its hefty marketing support behind Cablevision and NBC's pay-per-view summer Olympics in 1992. And Time Warner Sports, an outgrowth of HBO which recently announced a monthly PPV boxing card, looks at the future and sees even more PPV. In announcing the boxing venture, Time Warner Sports President Seth Abraham called attention to the increase in address-

sability and awareness the Olympics could achieve, and its benefits for Time Warner's PPV activities.

Carriage of Cablevision-NBC programming networks by Time Warner systems and Cablevision carriage of Time Warner networks is one area, however, which has not been a model of cooperation. Cablevision had kept out of the comedy wars and signed neither network, but Time Warner, now 50% owner of Comedy TV, hopes that Cablevision, like other MSO's, comes down off the fence. In turn, CNBC, with 17.8 million subscribers, has minimal carriage on ATC and Warner (200,000 Warner and 100,000 ATC subscribers). Those were the same numbers when CNBC launched in April 1989, since neither MSO has launched any new services since. Most notably, CNBC is not carried in Time Warner-controlled Manhattan, which nearly all programming networks desire, and which importantly for CNBC, is where the financial community is centered. Carriage of those services could re-emerge in further talks between the two companies.

Time Warner and Cablevision are intimate neighbors in the New York metropolitan area. Time Warner has 715,000 New York City subscribers, and Cablevision, with 544,000 subscribers, controls Long Island. While Cablevision has only 41,000 subscribers in Brooklyn and the Bronx at present, it is in the throes of building a system, primarily in the Bronx, that when finished in 1995 will pass one million homes. A combination of both companies' systems would likely be more efficient but as one observer pointed out, the Justice Department would likely frown on such a combination. But smaller steps, such as greater cooperation in advertising sales, could be possible. Another possibility would be Cablevision cooperation in the local news channel Time Warner's New York City Cable unit has slated for third quarter 1991. Cablevision already operates such a channel on Long Island, News 12.

Of late, Time Warner and GE/NBC

have found themselves in competition to buy the financially-beleaguered Financial News Network. That opens the possibility for sharing the channel, since Time Warner has made it well known

that its official policy these days is the formation of strategic partnerships, and it has several new channels in need of launch space.

And the FCC is considering the alter-

ation of its fin-syn rules, which could allow movie studios and broadcast networks to own each other. That raises the possibility of the ultimate Time Warner-NBC combination.

-SDM

PPV OLYMPICS WORKING FOR EXPANDING UNIVERSE

It is working with equipment manufacturer to develop positive traps to bring 1992 games to subscribers of nonaddressable cable systems

The Pay-Per-View Olympics has entered into a deal that could possibly extend the availability of the 1992 event to the entire cable universe, beyond the 20 million addressable homes expected to be in place by then. It is a possibility that has some NBC affiliates a bit nervous.

NBC and Cablevision's Olympics Triplecast will use positive traps, developed by Eagle Comtronics and Arrow Communication Labs, for cable subscribers without addressable systems. Cable operators that are partially addressable will likely be forced to choose whether to deliver the event by addressable means or with the traps, since using both methods would require systems to clear six channels instead of three. Customers will have to pay a refundable \$10 deposit, plus shipping and handling charges, to get the self-installable trap.

NBC is still predicting a 10% buy rate based on the 20 million homes and an additional 5% buy rate on the potential

40 million more homes the PPV event will reach. That works out to four million homes if NBC is on target, still below the five million limit it had promised NBC affiliates.

Bill Bolster, president, Multimedia Broadcasting, and chairman of the NBC affiliates Olympics committee, is concerned about the PPV Olympics' affect on the network broadcast, although the larger potential audience alone is not what frightens him. "It's a matter of price sensitivity, not how many people have access to it," Bolster said. But although most cable operators worry about the event not doing enough business, Bolster is worried that it could do too much. There is nothing anyone can do "once it goes up on the satellite," he said. He is also concerned that cable operators looking for promotional tie-ins will compete with local broadcast affiliates for advertising.

John Spinola, vice president and general manager, WBZ-TV Boston, and a

member of the NBC affiliates Olympics committee, said he was "totally unaware" of the deal the Olympics Triplecast had made for the positive traps. The news was "disquieting," he said.

"The original purpose of the PPV Olympics was to help offset the overall cost of the Olympics. They were looking to get money back by effectively going after a small percentage of the country," said Spinola. "Now it sounds like they can go after anybody they want."

Admittedly, the PPV Olympics "have a very tough hill to climb," said Spinola. "But like anybody else, in tough times the worst thing we need is more competition," he said.

The PPV Olympics continues to explore other methods to deliver the games to as many cable subscribers as possible. It is working to develop a fully addressable converter box and continues to look for ways to help spur fully addressable systems.

-SDM

FOX DOES DOUBLE DUTY—BUYING AND SELLING

Fox Broadcasting will be at NATPE this week as more than just a seller of syndicated programming. Fox is also looking to buy, thanks to its deal with Tele-Communications Inc. to carry the network in so-called "white areas" not served by Fox broadcast affiliates. It plans to use the syndicated fare, in addition to Fox library programming, on a separate satellite feed that will go to TCI systems. Bill Schereck, Fox's vice president, cable affiliates, said the network has already held talks with program suppliers, but plans to come out of NATPE with its final decisions. The programming is needed to fill up to 149½ hours per week, since the Fox network only broadcasts 18½ hours a week.

The Fox cable feed, originally slated to launch March 1, is now looking at an

April launch date, said Schereck. In the meantime, Fox had planned to make available its 18½-hour broadcast feed to TCI systems falling in white areas as of Jan. 1, but that has been delayed several weeks due to the holidays and the recent convention of the Association of Independent Television Stations, according to Preston Padden, Fox senior vice president. Padden gave no new date and said the white areas have not yet been designated.

On the news front, Fox and TCI were expected to sign the final agreement for their Chicago Cable News last week. The service still has not signed any cable operators to carry it, most notably Continental and Jones, the two largest systems in the Chicago metropolitan area after TCI. The channel launch date,

originally April 1, will "slip a bit," according to Ellen Spangler, managing director, TCI News Inc., but she didn't specify a new date. As to whether the channel will launch without having signed any operators, Spangler said: "I think we'd face that as we got closer" to the launch date. TCI and Fox are facing competition from Tribune's Chicago-land, which has yet to sign any cable systems and essentially cannot launch until it does.

Concentration on getting the Chicago operation up and running has taken some of the steam out of TCI's efforts to explore other 24-hour news ventures. At the Western Cable Show in November, Spangler had said that TCI was working on creating 24-hour news channels in Miami and Dallas, the latter with the

help of Fox O&O KDAF(TV). But Spangler said the focus on the Chicago operation has mandated that those be put

"on the back burner for now." KDAF does not have a newscast, nor has it set a launch date for one, said Gayle Bram-

mer, VP and general manager, who said the station has had only "cursory conversations with TCI." -SDM

CABLE RATES RISING FASTER THAN PERCEIVED VALUE

CTAM study finds customer perception of value of cable service has not kept pace with rapidly rising rates over past few years

The increase in cable rates over the past few years has exceeded many cable subscribers' perceived value for their service, according to a new "attitudes and usage study" commissioned by the Cable Television Administration & Marketing Society and released last week at a CTAM marketing conference in Scottsdale, Ariz.

"The major reason for dissatisfaction is price value," said Margaret Combs, president and chief operating officer of CTAM. "The major reason for disconnection is price value...The overwhelming reason that we've lost customers is because of a negative price/value perception," she said.

"By raising rates so very rapidly over the last three years, we didn't effectively

raise the perception of the value as rapidly as we raised the rates and that's the strong issue out of the A&U study," Combs said.

The study, of 2,000 present, former and non-subscribers, surprisingly found that former and present pay subscribers do not have as much of a gap in the price/value relationship. And a sizable number of formers (17%) said they would come back in the three years, the study found, including 23% of former pay subscribers.

Combs said the report does not mean cable has stopped growing. (Indeed, Combs said the third-quarter numbers from the CTAM database showed improvement over the rocky second quarter. "We all felt much better," she

said.) But cable "is going to have to be more aggressive and innovative because the same old offers don't work anymore," she said.

The answers to what the industry can do to improve that price value relationship, Combs said, will come from the segmentation portion of the study, which is still being tabulated. "With each person, value is hinging on something different," said Combs. The segmentation study, to be completed in 30 days, will break down the study's participants into high, medium and low level users of television. Further breakdowns by present, former and non-subscribers, said Combs, will give a better idea what cable companies can do to improve a particular subscriber's perceived value

FOURTH QUARTER CABLE NETWORK RATINGS: 1990 VS. 1989

Network	4Q 1990 Rating	Prime Time		Full Day				
		HH	4Q 1989 Rating	HH	4Q 1990 Rating	HH	4Q 1989 Rating	HH
ESPN	2.5*	1,430,000	2.7	1,460,000	0.9*	510,000	0.9	508,000
WTBS	2.3	1,262,000	2.6	1,351,000	1.5	842,000	1.7	893,000
USA	2.2	1,211,000	2.2	1,091,000	1.2	651,000	1.1	571,000
TNT	1.9	961,000	1.4	484,000	1.0	509,000	0.9	304,000
Nashville	1.2	600,000	0.9	435,000	0.5	267,000	0.5	217,000
CNN	1.2	675,000	1.2	586,000	0.7	391,000	0.7	335,000
Lifetime	1.1	565,000	0.8	375,000	0.6	308,000	0.5	250,000
Discovery	1.0	529,000	0.8	347,000	0.5	265,000	0.4	200,000
Family	0.8	417,000	0.8	401,000	0.6	309,000	0.6	280,000
Nick at Nite	0.8	427,200	0.9	441,000	0.5	267,000	0.6	294,000
MTV	0.7	371,000	0.7	340,400	0.5	265,000	0.5	243,500
A&E	0.6	299,000	0.6	232,000	0.4	188,000	0.3	133,000
BET	0.6	172,000	0.6	147,000	0.4	119,000	0.4	96,000
NL News	0.3	157,000	0.4	148,000	0.4	153,000	0.4	143,000
VH-1	0.3	117,900	0.3	102,600	0.2	78,600	0.2	68,400
Nickelodeon	—	—	—	—	1.0	534,000	1.1	539,000

Notes: * network estimate. All other data supplied by an outside source based on Nielsen Media Research. Ratings are based on the coverage area of each network, not on the entire television universe. USA's prime time is 7-11 p.m.; Family Channel's is 8-10 p.m.; Discovery and Nashville Network's full day is 9 a.m.-3 a.m.; Lifetime's is 7 a.m.-1 a.m.; BET's is 12 p.m.-1 a.m.; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m.

Primetime ratings for 15 networks reporting data for the fourth quarter 1990 rose slightly, only 3.4%, over the same period in 1989. The networks earned a combined Nielsen rating of 17.5, up from a 16.9 in the previous year's final quarter.

WTBS(TV) Atlanta had the biggest drop, from a 2.6 to a 2.3, but still managed to edge out competitor USA for the number-two spot. USA had been the number-one network in

prime time for the previous two quarters. ESPN pulled into first place, even with ratings down 0.2 from 1989.

The Nashville Network, Lifetime, Discovery and TNT were the only networks to show gains, with two-year-old TNT posting the largest ratings rise, from a 1.4 to a 1.9.

For the full day, the 16 reporting networks showed essentially no gain over 1989. Combined they earned a 10.9 rating in fourth quarter 1990 and a 10.8 in 1989.

of cable.

Also receiving attention last week were CTAM's efforts to improve PPV performance. Focus groups with consumers and industry executives have found that the term "'pay-per-view' does not establish a benefit," said Combs.

"PPV needs positioning using a benefit," which Combs said may not neces-

sarily mean a better name, but rather a well-defined positioning statement.

CTAM plans to conduct several more focus groups using video vignettes, then look to do some in-system testing by the spring PPV conference. A full research project would then follow, all aimed at determining how PPV should be positioned.

CTAM's retention committee also

reported on its efforts to develop a system profile for those that do or do not do well with pay TV. The project is in its second stage, where subscribers who call to disconnect pay services are switched to an interview center. The early conclusion from the study, said Combs, is that cable "systems that charge for upgrades are not doing very well." -SOM

PUBLIC TV: FROM BROADCASTERS TOWARD PROGRAMERS

PBS, WGBH-TV and WNET(TV) create PBS Distribution Services Inc. to acquire post-broadcast rights and market shows

The Public Broadcasting Service, WGBH-TV Boston and WNET(TV) Newark, N.J. (New York)—the same group which last year studied the feasibility of creating a national non-commercial cable service—last week formed PBS Distribution Services Inc. (PBS-DSI), a nonprofit corporation that will seek markets for post-broadcast distribution of educational programming produced or acquired by public television.

The move, said Daniel Agan, vice president of national programming and promotion services for PBS, grew out of the stalled effort with The Discovery Channel to acquire The Learning Channel to deliver a PBS cable service (BROADCASTING, June 25). TDC and PBS have not permanently closed that option, he said. Meanwhile, PBS-DSI forays may include international cable and broadcast, domestic cable syndication and direct broadcast satellite.

The two broad areas of interest, said Henry Becton, president of WGBH, are, first, "to do a better job managing rights and distribution of programs we already produce," particularly through cable services where, he said, PBS effectively loses credit for production.

The second aim, he said, is to explore programming for new services. The proposed TLC acquisition "might have been such a service," he said, adding that the federal requirement that DBS operators provide public service opens the door for participation there.

Although the creators of the corporation together fund the production of much of public TV's prime time schedule, PBS-DSI is being structured to invite systemwide participation.

"The benefits of collective action," said Agan, "mean that you want anybody and everybody with programs" to participate as program providers. "We

would not, and will not, jeopardize over-the-air" services provided by public TV stations, he said.

Patricia Delaney, vice president for special projects for WNET, said the project would allow participants "to maintain ownership throughout the lifetime" of a program or series. The desire to gain "more upfront money to buy more market rights" is indicative of public television's belief that it must "move away from thinking of ourselves as only broadcasters to thinking of ourselves as programers," she said.

WNET and other stations have begun to acquire post-broadcast rights to programs, but too few, she said, "to justify setting up a company" to syndicate them alone. However, at PBS-DSI's first meeting later this month or early next, WNET will consider whether it would benefit from pooling rights through PBS Distribution-managed co-ventures with other public stations, cable programers or foreign entities.

The main thrust, however, said both Delaney and Agan, would be toward buying additional rights to new productions based on a positive assessment of follow-up markets for certain series or program strains. Currently, public TV stations buy rights to four broadcasts of a series over a three-year period through PBS.

Acquiring additional rights should also create increased production and promotion funding, thanks to greater incentives for underwriters, who, Delaney noted, would gain exposure in television outlets including and beyond national PBS broadcasts.

Each party is contributing labor from established staff and, so far, no funds have been budgeted for the corporation. It remained uncertain whether a separate office would ever need to be established, Agan and Delaney concurred. PBS President Bruce Christensen will serve as PBS-DSI president; Becton as secretary and WNET President William Baker as treasurer. -PDI

AD VANTAGE

Turner Broadcasting Sales Inc. (TBSI), which has had a rocky relationship with advertising agencies over the past few years, is trying to smooth things out by putting its advertising house in order with a new software system called CableXchange, designed by Jefferson-Pilot Data Services.

The system will track proposals, provide inventory control, speed up delivery of post-buy analyses and allow for quicker and more accurate communication of audience delivery guarantees. Turner plans to roll out the system in May in time for the upfront selling season, and said almost all the components should be up and running by the fourth quarter. Turner predicts it will be able to do electronic invoicing by 1991 and interface directly with agencies by 1992.

Turner went to an outside company to develop the non-proprietary system, according to Rick Sirvaitis, TBSI executive vice president, so that a standard would be developed that could be made available to all cable networks.

SATELLITE

SkyPix: Retailers named, live demo, in Vegas. More than half a dozen national consumer electronics retailers, including Macy's and Electric Avenue/Montgomery Ward, have signed on to sell consumer equipment to receive SkyPix, which proposes to launch an 80-channel midpower (41-watt) Ku-band direct broadcast satellite service next summer, according to SkyPix.

In addition to providing the first public, by-reservation-only demonstrations of its digital video compression hardware and ordering system, SkyPix used last week's Las Vegas Consumer Electronics Show to announce that Macy's,



SkyPix's home DBS dish

Electric Avenue/Montgomery Ward, Dayton Hudson, Circuit City, The Wiz, Leachmere's and Magnolia Hi-Fi and Video had committed to carry the receiver-antenna system with a \$699 suggested retail price. Richard Selvage, senior vice president of sales, said that by Feb. 1 SkyPix will have 5,000 retail outlets, including "audio-video specialty stores, electronics superstores, TV-appliance retailers, satellite retailers and department stores.

Uplinking its digital video compression demonstration from a temporary site in Connecticut (SkyPix President Brian McCauley said a permanent uplink in New York should be established this month), SkyPix said it fed eight signals, including one live feed, via one standard Ku-band transponder (aboard SBS 6). The SkyPix setup in Las Vegas included "a variety of receive antennas" and a bank of eight monitors, as well as a bandwidth analyzer to monitor the carrier frequencies of each signal. The live feed, said SkyPix, was included "to dramatize the ability of SkyPix to handle real-time data compression." SkyPix plans similar demonstrations at its Jan. 21-23 Satellite Broadcasting & Communications Association trade show exhibit, also in Las Vegas.

SkyPix press material generated for the CES continued to assert that the antenna size would range from 24 to 36 inches, "size dependent on geographic location." McCauley has dismissed link budget studies generated by high-power DBS proponents (including Hubbard Broadcasting) that debunk the size claim. SkyPix has declined, however, to make

public its own link budget studies which, McCauley claims, support the 24- to 36-inch claim. SkyPix executives and spokesmen could not be reached by press time to identify the receive antennas used in the CES demonstrations.

Hybrid approved. The Common Carrier Bureau of the FCC paved the way for CBS Television Network, as well as other future Hughes Communications Galaxy satellite users, to obtain optimal in-orbit C- and Ku-band backup capacity, approving Hughes's request to build and launch a second hybrid bird. Finding that operating a single C-Ku-band satellite at a single location "may be more efficient than operating two single-band satellites at that location, and may be more cost effective," the FCC said that Hughes may launch Galaxy VII, carrying 24 transponders in each band, into 91 degrees West Longitude, where Ku-band SBS-4 and C-band Galaxy VI are assigned. CBS will move from AT&T's Telstar system to another Hughes hybrid, Galaxy IV, in early 1993. Galaxy VII, to be launched soon after, would, in part, serve as backup.

Musical Satcoms. One week after the FCC announced it had given final authority for the temporary move, GE American Communications successfully transferred many of the nation's major radio network traffic, as well as some regional cable and national home satellite television feeds, from one satellite to another.

On Jan. 9, in what it says was a demonstration of the flexibility its five-C-band-satellite fleet can offer, GE Americom co-located Satcom FI-R and Satcom C-1, the fleet spare launched last Nov. 20, and moved traffic from the former to latter, which will remain at 139 degrees west longitude until FI-R's permanent replacement, Satcom C-5, is launched in June 1991. The migration of signals "was made with virtually no disruption in service and no repointing of ground equipment," said Neil Bauer, senior vice president of GE Americom. GE can now move FI-R to 131 degrees to temporarily replace its failing primary cable satellite, Satcom FIII-R. Transfer of FIII-R's services will be accomplished on Jan. 29, said GE. Following the launch of Satcom C-5, C-1 would be moved to its permanent assignment at 137 degrees.

The commission also granted Alascom's related request to test C-5 at 136 degrees for an eight-week period, before its moved to 139 in July. The test location would assure that the bird is three degrees away from C-1 (which shares the same polarization) and two degrees away from Hughes Communications' Galaxy I (which is cross polarized with C-5).

Great American customer. Boston-based Great American Broadcasting's subsidiary Great American Telecommunications Services (GATS) made itself a major North American conduit for transAtlantic and transPacific satellite traffic, thanks to a new one-year agreement to provide BrightStar Communications with access to all its domestic U.S. capacity. In 1991, VisNews subsidiary BrightStar, which gains a full-time dedicated transponder aboard Westar V, expects to spend at least 2,500 hours aboard GATS transponders, including C- and Ku-band channels aboard Westar, Spacenet, Telstar, Galaxy, Satcom, SBS and GStar satellites. BrightStar retains three Intelsat leases over the Atlantic. —PDL

BUSINESS

BROKERS FEEL STING OF SOFT STATION TRADING MARKET

Two firms close; others cut costs

Radio and television brokers have not been exempt from the current economic downturn that has hit the Fifth Estate. In the past four months, two of the top firms in the industry—Americom Radio Brokers and Chapman Associates—were forced to close. While factors outside the station trading environment played some part in their decision to fold, both firms acknowledged is that the soft marketplace was the primary cause of their downfall. Other brokers are not immune to the sluggish television and radio acquisition market; some companies are relocating to more economically viable domains. Others are closing branch offices and relocating employees. Everyone is trying to run as tight a ship as possible.

For example, Washington-based Blackburn & Co. has relocated some employees and closed offices. The firm maintains its Atlanta office but recently moved its Chicago staff to Washington and closed its New York and Beverly Hills offices. Richard Sharpe, Blackburn's New York broker, is now working out of an office in his suburban New York home. Blackburn said the decision to relocate people was not a financial one. Explained Blackburn: "People always asked us why we did not have a New York office. We always said we did not need it and [after trying it], we don't need it."

Also leaving New York for the suburbs is radio broker Gary Stevens, who is relocating to New Canaan, Conn. Stevens said that while the overhead will not be much lower than New York City, he will save time commuting.

The closing of the two firms also has brokers once again anticipating a consolidation of the industry. While most interviewed by BROADCASTING were in

OCTOBER, NOVEMBER, DECEMBER: THE GOOD, THE BAD, THE UGLY?

TV station revenue results for the fourth quarter started out well in October, helped by political advertising. Recently reported November numbers, however, show weakness—despite roughly one week's worth of pre-election advertising—perhaps foreshadowing an even weaker December.

Two of the four publicly held group owners reporting November results had revenue declines, despite the incremental political dollars. Monthly TV revenue was off 7.7% for Gannett, compared to flat year-to-date results for the first 10 months. For Multimedia, broadcasting revenue declined 2.5% versus a 10-month average of -0.9%. Scripps Howard reported a 4.4% revenue increase versus a 6.9% increase through October. The November gain benefitted from political dollars which, if subtracted, would theoretically show a broadcasting revenue decline of 2.7%, compared to a 3.6% gain in the first 10 months. Pulitzer Broadcasting also managed to report an overall revenue increase (up 2.3%) for the period Nov. 5 through Dec. 2, compared to an increase during the first 10 months of 4.8%. The Pulitzer results exclude the effect of stations bought and sold during the past two years. Differences among groups also reflect market and affiliation status of their stations; results for all but Gannett include some radio revenue.

The stock market may already have discounted much of the bad news and, in fact, group owner/publishing stocks have performed relatively well in the past two months. But Michael Kupinski of A.G. Edwards & Sons said he is "surprised by the [stocks] bounce...once they see the fourth quarter revenue numbers, there may be a buying opportunity." Kupinski also said broadcasting division results have, in general, fared better than newspaper revenue. **GF**

agreement that, within the next six months, other firms both big and small could go the route of Chapman and Americom, the jury is still out on whether the brokers of tomorrow will be small one-to-four person shops focusing solely on the business of brokering or bigger operations that will try to offer, among other services, financing and management consultation. Both Americom and Chapman had become large "full service" brokers. Chapman had opened Chapman Financial Services, while Americom launched Star Capital. Each hired new employees to find equity in a rapidly evaporating credit market. It may have been a case of bad timing; bringing in new employees without new business most likely put a big squeeze on those firms.

None of this means that those firms offering multi-locations and diversified services plan to get out and go back to basics. Those interviewed by BROADCASTING who aim for more than traditional brokering are confident they will succeed. And those going the traditional

route were also just as confident that—especially in tight times—it is best to stick to what they do best.

Said Randall Jeffery, one of four partners at Media Venture Partners: "We are brokers. There are people out there who do financing solely for a living, and they are good at it. Our side is mergers and acquisitions and we pool our resources towards those efforts." Media Venture Partners has four partners in different regions throughout the U.S. For the most part, they work independently of one another.

Paul Leonard, a former partner with Americom and now with Star Media, the Dallas-based Americom spinoff headed by Bill Stedding, is looking for a consolidation of the brokering industry and feels the "firms that are successful will be those that can generate revenue from a variety of sources and provide a variety of services." Leonard does not anticipate the end of traditional brokering. "I'm not saying you need a lot on the menu, but whatever you are serving,

Continues on page 116

CHANGING HANDS

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

WKSG(FM) Mount Clemens, Mich. ■ Sold by Ragan Henry to Major Broadcasting for \$8.65 million cash at closing ("Closed Circuit" Jan. 7, 1991). Station was bought in 1988 for \$6.75 million ("Changing Hands" Nov. 23, 1987). Seller, Ragan Henry, through various licensees, has interests in **WXLE(FM)** Johnstown and **WAKR(AM)-WONE-FM** Akron, all Ohio; **WDIA(AM)-WHRK(FM)** Memphis; **WQOK(FM)** Raleigh, N.C.; **WBSK(AM)-WOWI(FM)** Norfolk, Va.; **KJOJ(FM)** Conroe and **KGLF-FM** Freeport, both Texas; **WCMC(AM)-WZXL(FM)** Wildwood, N.J.; **WCOS-AM-FM** Columbia, S.C.; **KDIA(AM)** San Francisco; **WWIN-AM-FM** Baltimore; **KDIZ(AM)** Independence, Mo., and **WRAW(AM)-WRFY-FM** Reading, Pa. Buyer is headed by brothers Thad, John, Luke and Charles Allen and has no other broadcast interests. WKSG has oldies format on 102.7 mhz with 50 kw and antenna 499 feet above average terrain. Broker: Kalil & Co. Inc.

KWSS(FM) Gilroy, Calif. ■ Sold by Shamrock Broadcasting Inc. to KOOL Communications Inc. for \$4.5 million cash at closing. Station was swapped for **KMGC(FM)** Dallas plus \$11 million last October ("Changing Hands" Nov. 5, 1990). Seller is headed by Roy E. Disney, Patricia A. Disney, Stanley P. Gold, Bill Clark and James R. Mixon, and is licensee of **KABL(AM)** Oakland and **KABL(FM)** San Francisco, both California; **KMLE(FM)** Chandler, Ariz.; **KUDL(FM)** Kansas City, Kan.; **WHB(AM)** Kansas City, Mo.; **KXKL-AM-FM** Denver; **KXRX(FM)** Seattle; **KXXV(TV)** Waco and **KZFX(FM)** Lake Jackson, both Texas; **WFOX(FM)** Gainesville, Ga.; **WWSW-AM-FM** Pittsburgh; **WCXI(AM)-WWW(FM)**, Detroit, and **WTVQ-TV** Lexington, Ky. Shamrock is also sole stockholder of licensee of **KTAB-TV** Abilene, Tex. Buyer is headed by Martin W. Loughman and Susan Loughman. Susan Loughman owns 2.7% of common stock of Shamrock Holdings Inc., which owns 100% of common stock of Shamrock Broadcasting Inc. KWSS has CHR format on 94.5 mhz with 1.15 kw and antenna 2,580 feet above average terrain.

WTJS(AM)-WTNV-FM Jackson, Tenn. ■ Sold by Osborn Communications Corp. to American Network Group for \$4 million cash at closing. Seller is headed by Frank D. Osborn, Barry Wolper, Ellen S. Fader, Mark Hubbard and Matthew O'Connell, and is licensee of **WJSU-TV** Anniston, Ala.; **WIOI-FM** Brunswick, Ga.; **WNDR(AM)-WNTQ(FM)** Syracuse, N.Y.; **WAZO(FM)** Tarboro, N.C.; **WAZU(FM)** Dayton, Ohio; **WWVA(AM)-WVVK(FM)** Wheeling, W.V. Buyer is headed by Bob Williams and

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$0 □ 0

FM's □ \$13,615,400 □ 7

AM-FM's □ \$4,300,000 □ 2

TV's □ \$1,235,000 □ 3

Total □ \$19,150,400 □ 12

Year to Date:

AM's □ \$0 □ 0

FM's □ \$25,800,400 □ 11

AM-FM's □ \$7,600,000 □ 5

TV's □ \$1,235,000 □ 3

Total □ \$34,635,400 □ 19

For 1989 total see Feb. 5, 1990 BROADCASTING.

owns **WPTM(AM)-WGSQ(FM)** Cookeville, Tenn., along with three state radio networks and radio broadcast rights to collegiate sports at four universities. **WTJS** has Big Band format on 1390 khz with 5 kw day and 1 kw night. **WTNV** has progressive country format on 104.1 mhz with 100 kw and antenna 655 feet above average terrain. Broker: Robert A. Chaisson Inc.

KMLM(TV) Odessa, Tex. ■ Sold by National Minority TV Inc. to Prime Time Christian Broadcasting Inc. for \$650,000 by promissory note. Seller is headed by Paul F. Crouch, Phillip Aguilar, P. Jane Duff and Matthew Crouch. Paul and Mathew Crouch have interests in Trinity Broadcasting Network, licensee of **KTBN-TV** Santa Ana, Calif.; **WLXI(TV)** Greensboro, N.C.; **WDLI(TV)** Canton, Ohio; **KGHO-AM-FM** Hoquiam, Wash. They also have interests, through various licensees, in seven other commercial TV's. In addition, Paul Crouch and Duff have interests in 4 educational TV's in Texas and Florida. Buyer is headed by Albert O. Cooper, Tommie J. Cooper and Henry C. Wunsch, and is licensee of **KRPV(TV)** Roswell, N.M., and translators **K45BX** Buck Mountain, **K46CL** Maljamar, **K63CK** Carlsbad, **K66DO** Floyd and **K18DK** (CP) Hobbs, all New Mexico. KMLM is on ch. 42 with 5,000 kw visual, 500 kw aural and antenna 476 feet above average terrain.

WVSN(TV) Humacao, P.R. ■ Sold by Boccanegra Giraldo Broadcasting Group to Tito

CLOSED!

The sale of **KQEO/KMGA (FM)**, Albuquerque, New Mexico from Penn Communications Corp., to SpaceCom, Inc., for \$1,317,500 has closed.

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**MEDIA VENTURE
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FOCUS ON FINANCE

With overall market down 3% to 5%, most media stocks were also off for week ending last Wednesday. Among those most noticeably off was Pinelands, parent company of WWOR-TV New York, down 13.4% to \$17. Possible bidder for newly trading company had yet to surface while early securities analysts' reports cautioned that programing costs would hurt station's near-term cash flow. During first seven days of trading, roughly one quarter of total Pinelands shares (NYSE: PL@) outstanding changed hands. Disney was down 7%, to

88½. Company announced reduction in admission prices to theme parks. CBS part owner, Loews Corp., fell 10%; perhaps because of possible Supreme Court review of liability of Loews and other cigarette manufacturers.

Among the few stocks bucking trend was Scripps Howard, even at 44½. Group owner/MSO was subject of brief positive article in *Forbes*. Pulitzer said it would increase dividend from \$0.125 per common share, to \$0.13.

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

	Closing Wed Jan 9	Closing Wed Jan 2	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation
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BROADCASTING

A (BHC) BHC Comm.	45	1/8	45		1/8	00.27	11	1,321	
N (CCB) Cap. Cities/ABC	426		456	1/4	-30	1/4	-06.63	14	7,383
N (CBS) CBS Inc.	168	3/4	172	1/4	-3	1/2	-02.03	13	3,995
A (CCU) Clear Channel	10	1/2	10	1/2			00.00	-116	60
O (JCOR) Jacor Commun.	2	3/16	2	1/4	-	1/16	-02.77	-1	21
O (OSBN) Osborn Commun.	5	3/4	6		-	1/4	-04.16	-8	40
O (OCOMA) Outlet Comm.	8	1/2	8	1/2			00.00	10	55
N (PL@) Pinelands	17		19	5/8	-2	5/8	-13.40		5
A (PR) Price Commun.		1/4		3/16		1/16	33.33		2
O (SAGB) Sage Bsg.	1		1				00.00	-1	3
O (SCRIP) Scripps Howard	44	1/2	44		1/2	01.13	16	459	
O (SUNNC) SunGroup Inc.		3/4		3/4		00.00	-1	5	
O (TLMID) Telemundo	5		5	1/8	-	1/8	-02.43	-2	114
O (TVXGC) TVX Group	9	5/16	9	5/16			00.00		68
O (UTVI) United Television	28	1/4	28	1/2	-	1/4	-00.87	3	306

PROGRAMING

O (IATV) ACTV Inc.	2	1/4	2	1/4		00.00		1	
O (ALLT) All American TV	2	3/4	2	5/8		1/8	04.76	5	
N (CRC) Carolo Pictures	7	3/4	8	1/2	-	3/4	-08.82	12	234
O (DCPI) dick clark prod.	3		3				00.00	18	24
N (DIS) Disney	94	1/2	101		-6	1/2	-06.43	16	12,567
O (FNNIC) FNN	1	1/4	2	3/8	-1	1/8	-47.36	3	22
A (FE) Fries Entertain.		9/16		5/8	-	1/16	-10.00		2
A (HHH) Heritage Ent.		5/8		5/8			00.00	-1	5
N (HSN) Home Shop. Net.	3	3/4	4	1/8	-	3/8	-09.09	10	338
O (IBTVA) IBS	1	3/8	1	3/8			00.00	17	4
N (KWP) King World	22	3/8	24	1/4	-	1/8	-07.73	10	850
O (KREN) Kings Road Ent.		3/32		3/32			00.00		0
N (MC) Matsushita	114		114				00.00	15	237,146
A (NNH) Nelson Holdings	2	1/8	2	3/8	-	1/4	-10.52	-1	9
O (NNET) Nostalgia Net.		9/16		9/16			00.00		3
N (OPC) Orion Pictures	11	3/4	12	5/8	-	7/8	-06.93	29	264
N (PCI) Paramount Comm.	41	3/4	40	7/8		7/8	02.14	28	4,922
N (PLA) Playboy Ent.	4	1/4	4			1/4	06.25	22	79
O (QNTXQ) Qintex Ent.		1/8		1/8			00.00		26
O (QVCN) QVC Network	3	1/2	4		-	1/2	-12.50	-9	60
O (RVCC) Reeves Commun.	6	3/4	6	3/4			00.00	-16	85
O (RPICA) Republic Pic.'A'	6	1/2	6	1/2			00.00	36	27
A (SP) Spelling Ent.	3	3/4	3	5/8		1/8	03.44	25	124
O (JUKE) Video Jukebox	4	1/2	5	5/8	-	1/8	-20.00	-34	42
O (WONE) Westwood One	2		1	7/8		1/8	06.66	-1	29

	Closing Wed Jan 9	Closing Wed Jan 2	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation
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BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	28	3/4	31	5/8	-2	7/8	-09.09	22	537
A (AK) Ackerly Comm.	2	5/8	2	5/8			00.00	-3	40
N (AFL) American Family	18	5/8	18	7/8	-	1/4	-01.32	13	1,515
O (ACCA) Assoc. Comm.	25		27	1/4	-2	1/4	-08.25	64	466
N (CCN) Chris-Craft	24	1/4	24	5/8	-	3/8	-01.52	2	617
O (DUCC) Durham Corp.	27		28	1/2	-1	1/2	-05.26	13	228
N (GCI) Gannett Co.	36		35	7/8		1/8	00.34	14	5,688
N (GE) General Electric	54	1/8	56	1/2	-2	3/8	-04.20	11	48,096
O (GAC) Great American	1	3/4	1	7/8	-	1/8	-06.66		61
A (HTG) Heritage Media	3	1/4	3	1/4			00.00	-5	146
N (JP) Jefferson-Pilot	36		36	3/4	-	3/4	-02.04	8	1,286
N (LEE) Lee Enterprises	24		24	1/2	-	1/2	-02.04	13	560
N (LC) Liberty	40	1/4	40	3/4	-	1/2	-01.22	9	314
O (LINB) LIN	55	3/4	61	1/2	-5	3/4	-09.34	-15	2,864
N (MHP) McGraw-Hill	50	1/4	52	3/8	-2	1/8	-04.05	106	2,446
A (MEGA) Media General	17	7/8	18	7/8	-1		-05.29	21	452
N (MDP) Meredith Corp.	22		23	5/8	-1	5/8	-06.87	-17	396
O (MMEDC) Multimedia	61		67	1/8	-6	1/8	-09.12	16	690
A (NYTA) New York Times	19	7/8	21	1/8	-1	1/4	-05.91	44	1,513
N (NWS) News Corp. Ltd.	7	5/8	8	1/8	-	1/2	-06.15	4	2,047
O (PARC) Park Commun.	15	1/2	16	1/2	-1		-06.06	17	320
O (PLTZ) Pulitzer Pub.	18	3/4	18			3/4	04.16	7	196
O (STAUF) Stauffer Comm.	120		120				00.00	48	144
N (TMC) Times Mirror	26	3/4	26	7/8	-	1/8	-00.46	16	3,438
N (TRB) Tribune Co.	33	3/8	34	7/8	-1	1/2	-04.30	12	2,198
A (TBSA) Turner Bestg.'A'	11	1/4	11	1/8		1/8	01.12	-75	1,678
N (WPO) Washington Post	197		198		-	1	-00.50	13	2,370
N (WX) Westinghouse	24	7/8	28	3/8	-3	1/2	-12.33	7	7,240

CABLE

A (ATN) Acton Corp.	5		5				00.00	-4	7
O (ATCMA) ATC	31	1/2	34	1/4	-2	3/4	-08.02	30	3,435
A (CVC) Cablevision Sys.'A'	13	1/8	13	7/8	-	3/4	-05.40	-1	291
A (CTY) Century Comm.	6	5/8	7	1/8	-	1/2	-07.01	6	432
O (CMCSA) Comcast	11	1/8	12	3/4	-1	5/8	-12.74	-7	1,256
A (FAL) Falcon Cable	7	1/4	7	7/8	-	5/8	-07.93	-5	46
O (JOIN) Jones Intercable	6	3/4	7		-	1/4	-03.57	-4	84
N (KRI) Knight-Ridder	44	1/2	45		-	1/2	-01.11	13	2,232
T (RCI.A) Rogers'A'	8	1/2	7	1/2		1	13.30	-17	349
O (TCAT) TCA Cable TV	13	1/2	14	3/4	-1	1/4	-08.47	58	326
O (TCOMA) TCI	11	3/4	12	3/4	-1		-07.84	-17	4,182
N (TWX) Time Warner	83	5/8	85	3/4	-2	1/8	-02.47	-5	4,806
O (UAECA) United Art.'A'	11	5/8	12	1/2	-	7/8	-07.00	-16	1,632
A (VIA) Viacom	25	5/8	25	1/2		1/8	00.49	-85	2,735

STOCK INDEX (CONT.)

Closing Wed Jan 9 Closing Wed Jan 2 Net Change Percent Change P/E Ratio(000,000) Market Capitalization(000,000)

Closing Wed Jan 9 Closing Wed Jan 2 Net Change Percent Change P/E Ratio(000,000) Market Capitalization(000,000)

EQUIPMENT & MANUFACTURING

N	(MMM) 3M	78	1/2	84	7/8	- 6	3/8	-07.51	13	17,424
N	(ARV) Arvin Industries	16	5/8	16	3/4	-	1/8	-00.74	15	312
O	(CCBL) C-Cor Electronics	3	7/8	4		-	1/8	-03.12	4	16
O	(CTEK) C-Tec Corp.	13	14	1/2	- 1	1/2	-	-10.34	-25	214
N	(CHY) Chrysler	7/16		9/32				55.55	-1	5
A	(COH) Cohn	9	7/8	10	1/2	-	5/8	-05.95	7	19
N	(EK) Eastman Kodak	39	3/8	41	1/8	- 1	3/4	-04.25	40	12,774
N	(HRS) Harris Corp.	19	7/8	20	5/8	-	3/4	-03.63	6	797
N	(IV) Mark IV Indus.	8	5/8	8	3/4	-	3/8	-04.28	2	113
O	(MATT) Matthews Equip.	1	7/16	1	1/2	-	1/16	-04.16	71	8
O	(MCBV) Microdyne	3	3	3/8	-	3/8	-	-11.11	42	12
O	(MCOM) Midwest Comm.	1	3/16	1			3/16	18.75	3	3
N	(MOT) Motorola	49		52		- 3		-05.76	12	6,444
A	(PPI) Pico Products	5/16		5/16				00.00		1
N	(SFA) Sci-Atlanta	12	12	3/4	-	3/4	-	-05.88	6	269
N	(SNE) Sony Corp.	43	1/4	43	1/8	1/8		00.28	23	14,355
N	(TEK) Tektronix	17	7/8	18	1/8	-	1/4	-01.37	-6	519
N	(VAR) Varian Assoc.	30	1/4	30	3/8	-	1/8	-00.41	-144	578
O	(WGNR) Wegener	3/8		3/8				00.00	-2	2
N	(ZE) Zenith	6	5/8	6	3/4	-	1/8	-01.85	-2	177

SERVICE

O	(AFTI) Am. Film Tech.	3	1/2	3	1/2			00.00	11	34
O	(BSIM) Burnup & Sims	7	5/8	8	3/4	- 1	1/8	-12.85	84	96
A	(CLR) Color Systems	2	1/4	2	3/8	-	1/8	-05.26	-2	20
N	(CQ) Comsat	23	3/8	23	7/8	-	1/2	-02.09	7	437
N	(CDA) Control Data	7	1/8	8	7/8	- 1	3/4	-19.71	-1	303
N	(DNB) Dun & Bradstreet	39	5/8	42	1/8	- 2	1/2	-05.93	14	7,230
N	(FCB) Foote Cone & B.	19	3/4	21		- 1	1/4	-05.95	10	213
O	(GREY) Grey Adv.	130		136		- 6		-04.41	11	146
O	(IDBX) IDB Commun.	5	1/4	6	1/4	- 1		-16.00	58	33
N	(IPG) Interpublic Group	33	3/4	34	1/4	-	1/2	-01.45	15	1,154
N	(OMC) Omnicom	22	1/4	23	1/8	-	7/8	-03.78	11	583
O	(RTRS) Reuters	39		40	3/8	- 1	3/8	-03.40	18	16,812
N	(SAA) Saatchi & Saatchi	1	7/8	2		-	1/8	-06.25	-1	297
O	(TLMT) Telemation	1/4		1/2	-	1/4	-	-50.00		1
O	(TMC) TM Commun.	1/4		1/4				00.00	-1	5
A	(UNV) Unitel Video	6	1/8	5	3/4	3/8		06.52	-10	9
O	(WPPGY) WPP Group	3	1/8	2	3/4	3/8		13.63	1	128

Standard & Poor's 400 364.90 383.02 -18.12 -4.8%

Atilas Natal for \$500,000 cash at closing. Seller is headed by Angel F. Bocanegra Giraldo, and has no other broadcast interests. Buyer has no other broadcast interests. WYSN is on ch. 68 with 90.2 kw visual, 9 kw aural and antenna 1,984 feet above average terrain.

WHHR-AM-FM Hilton Head Island, S.C. ■ Sold by Hilton Head Broadcasting Corp. to Adventure Communications Inc. for \$300,000, including \$50,000 noncompete covenant. Seller is headed by J. N. Richardson Jr., Thomas H. Harvey III and Ernest Williams II, and has no other broadcast interests. Buyer is headed by Michael R. Shott (87%), Karen A. Shott, John H. Shott and John C. Shott (13%), and has no other broadcast interests. WHHR(AM) has contemporary easy listening format on 1130 khz with 1 kw day and 500 w night. WHHR-FM has same format on 106.1 mhz with 50 kw and antenna 300 feet above average terrain.

WTID(FM) Reform, Ala. ■ Sold by Kudzu Broadcasting Partnership to Transmit Enterprises Inc. for \$280,000 cash at closing. Station is not on the air. Seller is headed by Paul H. Reynolds, who is 51% stockholder of Marion Radio Inc., licensee of WJAM(FM) Marion, Ala. Buyer is headed by Stephen G. McGowan (50%) and Charles H. Chapman II (50%), who have interests in Broadcast Associates Inc., licensee of WESPI(FM) Dothan, Ala. WTID will have classic rock format on 101.7 mhz with 3 kw and antenna 720 ft. feet above average terrain.

SELTEL NAMES CFO; LOOKS TO EXPAND

Seltel Inc. announced last week Bruce Nugent is joining the rep firm as chief financial officer. Nugent has held similar positions with the CBS Netwo and John Blair Co. Seltel vice president, finance, Steve Boutis will retire.

Seltel president and chief executive officer Don Robinson also announced the formation of a new sales team that will represent 12 or 13 of Seltel's independent stations. Said Robinson: "We're glad that in a year when everyone is cutting back we are moving ahead." According to Robinson, Seltel exceeded its anticipated 1990 sales by close to \$17 million.

Seltel's current sales staff should also be pleased by an incentive plan that parent company Chase Communications installed. According to the plan, for every dollar that sales executives deliver over and above sales budget, Seltel contributes one half of the commission generated to a payout which is divided up among the over-achieving sales team. Seltel also made a major addition to the firm's 401-K plan, raising the employer contribution matching level.

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Continued from page 112.

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Star Media is similar to Americom in that all the brokers work in the same office. Although the locale has changed from Americom's expensive Washington headquarters to the low overhead offered in Dallas, the day-to-day running of the firm remains unchanged. Everyone still eats lunch together where the information of the day is exchanged among partners.

Brokers who eat lunch alone are not concerned with other brokers who feel the days of the "one man shop" are numbered. Gary Stevens sees any consolidation as further evidence that one-man shops such as his are built for survival. Explained Stevens: "This business was personified by individual brokers working on their own. You had one or two larger companies with multiple offices and multiple reps like Chapman that handled a broad variety of smaller deals effectively." Stevens, who modeled his operation after solo television broker Howard Stark ("one guy working smart," as Stevens put it), also

feels that in a credit crunch like the current one, he is more adaptable than larger firms. Said Stevens: "I'm sized right for this situation. I've been more productive than any one person at the bigger firms."

As for the decision by many brokers to offer financial services, Stevens is yet to be sold on the idea. Said Stevens: "In the main, brokers do not do financing. They simply refer [the buyer]. If you have a situation where you have to do the financing, you do not have a deal."

Stark, too, is unconcerned about the future of one-person shops. While others spent 1990 foundering, the New York-based broker handled two TV deals worth a total of \$212.7 million. As Stark put it: "It was business as usual." Should things dry up for Stark, he will not be without revenue. Unlike other brokers, Stark does not take a commission immediately after a closing; he chooses, instead, a series of payments over an extended period of time. Stark said he prefers to "spread out his income" and that he is "still on the payroll of many major corporations" for deals brokered years ago.

Not every broker relies solely on the broadcasting industry to provide a living. Richard Foreman, who saw his total sales volume fall by 75% in 1990, brokered a \$3-million telephone deal last year between Nynex and Pactel. As for brokering broadcast deals, Foreman is waiting to see what happens in the Middle East before predicting the market. "It all depends on Saddam," said Foreman, echoing the thoughts of most of the industry.

While many of the big brokers have seen offices close and sales decline, some brokers who specialize in small-market deals continue to do well. Ray Rosenblum, who focuses on small markets in Pennsylvania, New York, Maryland, Ohio and West Virginia, said he is coming off one of his better years. "I sell things that big-time brokers don't want to bother with—properties under \$2 million, construction permits and stations that are off the air." Rosenblum has not been untouched by trouble affecting the industry. "It's still hard, but it's certainly not impossible," said Rosenblum, saying he makes "a lot of cold calls." —**JF**

SLOW GOING FOR STATION TRADING DEALS

According to panelists at Sillerman seminar, problems in marketplace stem from state of capital markets and dim outlook for station ad revenue growth

The marketplace for broadcast property deals will continue to be slow, according to panelists speaking on the station trading marketplace, at the Sillerman Companies Fifth Annual Radio and Television Outlook, in New York last week. According to Alex Mason, managing director, Bankers Trust Securities; Steve Rattner, partner, Lazard Freres & Co.; Gary Stevens, managing director, Gary Stevens & Co.; Fred Seegal, managing director, Salomon Brothers Inc., and Bill Steding, president, Star Media Group, the core of the problem is twofold: the state of capital markets and the dim outlook for station ad revenue growth.

Panelists see the U.S. undergoing a period of deflation and what Stevens termed a "period of high anxiety." There is no money to be borrowed, said Stevens, as the nation faces the most severe banking crisis in 50 or 60 years.

Among the situations contributing to the market slowdown is the continued dif-

ference between buyer and seller expectations as to pricing, specifically, multiples. Although few deals are getting done, the panelists agreed that multiples for stations are falling in the following ranges: major market network affiliates, 9-10; network affiliates below the major markets, 7-9; non-Fox independents, 7-8; Fox affiliates, 7-9; major market FM's, 8-10, and others (AM-FM combinations, smaller market FM's), 6-10.

Although panelists agree the current climate favors the buyers, they caution prospective buyers not to expect to walk in and "steal" a cash flowing property. Sellers are opting either to hang on to the station or take their chances with their senior and subordinated lenders under the protection of bankruptcy. Lenders, on the other hand, are not anxious to push properties into a depressed marketplace.

There is a danger that station values might dip further, according to the panelists. Specifically, if distress sales are made at reduced multiples, that could set

the tone for the rest of the marketplace. But the driving force behind the slowdown is not the multiple, they said, but lack of money.

Panelists also observed that the marketplace for television is less hopeful than for radio. The dynamics of the radio business will not be altered radically in the coming years, they said; even if the mode of delivery changes, the product and method of doing business will remain fundamentally unchanged. However, they see the fundamentals of network television deteriorating.

The most hopeful note was sounded by Bob Sillerman, chairman and CEO, the Sillerman Companies, who moderated the panel. He predicted that beginning in the third quarter of 1992, there would be an expansion of advertising expenditures, "Unlike any that we have ever seen." Sillerman also predicted the expansion would continue as long as all of the panel members were involved in the business. —**AC**

WASHINGTON

NAB BOARD TO MAP OUT INDUSTRY STRATEGY IN NAPLES

Association's relationship with cable and telephone industries and potential of digital audio broadcasting among issues of major concern

The leadership of the radio and television industries is gathering this month in Naples, Fla., to map out a legislative and regulatory strategy for 1991. As board members of the National Association of Broadcasters, the executives must decide where NAB is headed in its dealings with the cable and telephone industries, and for radio, what the potential is for digital audio broadcasting. The Association must also decide how it will fight a Treasury Department proposal for a spectrum tax.

NAB's annual winter board meeting is Jan. 28-31 at Naples's Ritz-Carlton hotel. A two-day legislative forum (Jan. 26-27) featuring key congressmen and FCC Chairman Al Sikes, is being held prior to the meeting. A special session is also being convened on Saturday (Jan. 26) for radio directors to hear the results of a DAB study. Members of the Radio Operators Caucus have been invited to attend that session.

NAB may take a far more aggressive stand toward cable. It may also open discussions with the phone industry. NAB President Eddie Fritts has indicated that the association will take a "fresh look" at its relationship with the cable and telephone industries (BROADCASTING, Dec. 31, 1990). "The broadcast industry is at a crossroads," said one TV director. "We've got to decide how to position ourselves as an industry."

At the heart of that discussion will be a proposal to charge cable operators for retransmission of broadcaster signals. The issue of retransmission consent is "rising to the top," said one TV director. Last year, NAB tried to convince lawmakers that an "if carry, shall pay" approach toward cable was an equitable solution to what they see as an imbalance in the marketplace. Cable systems would then have a choice of either carrying most local broadcast signals as well as paying a fee for them, or not carrying any of the stations.

With the start of a new congressional session, the association will probably step up its campaign to establish a new



The Naples, Fla., Ritz-Carlton, site of NAB's winter board meeting

policy requiring a cable system to pay a retransmission fee. At the same time, however, NAB must reconcile that goal with the concerns of its independent station members who feel must carry and channel positioning are essential to their survival. Although one source predicted there would not be any "ringing endorsement that what the industry needs is must carry."

And according to one director, the TV board will decide whether it is "possible to have a relationship with the telcos." The phone industry hopes to remove those legislative and regulatory barriers that prevent it from offering video services. It is believed the board will instruct NAB staff to open discussions with the phone industry. But there will be no change in NAB's basic position. Broadcasters feel that the telcos should be barred from having any ownership interest in content and should operate as a delivery service only.

For radio directors, the future of DAB will likely dominate much of their board

meeting. NAB sees DAB as an eventual replacement for the current AM and FM system and wants to insure that local terrestrial broadcasting survives in the digital age.

Besides DAB, technical reports are not expected to occupy much of the board meeting agenda. Short updates will be given on the status of projects involving high-definition television, video ghost canceling and radio data services. A report on the readiness of the Emergency Broadcast System requested by the board at an earlier meeting will also be presented.

The board will be asked to vote on whether or not to continue NAB's joint effort with the Electronics Industries Association (EIA) to establish a certification mark for high-end AM radio receivers. NAB and EIA have been discussing the program as a way to show consumers which radios meet certain high-quality requirements, such as stereo, NRSC de-emphasis and wide frequency response (about 7 kHz). Momentum toward de-

velopment of the mark has slowed in recent months, in part due to changes in personnel at EIA, according to Michael Rau, NAB senior vice president, science and technology. EIA officials, in Las Vegas last week for the semi-annual Consumer Electronics Show, could not

be reached for comment.

As for board business in general, there could be considerable politicking for seats on NAB's executive committee. Candidates for the June election often surface at the January meeting. A race for joint board chairman appears to

be shaping up between current TV chairman, Gary Chapman of LIN Broadcasting, and former TV chairman, Thomas Goodgame, president emeritus of Westinghouse Broadcasting. And a number of candidates may surface for the radio vice chairman's race. —MM

GELB TAKES HEAT FROM VOA STAFF

In public forum, USIA director defends merger of agency and broadcast services as budgetary necessity; 'Voice' staff charge it is 'power grab'

To an unabashedly hostile response from Voice of America staff at VOA headquarters in Washington, Bruce Gelb, director of the United States Information Agency, last Monday (Jan. 7) sought to defend his decision to merge USIA and VOA budget, personnel and public affairs operations as "an opportunity to be a more fiscally responsible manager in this government."

Promising that a two- to 10-month process had only just begun, the director said "extreme care" would be taken in searching out and eliminating "redundancy and duplication." Where no fiscal or efficiency gains could be attained, he told the packed audience of nearly 1,000 people, no merger of jobs or services would take place.

Gelb insisted the decision to move VOA's support organizations further into the USIA fold was motivated by a desire to hold the line on shrinking resources, which have resulted in a 16% overall cut in VOA broadcast hours since 1986. "Today," Gelb told them, "the biggest threat to [the VOA's 43] language services is budget constraints."



USIA's Bruce Gelb

Nevertheless, sentiment at VOA, according to several sources, and as evidenced by Gelb's Jan. 7 reception there, is that the USIA director has undertaken "nothing more than a power grab." A large majority of the crowd laughed at several of Gelb's serious statements and frequently applauded speakers from the floor of the VOA auditorium who questioned the USIA director's intentions.

"If he gets control of the VOA bud-

get, personnel and public liaison," one source said later, "our news office may be next."

Many in the Jan. 7 open mike forum expressed fear that the USIA would use increased budget and personnel control to encroach upon the VOA's editorial independence. The USIA's "policy advocacy" mission and the VOA's "journalistic credibility," one staffer told Gelb, cannot be fairly co-managed.

A petition circulated at the VOA last week asks Congress to amend the VOA charter to include: "In order to effectively carry out the terms of this Charter, the Voice of America shall be administered separately from other United States Information Agency Programs." The VOA, said a copy of the petition, "must be given the autonomy and authority to manage itself as a news organization run by journalists, not a motley assortment of would-be propagandists."

According to one USIA source, an independent VOA would be forced presently to cut its services to cover higher than expected costs of diesel fuel to run uplink and transmitter generators. The USIA, on the other hand, he said, can search in more places for money to cover those costs without cutting VOA services.

The Jan. 7 free-for-all also demonstrated the continuing bad blood between Gelb and VOA Director Richard Carlson, whose opposition to the restructuring, many VOA staffers believe, Gelb ignored. During brief opening remarks of his own, Carlson called the meeting "Mr. Gelb's show," adding that, because it could be perceived as "unseemly" or "divisive," he had recommended that the meeting not be held; he appeared, he said, only because Gelb had "ordered" his presence.

The crowd roundly applauded Carlson when he said, "I have been ordered to implement the [restructuring] plan...I do

TAUKE, WALGREN FORM D.C. PUBLIC POLICY FIRM

Tom Tauke, a former Republican congressman from Iowa who lost his bid for a Senate seat last fall, has opened his own Washington-based public policy firm. Tauke, along with Doug Walgren, a former Democratic congressman from Pennsylvania who also did not win re-election, formed Tauke, Walgren & Associates. Tauke was a key member of the House Telecommunications Subcommittee, leading efforts to deregulate the broadcast industry. Walgren served on the subcommittee's parent Commerce Committee and chaired the Commerce, Consumer Protection and Competitiveness Subcommittee. The firm will specialize in energy/environment, health care, insurance, telecommunications and transportation issues. Also joining the firm as partners are Gem Meyer, who was Tauke's chief of staff, and Ed Senn, who was the Iowa congressman's legislative director.

not believe it is in the best interest of the VOA or the USIA."

The rift between the two men remained evident throughout the morning, despite Gelb's professions that he and Carlson—"a dedicated professional"—had committed to working together more closely to implement the restructuring.

At one point, in answer to a question from the floor, Gelb said he would discourage staff from going to the news media when their recommendations to higher-ups were not followed, but he would applaud the courage of staff that resigned in protest of USIA policy. The audience's derisive laughter turned to applause when Carlson took over the microphone and said, "I have no intention of resigning."

Questioning returned repeatedly to the issue of USIA and VOA missions. Gelb said he believes the organizations share "the same mission with different tools." He described that mission as "letting the world know the truth about what is going on, especially in parts of the world where it is difficult to know what the truth is...[and] also letting them know what Americans are like

[and] what this government's intentions are policywise."

The VOA, he said, is one "arrow" in the "quiver" of USIA tools to accomplish that mission."

A questioner from the floor was also applauded when he followed, "I, and maybe a lot of people here, do not believe we should be an arrow in your quiver." Circulating there before the day had ended, an illustration depicted "BRUCE'S QUIVER" containing four arrows labeled, "DIPLOMATS," "DISINFORMATION," "VISITORS," "OH, YEAH, VOA." A caption read: "AND SO DO WE ALL"—meaning, said one, "And so do we all quiver" at the restructuring.

Conceding that broadcast news operations could arguably claim a unique mission of their own, Gelb insisted that the VOA's journalistic independence would remain intact. He cautioned, however, that, "Like it or not, your organization...is not 100% a news organization."

And, in answer to the charges that he had not consulted with the VOA, Gelb said the process had included informal

discussions with Carlson and consultation in the form of internal task force recommendations, review of those recommendations by senior staff and discussions with Office of Management and Budget Director Richard Darman, as well as use of a National Security Council report to President Bush which recommended the merger of international broadcast services.

The restructuring has merged the VOA and USIA's television and film operations, including its international TV network, Worldnet, and the Radio and TV Marti services to Cuba, into a Bureau of Broadcasting. Only the Cuba services would remain outside the search for "redundancy," Gelb said, since he believes they must remain as they are under congressional mandate.

At least some in attendance feared the loss of their jobs. Gelb called reports that 65 positions had already been eliminated "total baloney." No numbers of "people who will be saved, removed [or] moved to other things" had yet been ascertained, he said. Several agency sources reported, however, that, 40 USIA positions had been eliminated.—PM

THE CASE OF THE MISSING STATION

Miami TV charges local cable system knocked off its coverage of football game so subscribers would have to watch ESPN; system says signal was always there

We categorically deny it," said John Gash, when asked whether the Miami Beach cable system he manages dropped independent WDZL(TV) Miami from its channel lineup over the Dec. 8-9, 1990 weekend as the station and the Association of Independent Television Association have alleged.

After the station complained last week, Gash said, he investigated and could find no evidence or anyone to verify that the signal had been dropped. "There is no outage we can document."

Hal Moeller, who oversees the Gold Coast franchise for Miami Beach, told a BROADCASTING reporter last Wednesday his questions were the first he had heard of the alleged incident. "I've gotten no complaints from subscribers," he said. Despite Gash's denials, Michael Finkelstein, president and chief executive officer of Renaissance Communications Corp., owner of WDZL and five other independents, and vice chairman of INTV, remains convinced the system dropped the Miami UHF sometime Friday afternoon, Dec. 7, and did not re-

store it until the following Monday morning.

As he charged publicly at the INTV convention in Los Angeles two weeks ago, Finkelstein suggests the system acted because WDZL had acquired the local broadcast rights for the Miami Dolphins-Philadelphia Eagles football game that Sunday night (Dec. 9).

The game was also shown nationally, including in the Miami market, on ESPN. Without the WDZL signal, Gold Coast subscribers would have been forced to watch the game on ESPN.

According to Finkelstein, in addition to paying for the broadcast rights, the station guaranteed a sellout for the game at Miami's Joe Robbie Stadium—a condition to being allowed to air the game—by committing \$100,000 to buy any unsold tickets.

Finkelstein said he first noticed the absence of the signal on Friday afternoon while staying at a Miami Beach hotel. Thinking it was a problem with the hotel's master antenna system, he said, he did not give it much thought until learning from station managers that

others had reported not being able to find the station on the system.

"It's time to flush the troll from under the bridge," said Finkelstein. "We cannot have cable system operators acting as tollgate operators and deciding what subscribers get to see."

As a member of INTV's board, Finkelstein said, he has in the past advocated reaching a compromise with the cable industry on new rules requiring cable systems to carry all local broadcast signals. He has always believed some kind of mutually acceptable accommodation could be reached, he said. "This experience has made me reconsider whether that is possible."

In arguing for the need for must-carry legislation in a speech at the INTV convention, INTV President Jim Hedlund cited the incident (BROADCASTING, Jan. 7). And, he told BROADCASTING last week, he intends to continue using it in speeches elsewhere "as evidence that signal carriage and channel positioning [rights for broadcasters in choosing their cable channels] are not yesterday's issues." —NAJ

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TECHNOLOGY

HDTV TEST PLANNING TURNS TO FIELD TESTS

FCC advisory committee and system proponents face funding and site selection for over-the-air tests of HDTV transmission; Wiley suggests that all-digital system proponents pool resources to build generic digital transmission system

The FCC advisory committee on advanced television service has turned its full attention toward organizing over-the-air tests of the five simulcast high-definition television transmission systems and one enhanced definition system proposed to replace the current NTSC system. Money is the biggest issue.

Almost all the preparations for labora-

tory testing of the six systems at the broadcaster-supported Advanced Television Test Center (ATTC), Alexandria, Va., are complete. "Field testing, I think, is absolutely required to validate the laboratory results in a real-world context. Field testing is essential to the FCC's establishment of a new transmission standard," said Richard Wiley, senior partner of Wiley, Rein & Fielding

and chairman of the advisory committee.

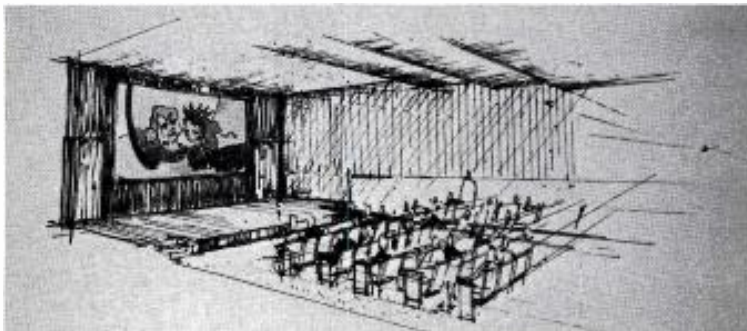
Wiley called representatives of the proponent organizations to his Washington law office last Tuesday (Jan. 8) to discuss preparations for the field tests and work out last-minute details for the lab tests. Much of the financial burden for the field tests will fall on the proponents themselves, Wiley told them. Earlier hopes that the FCC might get an additional allocation from Congress to pay some of the field test expenses appear to be dead.

A draft plan for the conducting of the field tests has been written by the advisory committee and will be included in the group's fourth interim report to the commission. Wiley has tentatively set a meeting of the full advisory committee, a group comprising the chief executives of the major broadcast networks and station groups, cable operators and consumer TV set manufacturers, for the first week in April to approve the report. The report will also include amended plans for the video laboratory tests and subjective test plans for HDTV audio.

Wiley offered some suggestions for funding the field tests. The only EDTV system in the testing, the David Sarnoff Research Center's ACTV system, will be inexpensive compared to the simulcast HDTV systems because it can be transmitted over a conventional NTSC transmitter and antenna system. Therefore, he suggested that the Sarnoff Center conduct its field tests on its own. He also suggested that Japan Broadcasting Corp. (NHK) also fund testing of its system, Narrow-MUSE, because it is the only analog HDTV system proposed.

Three of the six remaining proposals are all-digital HDTV systems: General Instrument Corp.'s DigiCipher, Zenith and AT&T's Spectrum-Compatible HDTV and the Advanced Television Research Consortium's (ATRC) Digital Simulcast HDTV. Wiley has given the Massachusetts Institute of Technology,

HDTV CINEMA FOR THE WORLD



Jameson Entertainment Group (JEG), in partnership with Ikegami Electronics and Azro Enterprises, recently launched a joint project for sending HDTV satellite transmissions worldwide for chains of theater complexes. The theaters (artist conception shown above) will be designed to promote new entertainment and educational opportunities for underdeveloped countries. China is planned as the first country to begin construction on a "JEG Cinema Entertainment Complex," possibly followed by the Soviet Union, Hungary, Czechoslovakia and Romania.

A presentation made at Los Angeles's El Rey theater was short on details of how much JEG and Ikegami are spending on the project. The physical plant is to be co-financed by local government agencies and possibly other private companies, JEG said.

A live demonstration of the video projection system planned for the theaters, the Ikegami TPP-1500, was given during a demonstration of the EC-1125 Ikegami HDTV camera. A laser videodisk exhibition of several motion picture trailers followed. Eugene Koon, vice president of finance, JEG, said laser disk duplication and distribution will cost a fraction of the expense for 35mm film print distribution, which he says is approximately \$1,500 per print.

Even with the promise of such savings for the major studios, no agreements have been signed with the Chinese or Soviet Union governments, a JEG official said last week. An agreement with China could be finalized as early as this week, he said.

currently a hybrid analog-digital proponent, until Feb. 28 to decide whether to convert its system to all-digital. "I would suggest that a pooling of resources would make some sense, with perhaps winner [the eventual FCC standard choice] pay all or everybody give their own end and take your chances, depending on how you come out in the laboratory tests," Wiley said.

(It is generally believed that only one or two finalist systems from the laboratory phase will be advanced to field testing, although the advisory committee has not decided the issue.)

Wiley asked that all six proponents submit their plans for field testing, either individually or in a pool, to the advisory committee by March 15. "The reason I suggested the spring of this year is that it is my understanding it is going to take some time to produce this [digital transmission] equipment," he said. The information is also desired for inclusion in the interim report to the FCC.

Under the pooling plan, proponents would jointly seek manufacturers to design and build a generic digital video broadcast system, including high-power transmitter components and antenna systems. After lab tests on all the systems end in spring 1992, the individual system encoders used in the lab tests can be installed on the digital transmitter. In the meantime, as soon as the digital transmitter is built, testing on generic digital channel coding characteristics may begin.

"If, indeed, the channel coding of these digital systems is similar, if not identical, we can get a head start. We will need a head start because this is an entirely different thing than we've been exposed to in NTSC," said Joseph Flaherty, senior vice president, technology, CBS Inc., and chairman of the advisory committee's planning subcommittee. Valuable information about general digital channel characteristics can be learned in generic tests before the specific system field testing, Flaherty said.

The field tests are scheduled to begin almost immediately after the last ATTC lab tests have been completed in May 1992. The proponents and advisory committee will then have two or three months to complete field tests before the advisory committee's final system recommendation to the FCC, scheduled for submission in September 1992. There will be little time in the summer of 1992, however, to test all six systems and evaluate the data before September.

The advisory committee is looking for a transmitter site for the test transmitter "that will be chosen hopefully for scien-

tific reasons" to test system reactions to geographic and manmade signal disturbances, Flaherty said. The committee would like to find a suitable site in the Washington area, probably over a UHF channel.

Mark Richer, PBS engineer and chairman of the advisory committee's working party on systems evaluation and testing, said a meeting of that group has been set for Jan. 30 in Washington to discuss the possibility of a pool among the digital proponents. Along with the proponents, several major RF equipment manufacturers have been invited to the meeting including Harris Corp., Dielectric Communications, Andrew Corp. and several others. "It's very important that proponents show up and help us convince transmitter manufacturers that they ought to donate resources, too. After all, they will profit by the new HDTV transmission standard, too," Richer said.

The three current all-digital proponents were cautious about the pooling idea. "There are pros and cons...I think some pooling would make sense. We're concerned about the independency of channel and source coding," said the Sarnoff Center's Jim Carnes, representing ATRC. (ATRC is a consortium of Sarnoff, NBC, Thomson Consumer Electronics and North American Philips.)

Bob Rast, vice president, General Instrument Corp. is worried that March 15 may be too early to know whether the all-digital proponents should pool or test separately. "I just think there are other issues to be raised. We are site-dependen-

dent in terms of what can be done for field tests. It is useful to know what the site is, what the channel is, what potential power that can be radiated is," he said. "I'm trying to be supported, but I'm just pointing out that there are a bunch of issues." Proponents may know if a decision is possible by March 15 following the Jan. 30 meeting, Rast said.

"The idea of pooling resources is obviously wrought with problems. It's worth exploring...I'm not super confident that it can happen, but it's worth a shot," said Wayne Luplow, executive director, advanced research and development, Zenith Electronics Corp., the third all-digital proponent.

Wiley responded that the pooling proposal for the all-digital systems was not an advisory committee directive and could be rejected if found unfeasible. But he emphasized the need to begin building RF equipment for field tests of all the systems by this summer to hold to the FCC's schedule for the advisory committee. "We are in a tight time frame and we intend to keep this schedule," he said.

Tom Stanley, chief engineer, FCC Office of Engineering and Technology, was pessimistic about the chance that the FCC might shoulder some of the field test expenses. The commission made the case for field-test funding to the Congress last year and the idea "was bounced," Stanley said. "At this point, all I can do is look to the future. We'll certainly do whatever is the next step" to convince Congress to allocate more money, he said. -RMS

IN SYNC

DIGITAL DEVICE

According to Gentner Electronics Corp., Salt Lake City, its Lazer FM audio processor is the first to employ all-digital processing. The unit serves as both a stereo generator and a band limiter to keep FM channels within FCC regulations. Lazer uses the same digital sampling rates as compact disks to maintain CD quality throughout the processing chain before transmission. Processing parameters are controllable from front-panel buttons and liquid crystal displays. List price for the two components is \$6,995.

REMOTE OPPORTUNITY

R-TEC Systems, Los Angeles, is offering the "Practically-Anywhere-Anything" Remote, which can be used to operate nearly all remote-controlled broadcast equipment. The company claims the system will control cart machines, audio and videotape recorders, on-air and production consoles and other studio equipment. The \$500 device is made up of two components, an R-TEC MC50 Machine Controller and RK50 Remote Keypad. Most equipment comes with a remote control that cannot be used with other devices.

FOR THE RECORD

As compiled by BROADCASTING from Jan 3 through Jan. 9 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

Actions

■ **WJHO(AM) Opelika, AL** (BAL901113EA; 1400 khz; 1 kw-U)—Granted app. of assignment of license from Opelika-Auburn Broadcasting Co. Inc. to Sun Broadcasting Co. Inc. for \$50,000. Seller is headed by John E. Smollon; Helen Ferguson Zachry and Miles Ferguson Jr., brother and sister; Thomas D. Samford III, William Samford and Aileen Samford Wapole, brothers and sister, and Yetta G. Samford and C. C. Torbert, and have no other broadcast interests. Buyer is headed by John W. Rice (50%) and Stephen D. Benson (50%), and has no other broadcast interests. Action Dec. 27.

■ **KTAA(FM) Kerman, CA** (BAPH901029GM; 94.3 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of CP from Barnard Broadcasting Ltd. to Barnard Broadcasting Ltd. for no cash consideration in ownership reorganization. Barnard is headed by Bacilio Maciel (33 1/3%), Richard M. Barnard (33 1/3%) and Barbara Barnard (33 1/3%)—Maciel had controlling interest, will become 1/3 general partner along with Barnards), and nine limited partners, and has no other broadcast interests. Action Dec. 24.

■ **KCIN(AM) Victorville and KATJ-FM George, both California** (AM: BAL901030EA; 1590 khz; 500 w-D, 135 w-N; FM: BAPH901030GJ; 100.7 mhz; 850 w; ant. 1,548 ft.)—Granted app. of assignment of CP from Crown Broadcasting Services to Island Broadcasting Corp. for \$1.575 million. Seller is headed by Sidney King and Mattie Brown, and has no other broadcast interests. Buyer is headed by Scott A. Brody and Richard L. Sadowsky. Sadowsky has interests in Eagle Communications Inc., licensee of KECI-TV Missoula, KCFW-TV Kalispell and KTYM-TV Butte, all Montana, and TV translators in Montana and Idaho which rebroadcast signals of Eagle stations. Sadowsky is also assistant secretary of Precht Communications Inc., parent company of Eagle and Precht Television Associates Inc., licensee of KIEM-TV Eureka, CA, and TV translators serving small communities in California which rebroadcast signals of KIEM. Action Dec. 21.

■ **WCNU(AM) Crestview, FL** (BAL901102EF; 1010 khz; 10 kw-D, 84 w-N)—Granted app. of assignment of license from Gulf Shores Broadcasting Co. to Ashley Norman Davis Jr. for \$150,000. Seller is headed by

Jerry W. Milligan Sr., Carroll D. Caldwell and Janice A. Milligan, and have no other broadcast interests. Buyer owns LPTV W24AM Defuniak Springs, FL and CP for LPTV ch. 14 Luverne, AL. Action Dec. 26.

■ **KGGF(AM)-KQQF(FM) Coffeyville, Kansas** (AM: BAL901030EI; 690 khz; 10 kw-D, 5 kw-N; FM: BAPH901031EJ; 92.1 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of CP from The Midwest Broadcasting Co. Inc. to KGGF-KQQF Inc. for \$750,000. Seller is headed by Richard M. Seaton; Gladys Seaton and Donald D. Seaton, her son; Monica M. Seaton and Johanna C. Epp, daughters of Gladys Seaton; Edward L. Seaton, son of Richard, and Robert

L. Pratt and Robert A. Cline. Richard, Gladys, Donald and Monica Seaton have interests in Nebraska Broadcasting Co. Inc., licensee of KHAS(AM) Hastings, NE; Manhattan Broadcasting Co. Inc., licensee of KMAN(AM)-KMKF(FM) Manhattan, KS; Nebraska Television Corporation of Hastings, licensee of KHAS-TV Hastings, NE; Nebraska Television Corporation of Manhattan, which has controlling interest in South Plains Broadcasting Co. Inc., licensee of KFYO(AM)-KZII-FM Lubbock, TX. Edward Seaton has interests in Manhattan Broadcasting and Nebraska Television. Pratt has interest in South Plains Broadcasting. Buyer is headed by John B. Mahaffey, Robert B. Mahaffey, Fredna B. Mahaffey, Robert A. Cline and Catherine H.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CPs ¹	TOTAL ²
Commercial AM	4,984	242	5,226
Commercial FM	4,372	929	5,301
Educational FM	1,438	298	1,736
Total Radio	10,794	1,469	12,263
Commercial VHF TV	552	18	570
Commercial UHF TV	563	184	747
Educational VHF TV	125	3	128
Educational UHF TV	229	16	245
■ Total TV	1,469	221	1,690
VHF LPTV	185	165	350
UHF LPTV	594	1,056	1,650
■ Total LPTV	779	1,221	2,000
FM translators	1,863	318	2,181
VHF translators	2,714	97	2,811
UHF translators	2,248	382	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration ³	58.6%
Pay cable penetration	29.2%

¹ Includes off-air licenses. ² Penetration percentages are of TV household universe of 92.1 million. ³ Construction permit. ⁴ Instructional TV fixed service ⁵ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Nelson. John B. Mahaffey holds 50% of stock of KRMS-KYLC Inc., licensee of KRMS(AM)-KYLC(FM) Osage Beach, MO, and is sole stockholder of Mahaffey Enterprises Inc., which has applied for new FM at Warsaw, MO. Fredna B. Mahaffey has interests in KRMS-KYLC Inc., licensee of KRMS(AM) KYLC(FM) Osage Beach, MO, and Kline has interests in Midwest Broadcasting, the assignor. Action Dec. 26.

■ **WCDS(AM)-WOVO(FM) Glasgow, KY (AM: BAL901101EB; 1440 kHz; 5 kw-D; FM: BALH901102GX; 105.5 mhz; 1 kw; ant. 480 ft.)**—Granted app. of assignment of license from WCDS Broadcasting Inc. WOVO Broadcasting Inc. to Ward Communications Corp. for \$575,000. Seller is headed by John B. Barrick and has no other broadcast interests. Buyer is headed by Mark Ward (56.66%) and Dianne Ward (43.33%), and has no other broadcast interests. Action Dec. 26, 1990.

■ **WTIQ(AM) Manistique and WTIQ(FM) Gulliver, both Michigan (AM: BAL901022HT; 1490 kHz; 1 kw-U; FM: BALH901022HU; 94.7 mhz; 100 kw; ant. 443 ft.)**—Granted app. of assignment of license from American Peakes Ltd. to WSHN Inc. for \$150,000. Seller is headed by Frances Jo Curtis and has no other broadcast interests. Buyer is headed by and is licensee of WSHN-AM-FM Fremont, MI, and has application pending (BAL900910GN) to assign WSHN-AM-FM from Stuart P. Noordyk to WSHN Inc. Action Dec. 24, 1990.

■ **KSWM(AM) Aurora, MO (BAL901025EB; 940 kHz; 1 kw-D)**—Granted app. of assignment of license from Aurora Broadcasting to Galen O. Gilbert for \$118,200; buyer is accepting station and \$150,000 cash to settle notes totaling \$268,200 owed to him by seller. Seller is headed by A. Dale Hendrix and John Mitchell. Mitchell has interests in KNES(FM) Fairfield and KLLI(FM) Hooks, both Texas. Buyer is headed by Galen O. Gilbert, and has 55.66% interest in KWHW(AM)-KRKZ(FM) Altus, 100% in KYFM(FM) Bartlesville, both Oklahoma; 59% interest in KDNT(AM) Denton, 65% in KDXE(FM) Sulphur Springs, 95.653% in KTXJ(AM)-KWYX(FM) Jasper and 86% in KIOL-FM Lamesa, all Texas. Action Dec. 24.

■ **New FM Kirksville, MO (BAPH900205HN; 107.9 mhz; 100 kw; ant. 413 ft.)**—Granted app. of assignment of CP from Northern Missouri Christian Broadcasting Inc. to Hallmark Computer Services Inc. for \$30,776. Seller is headed by Monte K. Hanson and has no other broadcast interests. Buyer is headed by John L. Pearce, Don A. Morgan, Roberta Andrus, David Newton and Dale R. Turner, and has interest in Hubbard Broadcasting Inc., applicant for new FM in Fountain, CO. Action Dec. 17, 1990.

■ **WNJO(AM) Seaside Park, NJ (BAP900405EC; 1550 kHz; 10 kw-D, 3.5 kw-N)**—Granted app. of assignment of CP from Sandpiper Communications Inc. to Knox Broadcasting Group Inc. for \$198,375. Seller is headed by Patrick A. Connolly and Clarence M. Beverage, and has no other broadcast interests. Buyer is headed by Joseph J. Knox Jr., Brent G. McNally, Lance E. Debock. Knox and McNally are 29.4% and 23.5% stockholders, respectively, of Atlantic Broadcasting Corp., which owns 85% of issued and outstanding stock of Jersey Shore Broadcasting Corp., licensee of WJRZ(FM) Manahawkin, NJ. Action Dec. 28.

■ **WETC(AM) Wendell-Zebulon, NC (BAL901025EA; 540 kHz; 5 kw-D, 500 w-N)**—Granted app. of assignment of license from Daystar Broadcasting Network II Inc. to Triangle East Broadcasting Inc. for \$274,118. Seller is headed by Lamar D. and Billie J. Floyd, husband and wife, and are applicants for new FM on 97.9 mhz in Oxford, AL. Buyer is headed by Harry Welch, who is 18% shareholder in W&W Broadcasting Co. Inc., licensee of WTIK(AM) Durham, NC, and is 5% shareholder in Mid-Carolina Broadcasting Co. Inc., licensee of WSAT(AM) Salisbury, NC. Action Dec. 28, 1990.

■ **WKYC-TV Cleveland (BTCT900402KE; ch. 3; 100 kw-V; 20 kw-A; ant. 1,000 ft.)**—Granted app. of transfer of control from NBC to Multimedia Inc. for \$65 million (BROADCASTING, March 19, 1990). Seller, wholly owned subsidiary of General Electric, is

headed by Robert C. Wright, and owns and operates WNBC-TV New York; KNBC-TV Los Angeles; WMAQ-TV Chicago; WRC-TV Washington; WTVJ(TV) Miami; KCNC-TV Denver, and KNBR(AM) San Francisco. Buyer is headed by Wilson C. Wearn, Walter E. Bartlett, Robert E. Hamby Jr. and Peter A. Lund, and is ultimate licensee of WFBC-AM-FM Greenville, SC; WMAZ(AM)-WAYS(FM) Macon, GA; KEEL(AM)-KITT(FM) Shreveport, LA; WEZW(FM) Wauwatosa, WI; KSDK(TV) St. Louis, MO; WBIR-TV Knoxville, TN; WMAZ-TV Macon, GA, and WLWT(TV) Cincinnati, and also owns 100 cable franchises and publishes 14 daily and 50 nondaily newspapers. Action Dec. 24, 1990.

■ **WYBZ(FM) Crooksville, OH (BTCH901106HE; 107.3 mhz; 3 kw; ant. 100 ft.)**—Granted app. of transfer of control from Y Bridge Broadcasting Inc. to Rick N. Sabine, Walter D. Winner, Edgar Davis and David A. Ringer for \$60,000. Seller is headed by Arthur V. Belendiuk, Jeffrey Busch, Darrell Bauguess, Rick N. Sabine, Walter D. Winner, Edgar Davis and David A. Ringer. Belendiuk is 51% stockholder of Ohio Valley Broadcasting Inc., permittee of WZTX(FM) Coal Grove, OH, and 51% stockholder of Adventure Three Inc., permittee of WEEL(FM) Shadyside, OH. Buyers have interests in Y Bridge Broadcasting Inc., licensee. Action Dec. 26, 1990.

■ **WKFI(AM)-WSWO(FM) Wilmington, OH (AM: BTC901029GO; 1090 kHz; 1 kw-D; FM: BTCH901029GP; 102.3 mhz; 3 kw; ant. 300 ft.)**—Granted app. of transfer of control from Delmarva Broadcast Service to Marion Brechner in estate transfer. Transferee is headed by Marion B. Brechner (99%) and Berle Brechner (1%), her son. Marion Brechner is 49% stockholder of Northeast Kansas Broadcast Service Inc., licensee of KTKA-TV ch. 49 Topeka, KS, and is 46.25% general partner in Delmarva Broadcast Service Ltd., licensee of WMDT(TV) Salisbury, MD and LPTV W27AJ Dover, DE. Action Dec. 21, 1990.

■ **WFBG-AM-FM Altoona, PA (AM: BAL901031HA; 1290 kHz; 5 kw-D, 1 kw-N; FM: BALH901031HB; 98.1 mhz; 30 kw; ant. 1,020 ft.)**—Granted app. of assignment of license from Empire Radio Partners Ltd. to Logan Broadcasting Inc. for \$2.1 million. Seller is headed by Dennis Israel, and has interests in WGY-AM-FM Albany-Schenectady, NY; WJTT(FM) Concord and WRCI(FM) Hillsborough, both New Hampshire. Buyer is headed by Carol O'Leary (10%), Kerby Confer (45%) and Donald Alt (45%). Confer is president and 100% stockholder, and Alt is vice president of Keymarket of NEPA Inc., licensee of WILK(AM)-WKRZ-FM Wilkes-Barre, PA; Keymarket Communications of Pennsylvania Inc., licensee of WNNK-AM-FM Harrisburg, PA; Keymarket of Austin Inc., licensee of KFON(AM) Rollingwood and KKMJ(FM) Austin, both Texas; Keymarket of Charlotte Inc., licensee of WEZC(FM) Hickory, NC; Keymarket Communications, licensee of WODZ(AM)-WRVR-FM Memphis; Keymarket of New Orleans Inc., licensee of WWL(AM)-WLMG-FM New Orleans; Keymarket of Virginia Inc., licensee of WQSF-FM Williamsburg, VA. Alt is also president and 100% stockholder of WRUS(AM) Russellville, KY. Action Dec. 24, 1990.

■ **WKGB-FM Susquehanna, PA (BAPLH901102GY; 92.5 mhz; 1.4 kw; ant. 469 ft.)**—Granted app. of assignment of CP from Benjamin J. Smith to K.G. Broadcasting Inc. in share transfer. Transferee has no other broadcast interests. Transferee is headed by Robert F. Rinaldi (41.5652%) Benjamin J. Smith (37.8317%), Kevin M. Fitzgerald (13.6031%) and James F. Loftus (7%), and has no other broadcast interests. Action Dec. 26, 1990.

■ **KHFI(FM) Georgetown, TX (BAPLH900926GE; 96.5 mhz; 100 kw; ant. 930 ft.)**—Granted app. of assignment of CP from Red River Radio Inc. to KHFI Venture Ltd. for \$3.85 million. Seller is headed by A. Thomas Joyner, David Weil, Lynette Leto and Greg P. Skall. Joyner and Weil have interests in Joyner Communications Inc., licensee of WZFX-FM Whiteville, NC; Joyner Radio Inc., licensee of WTFX(FM) Water-town, WI; Lisa Broadcasting Inc., licensee of WROV-FM Roanoke and WROV-FM Martinville, both Virginia; Joyner Advertising Inc., licensee of WTRG(FM) Rocky Mount, NC, and Red River Radio Inc., licensee of KQFX(FM) Georgetown, TX. Buyer is headed by

Rusk Corp (99%), Jesse H. Jones II (.5%) and John C. Jones (.5%), and is licensee of KTRH(AM) and KLOL(FM), both Houston, KMGP(FM) Monahans, and KSMG(FM) Seguin, all Texas. Action Dec. 21.

■ **WRDJ-FM Bridgewater, VA (BAPH900529HF; 105.1 mhz; 3 kw; ant. 328 ft.)**—Granted app. of assignment of CP from WRDJ-FM Inc. to Clark Broadcasting Co. for \$1.25 million. Seller is headed by Robert Dean. Buyer is headed by Clark Enterprises (95%), A. James Clark, Lawrence C. Nussdorf, James Hammond (5%), Florence E. Allen and Kathy S. Taub, and is licensee of WCEI-AM-FM Easton, MD, and WKDW(AM)-WSGM-FM Staunton, VA. Action Dec. 20, 1990.

■ **WLTP(AM) Parkersburg, WV and WNUS(FM) Belpre, OH (AM: BTC901009GR; 1450 kHz; 1 kw-U; FM: BTCH901009GS; 107.1 mhz; 23 kw; ant. 370 ft.)**—Granted app. of transfer of control from The Somerset Group Inc. to TRBC Inc. for \$100,000. Seller is headed by Robert H. McKinney and E. Kirk McKinney Jr. and have no other broadcast interests. Buyer is headed by Joel M. Thrope (50%) and John O. Reynolds (50%), and has no other broadcast interests. Action Nov. 29, 1990.

■ **WMBE(AM) Chilton, WI (BAL900711EH; 1530 kHz; 250 w-D)**—Granted app. of assignment of license from Maszka Broadcast Enterprises to Maszka-Pacer Radio Inc. for \$4,469. Seller is headed by Steve Maszka and has no other broadcast interests. Buyer is headed by Douglas A. Maszka (50%) and Lyle R. Evans (50%), and has interests in WGBA(TV) Green Bay, WI. Evans is sole proprietor of Brillion Radio Co., permittee of WLWR(FM) Brillion, WI; owns 50% of common stock Pacer TV of Huron Inc., permittee of KIID-TV Huron, SD; owns 40% of common stock of Hometown Television Inc., permittee of WHTA(TV) Calumet, MI. Action Dec. 28, 1990.

Applications

■ **WTID(FM) Reform, AL (BAPLH901218HI; 101.7 mhz; 3 kw; ant. 298 ft.)**—Seeks assignment of license from Kudzu Broadcasting Partnership to Transmit Enterprises Inc. for \$280,000 in share purchase. Seller is headed by Paul H. Reynolds, who is 51% stockholder of Marion Radio Inc., licensee of WJAM(FM) Marion, AL. Joan K. Reynolds, wife of Paul, is 90% owner of Brantley Broadcast Associates, permittee of new FM (BPH880224MR) Brantley, AL, and assignee of standard broadcast station WLVN Luverne, AL. Buyer is headed by Stephen G. McGowan (50%), Charles H. Chapman II (50%) and William A. Gunter IV, who have interests in Broadcast Associates Inc., licensee of WESP(FM) Dothan, AL. Filed Dec. 18, 1990.

■ **KWSS(FM) Gilroy, CA (BALH901213HA; 94.5 mhz; 1.15 kw; ant. 2,580 ft.)**—Seeks assignment of license from Shamrock Broadcasting Inc. to KOOL Communications Inc. for \$4.5 million. Seller is headed by Roy E. Disney, Patricia A. Disney, Stanley P. Gold, Bill Clark and James R. Mixon, and is licensee of KABL(AM) Oakland and KABL(FM) San Francisco, both California; KMLE(FM) Chandler, AZ; KUDL(FM) Kansas City, KS; WHB(AM) Kansas City, MO; KXKL-AM-FM Denver; KXRX(FM) Seattle; KXXV(TV) Waco and KZFX(FM) Lake Jackson, both Texas; WFOX(FM) Gainesville, GA; WWSW-AM-FM Pittsburgh; WCXI(AM) and WWWV(FM), both Detroit, and WTVQ-TV Lexington, KY. Shamrock is also sole stockholder of Big Country TV of Abilene Inc., licensee of KTAB-TV Abilene, TX. Buyer is headed by Martin W. Loughnan (40%) and Susan Loughnan (40%). Later owns 2.7% of common stock of Shamrock Holdings Inc., which owns 100% of common stock of Shamrock Broadcasting Inc. Filed Dec. 13, 1990.

■ **WGNR(FM) Grand Rapids, MI (BAL901214GU; 88.9 mhz; 3 kw; ant. 170 ft.)**—Seeks assignment of license from Echo Broadcasting Inc. to The Moody Bible Institute of Chicago Inc. for no cash consideration; Echo is fee-exempt commission licensee, and is also licensee of WXYB(FM) Zealand, MI, which also seeks assignment to buyer. Buyer is headed by Joseph M. Stowell, George Sweeting, William F.

Mitchell Sr., Paul H. Johnson, John Elsen and Stuart M. Bundy, and is licensee of noncommercial, educational stations WDLM-AM-FM East Moline and WMBI-AM-FM Chicago, both Illinois; KMBI-AM-FM Spokane, WA; WCRF(FM) Cleveland; WMBW(FM) Chattanooga, TN; WAFS(AM) Atlanta; WMBV(FM) Dixon Mills, AL; WGNB(AM) Seminole, WKES(FM) St. Petersburg and WRMB(FM) Boynton Beach, all Florida. Filed Dec. 14, 1990.

■ **WLOL-FM Minneapolis, MN** (BAPH901221HN; 99.5 mhz; 100 kw; ant. 880 ft.)—Seeks assignment of license from Emmis FM Broadcasting Corp. of Minnesota to Minnesota Public Radio Inc. for \$12 million. Seller is headed by Doyle Rose, and has interests in WENS(FM) Shelbyville, IN; WQHT(FM) New York; KNRI(FM) Houston; KSHE(FM) Crestwood, MO; KPWR(FM) Los Angeles; WFAN(AM) New York; WAVA(FM) Arlington, VA; WJIB(FM) Boston; KXXX-FM San Francisco; and WKQX(FM) Chicago. Buyer is headed by Daniel J. Schmidt, Addison L. Piper, Joanne Von Blon, William H. Kling, Robert Auritt, John A. Rollwagen, William J. Cosgriff, H. George Anderson. Minnesota Public Radio is licensee of noncommercial radio stations KBPR(FM) Brainerd; KCCM(FM) Moorhead; KCRB Bemidji; KGAC(FM) St. Peter; KLSE(FM) Rochester; KRSU(FM) Appleton; KNSR(FM) and KSJR(FM), both Collegeville; KR5W(FM) Worthington-Marshall; KNOW(AM) and KSJN(FM), both Minneapolis-St. Paul; KZSE(FM) Rochester; WIRR(FM) Virginia-Hibbing; WSCD(FM) Duluth, and WSCN(FM) Cloquet, all Minnesota; KLLD(FM) Decorah, IA; WGGL(FM) Houghton, MI, and KRSD(FM) Sioux Falls, SD; and is also licensee of noncommercial educational FM translators K269DW Albert Lee, K249BK International Falls, K232AQ Autin, K292CT Winona, K212AT Marshall, K257AH Morris and K215BL Alexandria, all Minnesota; K269BK La Crosse, WI; W224AO Houghton, MI and K205BW Sun Valley, ID, and has applications pending for 5 new FM's. Filed Dec. 21, 1990.

■ **WLBW-TV Meridian, MS** (BALCT901214KH; ch. 30; 89.1 kw-V; 8.91 kw-A; ant. 610 ft.)—Seeks assignment of license from TV-3 Inc. to Global Communications Inc. for \$85,000. Seller is headed by Frank E. Melton, William Cole, Aaron E. Henry, Eric C. Neuman and Civic Communications Corp. II, and is licensee of WLBW-TV Jackson, MS; KLTW(TV) Tyler and KTRE-TV Lufkin, both Texas. Civic Communications II is sole shareholder of TV-3 Inc., which is also licensee of WLBW-TV Jackson, MS; KLTW(TV) Tyler and KTRE-TV Lufkin, both Texas. Buyer is headed by Charles L. Young, president and sole majority shareholder of assignee. Global Communications is beneficiary of voting trust which holds 150 shares of Civic Communications. Filed Dec. 14.

■ **WOJY-AM-FM Farrell, PA** (AM: BAL901219HF; 1470 khz; 1 kw-D, 500 w-N FM: BALH901219HG; 95.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from 107 Forrest Ave. to Mercury Broadcasting Inc. for \$860,000 ("Changing Hands," Dec. 24, 1990). Seller is headed by Jerome Bresson, who has interests in WYYS(FM) Cayce and WBPR(FM) Georgetown, both South Carolina. Buyer is headed by Kelly Holtzclaw (83%), Doug Hooper (10%), Steve Diggins (5%) and Kenneth Holtzclaw (2%), and has no other broadcast interests. Filed Dec. 19, 1990.

■ **WVSN(TV) Humacao, PR** (BALCT901228KF; ch. 68; 90.2 kw-V; 9 kw-A; ant. 1,984 ft.)—Seeks assignment of license from Bocanegra Giraldo Broadcasting Group to Tito Atilas Natal for \$500,000. Seller is headed by Angel F. Bocanegra Giraldo, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Dec. 28.

■ **WHHR-AM-FM Hilton Head Island, SC** (AM: BAL901217HJ; 1130 khz; 1 kw-D, 500 w-N; FM: BALH901217HK; 106.1 mhz; 50 kw; ant. 300 ft.)—Seeks assignment of license from Hilton Head Broadcasting Corp. to Adventure Communications Inc. for \$300,000. Seller is headed by J. N. Richardson Jr.,

Thomas H. Harvey III and Ernest Williams II, and has no other broadcast interests. Buyer is headed by Michael R. Shott (87%), Karen A. Shott, John H. Shott and John C. Shott (13%), and has no other broadcast interests. Filed Dec. 17.

■ **WEYE(FM) Sargolmsville, TN** (BTCH901218HH; 104.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Woth Radio Inc. to C. Phillip Beal for \$20,000. Seller is headed by Jerrold Miller, Marc Berman, Scott Bacherman and Kathleen Lynch. Miller is 100% owner of KPOR(FM) East Porterville, CA, and 50% owner of WYBJ(FM) Greenville, MS. Buyer is headed by C. Phillip Beal and Debbie M. Beal, husband and wife, and Stephen M. Waller. C. Phillip Beal and Waller are 100% stockholder and vice president, respectively, of WRGS Inc., licensee of WRGS(AM) Rogersville, TN. Filed Dec. 18.

■ **KACU-FM Abilene, TX** (BPED901227HP; 89.7 mhz; 33 kw; ant. 215 ft.)—Seeks assignment of CP from Abilene Christian University to KACU Inc. for no cash consideration, tkktktktktktktkt. Abilene Christian University is headed by trustees William J. Teague, Royce Money, L.D. Hilton, Dwain Hart, Charles Marler, Larry Bradshaw and Bill Fowler, and has no other broadcast interests. Filed Dec. 27.

■ **KMLM(TV) Odessa, TX** (BALCT901217KI; ch. 42; 5,000 kw-V; 500 kw-A; ant. 476 ft.)—Seeks assignment of license from National Minority TV Inc. to Prime Time Christian Broadcasting Inc. for \$650,000. Seller is headed by Paul F. Crouch, Phillip Aguilar, P. Jane Duff, Charlene Williams and Matthew Crouch. Paul and Matthew Crouch has interests in Trinity Broadcasting Network, licensee of KTBN-TV Santa Ana, CA; WLXI(TV) Greensboro, NC; WDLI(TV) Canton, OH, and KGHO-AM-FM Hoquiam, WA, and is also ultimate licensee of KPAZ-TV Phoenix, AZ; KTBO-TV Oklahoma City, OK; KTBW-TV Tacoma, WA; WHFT(TV) Miami; WKOI(TV) Richmond and WCLL(TV) Bloomington, both Indiana; WTBY-TV Poughkeepsie, NY, and KDTX-TV Dallas. Paul Crouch and Duff have interests in Community Educational Television Inc., licensee of KLUJ(TV) Harlington, KFTU(TV) Beaumont and KETH(TV) Houston, all Texas; permittee of KWCM-FM Barstow, TX, and Jacksonville Educators Broadcasting Inc., licensee of WTCE(TV) Fort Pierce, FL, and permittee of WJEB-TV Jacksonville, FL. Buyer is headed by Albert O. Cooper, Tommie J. Cooper, Henry C. Wunsch, and is licensee of KRPV(TV) Roswell, NM, and translators in Buck Mountain, Maljamar, Carlsbad, Floyd and Hobbs, all New Mexico. Filed Dec. 17.

■ **WDCM(FM) Cruz Bay, VI** (BAPH901214GN; 92.3 mhz; 50 kw; ant. 1,191 ft.)—Seeks assignment of CP from David Condon to Paradise Broadcasting Corp. for \$60,000. Seller is headed by David Condon, and has no other broadcast interests. Buyer is headed by Jersey Shore Broadcasting Corp., Joseph J. Knox Jr., Brent G. McNally and Lante E. Debock. Paradise Broadcasting is newly formed Virgin Island corporation, and is wholly owned subsidiary of Jersey Shore Broadcasting, licensee of WJRZ(FM) Manahawkin, NJ. Filed Dec. 14, 1990.

■ **KNSN(FM) Walla Walla, WA** (BTCH901221HQ; 97.1 mhz; 50 kw; ant. 1,360 ft.)—Seeks assignment of license from STL Inc. to Johnson Communications Inc. for \$105,400. Seller is headed by Mary Alice Taggart and Floyd M. Stevens, and has no other broadcast interests. Buyer is headed by Jerry L. Johnson, and has no other broadcast interests. Filed Dec. 21.

NEW STATIONS

Actions

■ **Carterville, IL** (BPH880421MA)—Granted app. of Marilyn Prano for 95.1 mhz; 3 kw; ant. 328 ft. Address: Rural Rte 6, Box 363A Murphysboro, IL 62966. Principal has no other broadcast interests. Action Dec. 21.

■ **Moorhead, MN** (BPED881025MB)—Granted app. of Minnesota Public Radio Inc. for 90.3 mhz; 100 kw-V; ant. 495 ft. Address: 45 E. 8th St. St. Paul, MN 55101. Principal is headed by Joanne Von Blon.

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Thomas R. McBurney, William H. Kling, Robert Auritt, Stanley W. Thiele and William J. Cosgriff, and has interests in 17 noncommercial FM's, 1 AM (see "Ownership Applications" above), 10 FM translator stations and applications pending for 5 new FM's. Action Dec. 28.

■ **Texico, NM** (BPH900125MO)—Returned app. of North Plains Broadcasting Corp. for 96.5 mhz; 4 kw; ant. 390 ft. Address: 4501 Tamiami Trail N., Naples, FL 33940. Principal is headed by Thomas E. Maloney. Action Dec. 21.

■ **Durham, NC** (BPED890313MY)—Dismissed app. of North Carolina Central for 90.7 mhz; 45 kw; ant. 472 ft. Address: P.O. Box 19363 Durham NC 27707. Principal has no other broadcast interests. Action Dec. 26.

■ **Old Fort, NC** (BPH880210MJ)—Granted app. of McDowell Communications Associates Ltd. for 104.3 mhz; 2.57 kw; ant. 348 ft. Address: Route 2, Box 255, Old Fort, NC 28762. Principal is headed by Merrill Davis (100%) and has no other broadcast interests. Action Dec. 21.

■ **Mount Gilead, OH** (BPH900116MT)—Granted app. of Gourd City Broadcasting for 95.1 mhz; 3 kw; ant. 328 ft. Address: 425 W. Marion St., Mt. Gilead, OH 43338. Principal is headed by John Allen, William E. Allonas and James W. Pry II. Allonas is president and 38% owner of Allonas Communications Inc., licensee of LP stations W54AF and W22AE Bucyrus, OH. Pry is 25% owner of Allonas Communications. Action Dec. 21.

■ **Jacksonville, TX** (BPH890410MC)—Granted app. of Robert W. Shively for 102.3 mhz; 3 kw; ant. 328 ft. Address: 408 Alexander St., Jacksonville, TX 75766. Principal has no other broadcast interests. Action Dec. 20.

■ **Jacksonville, TX** (BPH890410MA)—Dismissed app. of Radio Jacksonville Inc. for 102.3 mhz; 3 kw; 328 ft. Address: Route 9, Box 332, Conway, AR 72032. Principal is headed by Mary Ann Stone, Richard P. Osborne and Richard H. Reynolds. Lloyd V. Stone, husband of Mary Ann Stone, is president and 45% stockholder of Radio New Boston Inc., permittee for new FM on channel 278A (103.5 mhz) at New Boston, TX. Action Dec. 20.

■ **Weslaco, TX** (BPED881121ME)—Dismissed app. of Christian Ministries of the Valley Inc. for 88.1 mhz; 3 kw; ant. 298 ft. Address: Route 1, Box 11, Weslaco, TX 78596. Principal is headed by Enrique Garza, Elias Garza and Eli Garza, and has no other broadcast interests. Action Dec. 21.

■ **St. George, UT** (BPH880601NG)—Granted app. of EAR Inc. for 99.7 mhz; 100 kw; ant. 987 ft. Address: 1060 North Dixie Downs Rd, St. George, UT 84770. Principal is headed by Floyd Ence (40%), Merlin Anderson (30%) and Lavon Randall (30%), and has no other broadcast interests. Action Dec. 27.

FACILITIES CHANGES

Applications

FM's

■ **Millen, GA** WMKQ(FM) 94.9 mhz—Dec. 14 application for CP to change ERP: 16 kw H&V; class: C3; correct geographical coordinates and site elevation (per docket #89-586).

■ **Rome, GA** WKXC(FM) 97.7 mhz—Dec. 14 application for CP to change ERP: 4.1 kw H&V; ant.: 790 ft.; change class: C3; TL: atop Armstrong Mountain, 3.2 km NE of Shannon, GA (per docket #89-425).

■ **Rock Island, IL** WVIK(FM) 90.1 mhz—Nov. 30 application for CP to change freq: 90.3 mhz; change ERP: 31 kw H&V.

■ **Abbeville, LA** KROF-FM 104.9 mhz—Dec. 17 application for CP to change ERP: 25 kw H&V; ant.: 292 ft.; change class: C3 and to change freq: 105.1 mhz (per docket #89-38).

■ **Greenwood, MS** WGNL(FM) 104.3 mhz—Dec. 10 application for mod. of CP (BPH861020SZ as mod.) to change ERP: 25 kw H&V; ant.: 328 ft.; TL: approxi-

mately 6.4 km SW of Sidon, MS; change to class C3 (per docket #89-368).

■ **Lexington, MS** WAGR(FM) 102.5 mhz—Dec. 14 application for CP to change ERP: 12.5 kw H&V; ant.: 459 ft.; and to change class: C3.

■ **Mount Vernon, MO** KTJA(FM) 106.7 mhz—Dec. 11 application for mod. of CP (BPH861126ME as mod.) to change ERP: 25 kw H&V; ant.: 328 ft.; TL: .23 km S of Rte. TT, .75 km W of the Lawrence-Greene County Line & 4.43 km SE of Hallowtown, MO and to change class: C3 (per docket #89-475).

■ **Poplar Bluff, MO** KLUH(FM) 90.5 mhz—Dec. 14 application for CP to change ERP: .7 kw H&V; ant.: 138 ft.; change TL: 1.63 km S of Poplar Bluff, MO city limit, 40 m W of Lone Star, change main studio location.

■ **Missoula, MT** KUFM(FM) 89.1 mhz—Dec. 10 application for CP to change ant.: 2,473 ft.; correct site coordinates: 47 01 58N 113 59 29W.

■ **Las Vegas, NV** KRBO(FM) 105.1 mhz—Dec. 14 application for mod. of CP (BPH860519ML) to change TL: approximately 4.5 km WNW of intersection of SR 157 & US Hwy. 95, Las Vegas Township, NV.

■ **Sidney, NY** WCDQ-FM 100.9 mhz—Dec. 10 application for CP to change ERP: 1.880 kw H&V; ant.: 577 ft.

■ **Vestal, NY** WMXW(FM) 103.3 mhz—Dec. 17 application for CP to change ERP: .592 kw H&V; ant.: 1,014 ft.

■ **Gold Beach, OR** KGBR(FM) 92.7 mhz—Dec. 14 application for CP to change ERP: 42.06 kw H&V; ant.: 1,378 ft.; change TL: Grizzly Mountain, 4.8 km on 110 degree radial from Gold Beach, OR and to change class: C1 (per docket #89-346).

■ **Athens, TN** WJSQ(FM) 101.7 mhz—Dec. 7 application for CP to change ERP: 7.5 kw H&V; ant.: 525 ft.; change TL: approximately 1.1 km WSW of "Roy Knob"; class: C3.

■ **Loudon, TN** WJDG(FM) 105.3 mhz—Dec. 14 application for mod. of CP (BPH880527MK) to change ERP: 6 kw H&V.

■ **Murfreesboro, TN** WRMX(FM) 96.3 mhz—Dec. 14 application for CP to change ERP: 52 kw H&V; ant.: 1,286 ft.; TL: 517 Brick Church Lane, White Creek, TN; change directional antenna.

■ **Lubbock, TX** KAMY(FM) 90.1 mhz—Dec. 10 application for mod. of CP (BPED840626IE as mod.) to change ERP: 40 kw H&V.

■ **Cruz Bay, VI** WDCM(FM) 92.3 mhz—Dec. 14 application for mod. of CP (BPH870629NF as mod.) to change ant.: 1,302 ft.; TL: 10-10-8 Estate Carolina, 1.4 km SSW of Carolina, 250 m N of the top of Bordeaux Mountain, St. John Island, USVI.

■ **Goldendale, WA** (no call letters) 102.3 mhz—Dec. 14 application for mod. of CP (BPH890713MG) to change ERP: 1.8 kw H&V; change ant.: 574 ft.; TL: 3 km S E of Goldendale, WA on Lorena Butte.

■ **Black River Falls, WI** WWIS-FM 99.7 mhz—Dec. 13 application for mod. of CP (BPH880216MN as mod.) to change ERP: 25 kw H&V; change to class C3 (per docket #89-218).

TV's

■ **Kansas City, MO** KZKC(TV) ch. 62—Dec. 17 application for CP (BPCT861216K8) to change ERP: 2183 kw (vis); change ant.: 1,115 ft.; TL: 39 04 59N 94 28 49; ant.: Andrew ATW25H4-HSCI-62S (DA)(BT).

■ **Charlotte, NC** WTVI(TV) ch. 42—Dec. 17 application for CP to change ERP: 2750 kw (vis); ant.: 1,279 ft.; change TL: .76 km NNE of intersection of Caldwell Rd. & Back, NC (35 17 14N 80 41 45W); ant.: RCA TFU-30J (BT).

■ **Winston-Salem, NC** WUNL-TV ch. 26—Dec. 11 application for CP to change ERP: 5,000 kw (vis) H & 1,075 kw V; change ant.: 1,653 ft.; TL: Summit of Sauratown Mountain, GAP, NC; ant.: Andrew ATW25HS5-ETC-26H(DA)(BT); 36 22 34N 80 22, 14W.

■ **Portland, OR** KCVF(TV) ch. 40—Dec. 7 applica-

tion for mod. of CP (BPCT811019KG) to change ERP: 2100 kw (vis); ant.: 1,735 ft. TL: 160 NW Miller Rd., Multnomah County, OR; ant.: Andrew Corp. ATW25H2-HT01-40H (BT); 45 31 17N 122 45 04W.

■ **Hendersonville, TN** WPGD(TV) ch. 50—Dec. 12 application for mod. of CP (BPCT901212KF) to change ERP: 4508 kw (vis); ant.: 2,568 ft./783 ft.; TL: on W side of SR 109, 1.4 km SW of junction of Wallace Rd. and Seaboard Railroad, near S Tunnel, TN; ant.: Andrew ATW30H2-HSCX-50S (DA)(BT); 36 28 04N 86 28 51W.

Actions

AM's

■ **Marion, KY** WMJL(AM) 1500 khz—Dec. 11 application (BP900328AF) granted for CP to reduce power to 1.75 kw; and make changes in ant. system by addition of FM ant. & correct coordinates to: 37 20 16N 88 04 03W.

■ **Marshall, MN** KMHL(AM) 1400 khz—Dec. 11 application (BP891201AE) granted for CP to correct coordinates to: 44 26 59N 95 45 43W.

■ **Cypress, TX** KYND(AM) 1520 khz—Dec. 26 application (BP900823AC) granted for Pet. for recon nunc pro tunc: CP to increase power to 3.2 kw (2.8CH) and make changes in antenna system.

FM's

■ **Andalusia, AL** WAAO-FM 104.7 mhz—Dec. 28 application (BMLH900212KF) granted for mod. of license (BLH870914K) to cover change in freq: 103.7 mhz to channel 279A (per docket #86-455).

■ **Geneva, AL** WRJM-FM 93.5 mhz—Dec. 4 application (BPH881031IE) granted for CP to change freq: 93.7 mhz; change ERP: 50 kw H&V; change ant.: 443 ft.; change TL: W of County Rd. 177A on Tobe Retherford Rd., 2.3 mi WNW of Dogwood Lakes, FL.

■ **Greenville, AL** WKXN(FM) 95.9 mhz—Dec. 17 application (BMLH900228KC) granted for mod. of license to increase ERP: 4 kw H&V (pursuant to docket #88-375).

■ **Jackson, AL** WHOD-FM 104.9 mhz—Dec. 21 application (BPH900924MA) granted for CP to change freq: 94.5 mhz; change ERP: 19.54 kw H&V; ant.: 369 ft.; change class to 233 (per docket #88-124).

■ **Oxford, AL** WKFN(FM) 97.9 mhz—Dec. 10 application (BMPH9007111B) granted for mod. of CP (BPH860918MA) to change ERP: .28 kw H&V; ant.: 1,082 ft.

■ **Sheffield, AL** WBGT-FM 106.3 mhz—Dec. 27 application (BMLH900208KB) granted for mod. of license to increase ERP: 4.5 kw H&V (pursuant to docket #88-375).

■ **Tuscaloosa, AL** WACT-FM, 105.5 mhz—Dec. 11 application (BPH9002011F) granted for CP to change ERP: 6 kw H&V.

■ **Tuscaloosa, AL** WFFX(FM) 95.7 mhz—Dec. 19 application (BMPH900327IG) granted for mod. of CP (BPH890505LD) to change ant.: 981 ft.; TL: 2.9 km E of Rte. 69; 9.8 km NE of Moundville, AL.

■ **Arizona City, AZ** KONZ(FM) 106.3 mhz—Dec. 10 application (BPH901102ID) granted for CP to change ERP: 1.334 kw H&V; change ant.: 426 ft.; TL: 1 210 mi S of interstate 10 on Sunshine Rd.

■ **Harrison, AR** KCWD(FM) 96.7 mhz—Dec. 12 application (BMPH900913IA) granted for mod. of CP (BPH900420ID) to change ant.: 1,191 ft.; TL: 3.4 mi SW of Valley Springs, AR, on Boat Mt.

■ **Helena, AR** KCRIF-FM 103.1 mhz—Dec. 11 application (BMLH891215KB) granted for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Riverside, CA** KGGI(FM) 99.1 mhz—Dec. 13 application (BPH890321IE) granted for CP to change ERP: 2.56 kw H&V; change ant.: 1,843 ft.; TL: Heaps Peak, 4 km SE of Lake Arrowhead, CA.

■ **Sonora, CA** KZSQ-FM 92.7 mhz—Dec. 20 application (BMLH891221KF) granted for mod. of license (BLH7202) to increase ERP: 2.1 kw H&V (pursuant to docket #88-375).

■ Tracy, CA KSGO(FM) 100.9 mhz—Dec. 11 application (BPH900829ID) granted for mod. of CP (BPH881117ID) to change ERP: 6 kw H&V.

■ Visalia, CA KFSD(FM) 92.9 mhz—Dec. 17 application (BMPH891219MJ) granted for mod. of CP (BPH870330IK) to amend BPH870330IK to conform to available survey data.

■ Salisbury, CT WKZE-FM 98.1 mhz—Dec. 13 application (BMPH900511IB) granted for mod. of CP (BPH860122MN) to change ERP: 1.8 kw H&V; ant.: 604 ft.; TL: .1 km S of Smithfield Rd.; 1.75 km W of Cooper Rd. site is 6.4 km SW of Millerton, NY.

■ Somers, CT WDIW(FM) 89.7 mhz—Dec. 12 application (BPED890308MA) granted for CP to change freq: 105.3 mhz.

■ Chattahoochee, FL (no call letters) 105.3 mhz—Dec. 14 application (BMPH900413IC) granted for mod. of CP (BPH880601MR) to change ERP: 6 kw H&V; TL: NNE of Chattahoochee 9 mi.

■ Plantation Key, FL WFKZ(FM) 103.1 mhz—Dec. 19 application (BMLH900202KE) granted for mod. of license to increase ERP: 4.34 kw H&V (pursuant to docket #88-375).

■ Venice, FL WCTQ(FM) 92.1 mhz—Dec. 4 application (BMLH891211LF) granted for mod. of license (BLH890525KC) to increase ERP: 3.3 kw H&V (pursuant to docket #88-375).

■ Vero Beach, FL WGYL(FM) 93.5 mhz—Dec. 19 application (BPH881206ID) granted for CP to change ERP: 50 kw H&V; change freq: 93.7 mhz; class: C2.

■ Chnbbuck, ID KRCD-FM, 98.3 mhz—Dec. 11 application (BPH900612IA) granted for CP to change ERP: 6.24 kw H&V; change freq: 98.5 mhz, and class: C2 (per docket #89-63).

■ Sun Valley, ID KECH-FM 95.3 mhz—Dec. 11 application (BMLH900220KA) granted for mod. of license to increase ERP: .1 kw H&V (pursuant to docket #88-375).

■ Sun Valley, ID KECH-FM 95.3 mhz—Dec. 12 application (BPH900904ID) granted for CP to change ERP: .435 kw H&V; change to class C3 (per docket #89-176).

■ Fairfield, IL WFIW-FM 104.9 mhz—Dec. 11 application (BMLH891226KM) granted for mod. of license to increase ERP: 3.4 kw H&V (pursuant to docket #88-375).

■ Columbus, IN WWVY(FM) 104.9 mhz—Dec. 11 application (BPH900314IG) granted for CP to change ERP: 6 kw H&V.

■ Seymour, IN WZZB(FM) 93.7 mhz—Dec. 19 application (BMLH900220KG) granted for mod. of license to make changes in ant. system.

■ Grundy Center, IA KGCI(FM) 97.7 mhz—Dec. 18 application (BMLH900221KB) granted for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ Sioux Rapids, IA (no call letters) 102.9 mhz—Dec. 14 application (BMPH901023IB) granted for mod. of CP (BPH880630MB) to change ant.: 479 ft.

■ Bowling Green, KY WDNS(FM) 98.3 mhz—Dec. 19 application (BMLH900228KA) granted for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ Salyersville, KY WRLV-FM 97.3 mhz—Dec. 7 application (BLH900102KF) granted for mod. of license (BPH880816MS) to increase ERP: 5.2 kw H&V (pursuant to docket #88-375).

■ Scottsville, KY WVLE(FM) 99.3 mhz—Dec. 17

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application (BPH9009061C) granted for CP to change ERP: 3 kw H&V; change ant.: 328 ft.; TL: 480 m N of Rte. 100 in Scottsville, KY.

■ Haynesville, LA KWHN(FM) 105.5 mhz—Dec. 27 application (BPH9008151B) granted for CP to change ERP: 2.9 kw H&V; change ant.: 472 ft.; TL: 5.1 km S SE of intersection of U.S. Rte. 79 and SR 98 in Emerson, AR.

■ Grand Rapids, MI WCUZ-FM 101.3 mhz—Dec. 18 application (BPH8906231D) granted for CP to change ant.: 702 ft.; change TL: 6070 5 mi Rd., Cannonsburg, MI 49317.

■ Olivia, MN KOLV(FM) 101.7 mhz—Dec. 27 application (BMLH900206KE) granted for mod. of license to increase ERP: 3.4 kw H&V (pursuant to docket #88-375).

■ Winona, MN KAGE-FM 95.3 mhz—Dec. 5 application (BMLH900122KB) granted for mod. of license to increase ERP: 2.8 kw H&V (pursuant to docket #88-375).

■ Jefferson City, MO KJMO(FM) 100.1 mhz—Dec. 28 application (BMLH900116KF) granted for mod. of license to increase ERP: 3.3 kw H&V (pursuant to docket #88-375).

■ Ely, NV KBXS(FM) 92.7 mhz—Dec. 17 application (BPH9008171H) dismissed for CP to change ERP: 24,000 kw (H&V).

■ Laconia, NH WLNH-FM 98.3 mhz—Dec. 14 application (BPH9006081A) granted for CP to change ERP: 3.8 kw H&V.

■ Pleasantville, NJ WMID-FM 99.3 mhz—Dec. 12 application for mod. of license to increase ERP: 3.4 kw (pursuant to docket #88-375).

■ Homer, NY (no call letters) 101.5 mhz—Dec. 18 application (BMPH901029MI) granted for mod. of CP (BPH880406MG) to change ERP: 1.316 kw H&V; ant.: 489 ft.; TL: intersection of Rice Rd. and Grange Rd., Homer, NY.

■ Poughkeepsie, NY WVKR-FM 91.3 mhz—Dec. 21 application (BPED880812MI) dismissed for CP to change ERP: 3.7 kw H; change ant.: 820 ft.; TL: 2.2 km S of Milton Turnpike & 1.3 km E of S St. near Marlboro, NY.

■ Cadiz, OH WWYS(FM) 106.3 mhz—Dec. 7 application (BMPH9004181D) granted for mod. of CP (BPH8906061F) to change ERP: 3.0 kw H&V; ant.: 328 ft.; TL: SW of Briar Ridge, approximately 1.3 km W of Piney Fork, OH.

■ Youngstown, OH WYTN(FM) 91.7 mhz—Dec. 13 application (BMPED9001301B) granted for mod. of CP (BPED850613MA) to change ERP: .9 kw H&V; ant.: 594 ft.

■ Lone Grove, OK KYNZ(FM) 106.7 mhz—Dec. 11 application (BPH9008291A) granted for CP to change ERP: 5.45 kw H&V; ant.: 341 ft.

■ Tahlequah, OK KEOK(FM) 101.7 mhz—Dec. 21 application (BMLH900206K1) returned for mod. of license (BLH-7780) to increase ERP: 3.3 kw H&V (pursuant to docket #88-375).

■ Eugene, OR KUGN-FM 97.9 mhz—Dec. 13 application (BMPH9004301A) granted for mod. of CP (BPH870302NX) as mod. by BMPH8905221C and Ext. by BPH900413JT to change TL: 4555 Blanton Rd. Eugene, OR; HAAT, and support structure.

■ Mechanicsburg, PA WTPA(FM) 93.5 mhz—Dec. 19 application (BMLH900108KE) granted for mod. of license to increase ERP: 1.75 kw H&V (pursuant to docket #88-375).

■ Beaufort, SC WAGP(FM) 88.7 mhz—Dec. 12 application (BPED9008131A) granted for CP to change ERP: 6 kw H&V; change TL: Rte. 2, Box 293C, Jericho Rd., Burton, SC.

■ Watertown, SD K1XX(FM) 96.1 mhz—Dec. 13 application (BPH9009111F) granted for CP to change ant.: 977 ft.; change TL: Grant County Hwy. 5, .5 km S of Grant County, Hwy. 14, 8.9 km NW of S Shore, SD.

■ Dyersburg, TN WASL(FM) 100.1 mhz—Dec. 18 application (BPH9009201B) granted for CP to change ERP: 26 kw H&V; change ant.: 676 ft.; TL: 1.55 km

NE of Lenox, TN; class: C2 (per docket #87-563).

■ Signal Mountain, TN WAWL-FM 91.5 mhz—Dec. 27 application (BPED8903091A) granted for CP to change ERP: 4 kw H&V; change ant.: 89 m H&V; TL: Missionary Ridge, near I-24, change city of license; moves presently authorized directional antenna.

■ Arlington, TX KHYY(FM) 94.9 mhz—Dec. 28 application (BPH9011191D) granted for CP to change ERP: 100 kw H&V; change ant.: 1,699 ft.; TL: 1455 W Beltline Rd., Cedar Hill, TX; change from channel 235C1 to 235C (per docket #88-48).

■ Eastland, TX KVMX(FM) 96.7 mhz—Dec. 5 application (BPH9006041E) granted for CP to correct previously incorrect tower coordinates 32 28 34N 98 50 20W.

■ Floresville, TX KWCB(FM) 94.3 mhz—Dec. 5 application (BPH8911291A) granted for CP to change ERP: 50 kw H&V; change ant.: 492 ft.; freq: 94.1 mhz; class: C2; TL: 21106 Priest Rd., Elmendorf, TX (per docket #98-30).

■ Jacksonville, TX KBJ5(FM) 90.3 mhz—Dec. 20 application (BPED890407MK) granted for CP to change ERP: 20 kw H&V; ant.: 1,286 ft.; TL: 1.8 mi W of Mt. Selman, S of Rte. 855 change to class C2, and add directional ant.

■ Muenster, TX (no call letters) 106.5 mhz—Dec. 11 application (BMPH9008091I) granted for mod. of CP (BPH880714NB) to change ERP: 6 kw H&V; TL: US-82, .8 km W of Farm Rd. 1198, 4.4 km E of Muenster, TX.

■ Lyndon, VT WGMT(FM) 98.3 mhz—Dec. 14 application (BPH9006071B) granted for CP to change ERP: .16 kw H&V.

■ Bridgewater, VA WRDJ-FM 105.1 mhz—Dec. 20 grant of application (BPH9006291B) for CP to change ERP: 2 kw H&V rescinded, Aug. 21, 1990.

■ Manassas, VA WJFK(FM) 106.7 mhz—Dec. 5 application (BPH9008221A) granted for CP to change ant.: 745 ft.; change ERP: 22.0.

■ Rice Lake, WI WAQE-FM 97.7 mhz—Dec. 12 application (BMPH9009211C) granted for mod. of CP (BPH8811141C as mod.) to change TL: County Hwy. D, .9 km E of E Side Rd., near Nobleton, WI.

ACTIONS

■ San Bernardino, CA Dismissed pleading by Cal E. Burton alleging that he was unaware of, and did not consent to, settlement agreement approved by Review Board in this proceeding for new TV in San Bernardino, CA. (MM Docket 83-911, et al., by Order [FCC 90R-123] adopted December 21, 1990 by Review Board.)

■ Ventura, CA Upheld Review Board decision which disqualified on character grounds only applicants for new UHF TV station at Ventura, CA, and disapproved a settlement agreement submitted by two applicants. (BC Dockets 80-698, 699 by MO&O [FCC 90-425] action December 21 by Commission.)

■ New Orleans Granted application of Swan Broadcasting Limited for new TV on ch. 20 at New Orleans, and denied competing applications of Crescent City Broadcasting of Louisiana Ltd., Delta Broadcasting of Louisiana Ltd. and Tucker Broadcasting Company Ltd. (MM Docket 88-357 by Decision [FCC 90R-122] adopted December 17, 1990 by Review Board.)

■ Syracuse, NY Denied appeal of Huston Telecom Inc. regarding dismissal of its application from this proceeding for new FM on channel 290A (105.9 mhz) at Syracuse. (MM Docket 89-311 by MO&O [FCC 90R-121] adopted December 14, 1990 by Review Board.)

■ Highlands, NC Designated for hearing mutually exclusive applications of Mountain-High Broadcasters Inc., Charisma Radio Corp. and Benchmark Communications Corporation for new FM on Channel 283A (104.5 mhz) at Highlands. (MM Docket 90-540 by Order [DA 90-1604] adopted October 26, 1990 by chief, Audio Services Division, Mass Media Bureau.)

■ Vinton, VA Denied appeal of Prater & Durham regarding dismissal of its application from this proceeding for new FM on channel 268A (101.5 mhz) at Vinton. (MM Docket 90-172 by MO&O [FCC 90R-120] adopted December 12, 1990 by Review Board.)

ALLOCATIONS

■ Morris and Pontiac, IL Effective February 19, amended FM table to substitute channel 229A (93.7 mhz) for channel 276A (103.1 mhz) at Pontiac and to allot channel 276A to Morris; modified license of WJEZ(FM) Pontiac, accordingly; filing window for Morris: February 20-March 22. (MM Docket 90-137, by R&O [DA 90-1869] adopted December 12 by acting chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

CALL LETTERS

Applications

Existing AM's

- WBBP(AM) WMQM Bountiful Blessings Inc.; Memphis, TN
WMDH(AM) WCTW WTL Indiana Inc.; New Castle, IN
WZZJ(AM) WKNN Bron and Darlene Barkley Evangelistic Inc.; Moss Pt., MS

Existing FM's

- KDOV(FM) KITM RGV Broadcasting Inc.; Mission, TX
KLVT-FM KHOC KLVT Radio Incorporated; Levelland, TX
KTBN(FM) KUSW Trinity Broadcasting Network; Salt Lake City, UT
KTHX(FM) KSXY Lobster Communications Corporation; Reno, NV
WKRH(FM) WIGY Kaleidoscope Inc.; Bath, ME
WMDH-FM WMDH WTL Indiana Inc.; New Castle, IN

Existing TV

- KMZS(TV) KNVO Valley Channel 48 Inc.; McAllen, TX

Grants

New FM's

- KBVZ(FM) James R. Dunker; Fort Bridger, WY
KCEY(FM) Helen Maryse Casey; Huntsville, TX
KDMF(FM) Marie and Donald D. Willis; Herington, KS
KIXS(FM) Dallas M. Tarkenton; Canton, SD
KJYY(FM) Douglas C. Turnbull; Brush, CO
KXRC(FM) B and H Broadcasting Co.; Clarendon, AR
KZMA(FM) DBA Twin Eagle Communications; Poplar Bluff, MO
WCDA(FM) R. Bryan Jackson; Voorheesville, NY
WLNBFM) Richard, Howard & Lois Heckner; Ligonier, IN
WLNE-FM Montgomery Broadcast Properties Ltd.; Montgomery, AL
WNTK-FM Radio S. Burlington Inc.; Lebanon, NH
WQZM(FM) Fairview Communications Inc.; Mountaintop, PA
WWST(FM) A.L.P. Ltd.; Jeffersonville, GA
WXHT(FM) Charisma Communications Co.; Meridian, MS
WYMY(FM) DBA Tri-City Media Co.; Bedford, VA
WYPL(FM) Cossitt Library; Memphis, TN

CLASSIFIED

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

RADIO

HELP WANTED MANAGEMENT

Radio station general manager: Will also be sales manager. West coast FM. Will carry list, train staff. Resume and references to Box T-47. EOE.

General sales manager wanted for medium market AM/FM combo in Michigan. Successful applicant should be streetwise and capable of leading customer focused sales team. Resumes to Box A-2. EOE.

Station manager opportunity for experienced small-medium market broadcaster with success record in sales development. Modern AM-FM facility in popular 4-season resort region. EOE. Reply Donald Thurston, President, Berkshire Broadcasting, Box 707, North Adams, MA 01247.

Southeast medium market number one CHR station recruiting for major market program director/afternoon person. Music knowledge and air talent should be unparalleled, yet intelligent enough not to change a winner buy work with dedicated staff to assure dominance in the market. Pay commensurate with tough qualifications. EOE. All replies to my attention, Terry Watts - WBPR-FM Power 98, PO Box 2908, 350 Wesley Drive, Cypress Office Plaza, Myrtle Beach, SC 29578-2908.

Ground floor opportunity for general manager to build AM/FM sales staff. High commission plus ownership options. If you have the confidence to prove your self first, we will make it worth your effort. Call Gene Guthrie at 801-972-3449. EOE.

Sand sun surf Virgin Islands GM/GSM 3 FMS. "No beach bums please." Solid provable sales background take charge person. Minorities and women encouraged. Send detailed resume, basic salary needs, over-ride desires and bonus goals by FAX to Chairman 809-775-6063. Note: No free trips just to enjoy the Caribbean. EOE.

Radio marketing manager: KUMR-FM at the University of Missouri - Rolla seeks applicants for the position of radio marketing manager. The position will be responsible for the development and implementation of strategies, projects and tools to secure financial support for the station through program underwriting; membership contributions; gifts and endowments; and special project activities. The position will coordinate and produce printed materials to maintain regular communication with listeners and the public regarding the station's programming and activities. A bachelor's degree in a communications related area or an equivalent combination of education and experience from which comparable knowledge and abilities has been acquired is necessary. Two to three years experience in radio broadcasting, marketing, sales or public relations is necessary. Prior experience with a public broadcasting entity is desirable. Competitive salary and benefit package. Application forms and information should be obtained from Human Resource Services, University of Missouri - Rolla, 109 Altman Hall, Rolla, MO 65401-0249. The deadline for completed applications is March 1, 1991. The University of Missouri is an AA/EEO institution.

General sales manager wanted for WILS/WKPK Lansing. We need energetic hard working leader who is streetwise. Resumes to Box 25008 Lansing MI 48909. EOE.

North Carolina medium market AM-FM combo, and Alabama AM-FM combo, seeks bright, articulate candidate for positions of general manager. Candidates should have minimum of five years experience as GM and should possess excellent skills in planning, leading, organizing and controlling the activities of station. Should be heavily sales oriented and understand budgeting, cost control, and bottom line results. Send resume with past history, references and salary requirements in confidence to Box A-9. EOE/MF.

HELP WANTED SALES

Hungry tiger needed to sell radio advertising in American Paradise for the leading Urban Contemporary FM station. Must be aggressive, dependable and a self-starter. Salary plus commission. Send resume to WAVI, PO Box 25016, St. Croix, VI 00824. EOE.

GSM: Class C in great ND small market. Regional coverage. New owners take over in February. Unique take charge opportunity. 701-228-2483. EOE.

Area sales manager to combo sell two full C's with strong overlapping signals. One in Springfield the other in Joplin, Missouri. Must be strong, energetic salesperson. Also sales manager for two C's. Signals cover same metro. Telephone 501-521-5566. EOE.

Account executive opening, have established account list for a sales person with high income goals and willingness to work to meet or exceed goals. Country or local news talk formats in fast growing 125,000 plus market. Send resume sales history to Leigh Ellis WAKE/WLJE 2755 Sager Road, Valparaiso, IN 46383. EOE.

Account executive: Long Island's monster AC powerhouse and ratings leader. WALK FM/AM, has exceptional opportunity for an established radio sales professional. Join strong, progressive group at flagship station in nation's 13th MSA. Resumes to Tracy Soto, General Sales Manager, WALK FM/AM, PO Box 230, Patchogue, NY 11772. EOE MF.

HELP WANTED TECHNICAL

Chief engineer, for 1 year temporary position, in desirable south-western market, with a major communications company. General FCC license required. SBE certification desirable. News/Talk-AM, Contemporary Music-FM Numerous remotes. Company benefits. EOE. Send resume and references, reply to Box T-49.

Chief engineer for Midcontinent Media's AM/FM combo in Madison, Wisconsin. Requires experience in AM DAs. Candidates must have strong people skills as well as a great technical background. Position offers base salary, incredible benefits and profit sharing. Send resume, six references and salary history to: David Graupner, GM, WTSO/Z-104, 5721 Tokay Blvd., Madison, WI 53719. Midcontinent Media is an equal opportunity employer and encourages women and minorities to apply for this and all positions.

HELP WANTED NEWS

News director: Beautiful Napa Valley, California 45 miles from San Francisco. Local news pro with talk show interest. Stations recognized for their local news commitment. Equal opportunity employer. Send cassette and resume to: Tom Young, Broadcast Park, 1124 Foster Road, Napa, CA 94558.

Reporter/producer (State title: Broadcast Specialist): Responsibilities: To research, write, produce and voice in-depth news reports for local and national broadcast; to write and anchor daily newscasts; and to provide any other assistance as required to assure the smooth operations of a public radio news department. Qualifications: Required - high school diploma and five years appropriate experience. Preferred - college degree and three years of news reporting or producing experience with special emphasis on in-depth stories. Salary: \$20,000 to \$28,000. Application requirements: To apply you must submit: 1) a letter of application, 2) your resume, 3) an audio tape with examples of your reporting and on-air work, 4) an official USF application form and 5) appropriate college transcripts. All five of these items must be received by January 31st in order for your application to be processed. If you have any questions about the application process, or wish to obtain an official USF application, you may call Susan Lavery at 813-974-3733 or write to the address below. Send application materials to: Susan Lavery, WUSF-FM, University of South Florida, 4202 E. Fowler Avenue, Tampa, FL 33620. USF is an AA/EO employer.

HELP WANTED PROGRAMMING PRODUCTION AND OTHERS

Radio producers/reporters needed, on a freelance basis, to produce in depth documentaries on issues/events in the Southern states. Fees will be paid for reports which will air nationally. Please send cassette tape examples of work to: Regional Radio Network, Southern Regional Council, 60 Walton Street, Atlanta, GA 30303-2199.

Community relations director KFLT-AM Tucson, Arizona. Christian formatted station seeks individual with on-air and public relations experience. MINIMUM two years on-air and PR experience required. Send letter, resume, references and audition tape to Ed Phillips, KFLT Radio, Box 36868, Tucson, AZ 85740. No phone calls please. Women and minorities encouraged to apply. EOE.

SITUATIONS WANTED MANAGEMENT

Bob Bolton: seeking new management challenge. Recently GM/GSM with WQSF-Richmond and WTCB-Columbia. Previous management/programming career spans 25 years. Will also consider temporary sales/programming/consulting work. Available now! 804-744-3624.

Top ratings = top dollars! 15+ years management/sales/programming. Cost efficient bottom line oriented. I deliver! Available now - Bill James 804-232-5197.

No wild promises 20 year general manager delivers programming, promotions, sales. Major market revenue raiser considering all possibilities. Reply Box A-24.

Successful sales manager looking for the move "up". I have been successful in both small and major market selling situations and am currently driving my station to record billings as sales manager in this 300,000+ market. It's time to make the move to general manager but I will consider a sales management opportunity in a larger market or that holds reasonably immediate general management potential. I am seeking an employment advancement with the full knowledge and support of my current employers and they stand ready to give me an extremely positive reference. I've had the best of training and experience and can implement proven methods that work. I can document my success. Send replies to Box A-4.

Aggressive bottom-line GM available to maintain, improve, or turnaround your station. Excellent history of successes. John 702-826-9342.

Sales manager seeks new opportunity. Presently employed. GM position desired small/medium market. 14 years broadcast experience, 4 in sales. Knowledgeable in promotions, designing packages, making presentations, remotes, on-air skills. Respond quickly. Write Box A-5.

General manager/general sales manager. Good motivator and administrator. 20 years experience. Available immediately. Box 2188. Laughlin, NV 89029.

90's managers must do more than manage: Proven GM, sales leader, radio personality, program-music-promotion manager, team leader-building-trainer, cost-efficient, computer oriented, 25 year professional looking for equity deal, NE, NW medium market.

22 year programing, management and on-air professional with heavy promotion, programing and sales experience seeks first GM challenge. Bottom line oriented, creative, motivated, organized, community involved with people management degree. Will relocate to most markets for right opportunity. Mr. Franz 412-487-6984.

Winning programer seeks group VP/Programing with solid company. Over 20 years experience at delivering group ratings like 11.6 to 18.4, 7.9 to 14.3 and start-up at 10.3. These ratings increased prior group revenue by \$1 million +. If your group can use my expertise call W.R. 412-487-6984.

Urban general manager: Major and small markets. Exceeded goals through unique marketing, research and strong motivational sales training. Bill Chatman 513-721-0058. 1111 Elm St., Suite 826. Cincinnati, OH 45210.

Forget the fluff! I'm damned good! Station sold and I'm seeking new GM position. Prefer Midwest. Over 25 years experience with just 4 owners. Call 813-772-3994.

Results! I don't settle for less and neither should you. Your next GM/GSM is a motivator, trainer, team builder and goal oriented tactician. Proven success record. I have never failed. Rod 719-520-1671.

Veteran radio pro, currently in cable, seeking metro/medium GM slot. Strong resume. SM, GSM, NSM experience. 55K minimum. 305-770-5149.

General manager with outstanding 20-year track record. Heavy experience in management; solid in sales, programing. Civically responsible, bottom line accountable. Looking for GM position in a family oriented community where full service radio plays an important and necessary role. Prefer Central US (including Midwest, Gt. Plains states) or Fla. Please reply Box A-10.

SITUATIONS WANTED ANNOUNCERS

Midwest... Wide professional background, over 20 years. Solid references. Wide news background. Prefer Country or Easy Listening. Salary open. 319-233-3792.

Fourteen year veteran announcer seeks fulltime job in a small market. Prefer West or South. Any format except rock. Eldon G. Mitchell, 4744 N. Mesa #261, El Paso, TX 79912. 915-533-5107.

SITUATIONS WANTED NEWS

News director position sought at all news or news oriented station, preferably in the South. Great credentials. Box A-11.

Newstalk: Street reporter, write, anchor, sound. Talk host, public affairs. Available prefer Del-Mar-Va and Southeastern PA 301-633-7191.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

Street smarts get the edge. For successful basic broadcast management techniques send \$5.95 SASE to FMI-Marketing, Dept B1S1, Box 2428, Pawley's Island, SC 29585.

TELEVISION

HELP WANTED MANAGEMENT

Promotion manager wanted: Ideal candidate must have a college degree and at least three years practical experience in television promotion (and radio a plus). Must be able to create revenue-generating sales promotions and have on-air creative experience with good writing skills (producing and editing a help). Must be able to supervise others. Send resume and tape to: Paula Pruett, KASN TV 38 PO Box 193010, Little Rock, AR 72219. EOE.

Kansas Regents Educational Communications Center (ECC) seeks Associate Director for Fiscal Affairs. \$35-40M. Responsible for financial management of 3 year old organization, now moving into new \$10 million building and facility on the K-State campus in Manhattan, KS. Duties include budgets, payroll, purchasing, computerized accounting systems, billing, etc. Reports to ECC Director and serves on six member ECC Executive Committee. BS in Business or related area and five years university or business related area experience required (MS or MBA preferred). Experience with computerized business systems, and with State and university budgeting and financial management processes necessary. Send resume, cover letter and three reference letters by January 31 to Mel Chastain, Director - ECC, Bob Dole Hall, KSU, Manhattan, KS. 66056. AA/EOE.

Challenging opportunity in our New York office to assume marketing responsibility for our prestigious nationally distributed business news program, "The Nightly Business Report," as well as various other related and spinoff projects. Cultivates and maintains liaison with potential and current funding organizations. Develops new avenues of growth. Strong marketing, business and educational background as well as experience in program funding or TV sales. Excellent salary and benefits package. Send resume to: Vice President for Administrative Services, WPBT/TV2, PO Box 2, Miami, FL 33261-0002. An equal opportunity employer. M/F/H/V.

Traffic manager/program coordinator: Successful group owned Mid-West Fox affiliate seeks Columbine experienced individual to manage four person traffic/programming staff. Reports directly to GM. Two years independent traffic experience desirable. Send resume in confidence to: WYZZ-TV, Fox 43, 2714 E. Lincoln, Bloomington, IL 61704. Attn: Bill Beckwith, Equal opportunity employer. Or call 309-662-4373.

Large multiple station owner seeking general managers for network affiliates in mid-size south/southeast markets. At least three years general manager experience desired, with strong background in sales and budgeting. Send resume to Box A-12. EOE.

Group owned NE ABC affiliate seeks broadcaster to join sales management team. Local and national experience essential. Resume and compensation history to Box A-14. EOE.

National sales manager: Top 50 market ABC affiliate is looking for a top flight, aggressive, highly motivated individual to lead our national sales efforts. Position requires a self starter with a great sense of urgency, energy, and enthusiasm. Wonderful career opportunity with the number one station in market. Must have previous NSM experience. Resumes only please. Send to: Bill Lamb, GSM, WBRC-TV, Atop Red Mountain, Birmingham, AL 35201. EOE.

HELP WANTED SALES

Account executive: WSOC-TV, one of America's top ABC station's, has an opening for an account executive with at least two years television sales experience. The successful candidate will understand vendor/co-op, proprietary research, BMP and Custom Target Aid. Will have experience in agency servicing and a strong track record of developing business. We're a Cox broadcasting station that gives the account executive the tools and expects the best. Send resume to Ed Munson, Local Sales Manager, WSOC-TV, PO Box 34665, Charlotte, NC 28234. No phone calls please! EOE.

National sales manager: BA/BS preferred in Marketing, Economics, Advertising, or any other business related field of study. At least three years sales and/or sales management experience at a television station or national representative firm. Developmental experience a must in vendor, co-op, Marshall Marketing, etc. Must also be well versed in television research, and developing and executing sales promotions. Send cover letter and resume to: Mr. Lyle Banks, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. (No phone calls). EOE.

WHNS-TV, a strong Fox Broadcasting affiliate television station is looking for an energetic, persuasive salesperson for the Greenville office. Sales experience is preferred. Send resumes and any local promotions you have developed to Frank Savage, Local Sales Manager, 21 Interstate Court, Greenville, SC 29615. 803-288-2100. EOE M/F/H.

HELP WANTED TECHNICAL

TV maintenance engineer; Network affiliate TV station in medium size market. 2-5 years experience needed. Opportunity to work with latest equipment in congenial atmosphere. Advancement potential. Very good salary - moderate cost of living area. Phone/resume: Mark Kornish - Key Systems, 479 Northampton Street, Kingston, PA 18704. Phone 717-283-1041. Fax 717-287-5889.

Maintenance engineer: WECT (NBC affiliate) in beautiful Wilmington, North Carolina has an opening for a maintenance engineer. 3 yrs. min. component level experience required. General license or SBE certification and working knowledge of computers a plus. Equipment responsibilities are Ampex AVC, ADO, ACE, VPR-6, Panasonic MII studio & field recorders, portable cameras CCD/tube, TK47, 3/4", Microwave & Satellite systems. WECT is an equal opportunity employer offering competitive wage and benefits. Send resume and cover letter to Wayne Tiner, CE, PO Box 4029, Wilmington, NC, 28406, 919-791-8070.

TV maintenance engineer. WNEM-TV, Saginaw, MI is looking for an experienced transmitter maintenance person. Applicant must have three years experience with TV broadcast RF equipment. Familiarity with TV studio equipment a plus. Please reply to: Greg Surma, Chief Engineer, WNEM-TV, Box 531, Saginaw, MI 48606. 517-755-8191. EOE.

Chief engineer: Excellent opportunity for a hands-on chief engineer at WZTV Nashville, Tennessee, a top 50 Fox UHF station. Must be experienced with UHF transmitter and related studio/production type equipment. Must have FCC general Radiotelephone license or SBE certified. Send resume to George Parnicza, V.P., ACT III Broadcasting, WVAH-TV, 11 Broadcast Plaza, Hurricane, WV 25526. Equal opportunity employer. M/F.

HELP WANTED NEWS

News director. Imaginative manager for stable family-owned station. TV news management experience, strong editorial skills required. Letter/resume to Jeffrey Marks, WCSH-TV, 1 Congress Square, Portland, ME 04101. EOE.

Co-anchor...80s market, eastern midwest. needs dynamic communicator to complement our male anchor. Minimum two years previous anchor experience. No beginners. Box A-8. EOE.

Top northwest Independent with established news operation needs a news director to lead its excellent news staff through the challenges of the nineties. Rewarding opportunity for hands-on leader with vision, fortitude and know-how. Applicants should have broad experience in all areas of news operation - i.e. writer, producer, assignment manager, executive producer/assistant, news director. Send resume to Kevin Hale, Vice President and General Manager, KSTW-TV, PO Box 11411, Tacoma, WA 98411. EOE.

Weekend anchor needed to compliment our established female anchor at top rated, award winning station in beautiful Northwest. Send resume/tape (no calls) to Robin Briley, KXLY-TV, W. 500 Boone Ave., Spokane, WA 99201. EOE.

WICS-TV, Springfield, Illinois is seeking applications for a morning news producer. Candidates must have commercial television news experience. Experience producing a morning newscast is preferred. Send resume and non-returnable videotape to: WICS-TV, Personnel Department, 2680 E. Cook Street, Springfield, IL 62703. No phone calls please. EOE.

Weather/anchor: Midwest news powerhouse looking for dynamic personality to do weather and co-host early morning newscast. Meteorologist preferred. Longterm commitment required. Experience a must. Send resume and non-returnable tape to Phil Supple, News Director, WEEK-TV, 2907 Springfield Road, East Peoria, IL 61611. EOE.

Wanted: Reporters and producers for possible future openings. No tapes. Experience preferred. Letters and resume to Box A-15. EOE.

Major market station looking for experienced investigative producer who wants to make a difference. Must be able to enterprise high-impact investigative stories, research and document them and have exceptional producing skills. Resume requested Reply Box A-25. EOE.

Two jobs: As part of our expansion which includes the addition of a satellite truck and a second early evening newscast, WCYB-TV is seeking an overnight editor and a news videographer. The overnight position is a pathway to reporting for us, and includes anchoring late night and early morning headlines, and producing our 6:30 am half hour. We're looking for reporting experience, particularly live work, and people who know how to use the medium. We also need a videographer who takes notes, writes, and comes up with story ideas. If you have the skill and experience, please send tape and resume to Steve Hawkins, News Director, WYCB-TV5, 101 Lee Street, Bristol, VA 24201. We're the NBC affiliate in a mid 80s market, and an equal opportunity employer.

70's market ABC affiliate wants top-notch anchor to join our current female anchor at 6 & 11 weeknights. Minimum 5 years' broadcast experience, at least three as anchor. Must have flawless, conversational, creative writing skills and project on-air presence marked by authoritative self-confidence without arrogance. Personable, hard-working team players only; prima donnas won't be tolerated. Absolutely no phone calls! Send cover letter detailing news philosophy, resume, references and non-returnable tape by 1/18/91 to Dennis Tompkins, WMTW-TV, 99 Danville Corner Road, Auburn, ME 04210. Finalists only will be notified by 1/23/91. Phone callers automatically disqualified! EOE.

We are searching for a news director with on-air experience and superb skills in developing promising young reporters and photographers. A strong background in establishing a promotional strategy is a must. Credentials must be impeccable. Strong people skills with news people and other departments a must. Please include earning history. Send your resume to Box A-16. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Event producer: The Capital Centre/Centre Vision is seeking an individual with 2 years experience in TV production/advertising and knowledge of basketball/ice hockey to develop In-Arena Event Presentations utilizing cameras, videotape, graphics, animations, lights and sound. Good people skills required. Must be available to work flexible hours. Excellent benefits package. Send resume and salary history with salary expectations to: Capital Centre, 1 Harry S. Truman Drive, Landover, MD 20785. Attn: Human Resources Department. EOE.

The Capital Centre/Centre Vision is seeking an individual with 2 years experience in TV production/advertising and knowledge of basketball/ice hockey to develop In-Arena Event Presentations utilizing cameras, videotape, graphics, animations, lights and sound. Good people skills required. Must be available to work flexible hours. Excellent benefits package. Send resume and salary history with salary expectations to: Capital Centre, 1 Harry S. Truman Drive, Landover, MD 20785. Attn: Human Resources Department. EOE.

TV public affairs producer: Oregon Public Broadcasting has an immediate opening as senior producer/reporter for weekly, half-hour news and public affairs program. Dependent on qualifications, may also cohost program. Strong journalism skills a must. Requires 7 years TV experience as producer/writer. Salary \$27,000-\$35,000. No phone calls. Send cover letter and resume by 1-21-91 to Personnel, OPB, 7140 SW Macadam Ave., Portland, OR 97219. EOE.

Promotion writer/producer/editor: Expanding promotion department in the top 10 is looking for an energetic hands-on person to conceptualize, write, produce and edit compelling promos. Applicants should have a minimum two years experience. Rush resume and tape to Dave Howitt, WUAB, 8443 Day Drive, Cleveland, OH 44129. No calls please. EOE.

Launching magazine for possible syndication. Seeking production manager/executive producer, program host, feature reporters, producer/director, videographers/editors and production assistants. Rush nonreturnable tape. PO Box 22607, Tampa, FL 33622-2607.

Producer, Screen Scene and Teen Summit: Responsibilities include creating, developing and implementing program ideas for a daily movie magazine program; managing a production staff; supervising production sessions & overseeing all program material; writing scripts, coordinating & booking guests; developing & maintaining relationships with movie industry for access to materials needed for the show. Skills: Excellent written & verbal communications are essential. Minimum of three years show producing experience. Established media contacts helpful. Must possess initiative & creativity to go after & develop story angles. Must possess the ability to work under pressure & meet deadlines. College degree preferred. Contact: Cindy L. Mahmood, Director, Childrens & Entertainment Programing, Black Entertainment Television, 1899 9th Street, NE, Washington, DC 20018. 202-636-2400. Fx 202-529-4009.

TV Newscast director, M-F 6 and 10 for award winning ABC affiliate. Live remotes, special events, public affairs in state capital market with active news environment. Key position for positive, innovative and leadership motivated production ace. If you can think, switch and utilize top notch gear like the ACE 25 computer editing system and you enjoy working with terrific people, send demo tape and resume to Dale McCoy, Production Manager, KTKA-TV 49, Box 2229, Topeka, KS 66601. EOE.

Motorsports producer: Sunbelt video (producer of Inside Winston Cup Racing) requires experienced television producer, with background in live sports, feature/segment production, and/or TV news production. Knowledge of NASCAR and IMSA Racing required. Writing/reporting, videotape editing, on-camera talent, and non-broadcast video experience helpful. Send resume, salary history and demo videotape. Motorsports Producer Position, c/o Sunbelt Video, Inc., 4205-K Stuart Andrew Blvd. Charlotte, NC 28217. EOE.

SITUATIONS WANTED MANAGEMENT

Seeking general manager position in small or medium market. Over 30 years experience in TV sales, promotion and programing management. I come with three guarantees - Bigger Ratings, Bigger Revenues, Bigger Profits. Reply Box A-26.

SITUATIONS WANTED TECHNICAL

Senior maintenance engineer, 20 years, D2, Betacart, Chyron, 1" TCR, BW75SP, Ikegami, Calgary + Seoul Olympics, major market, post, studio + remotes. Resume 204-831-5249.

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box A-27.

Broadcast maintenance tech. Available. Sony - G.V.G. - IKE-TEK; Tim 614-898-9120.

Satellite transmissions, ENG, Earth Station, TOC, Microwave. Young, energetic, hard working. T.J.S., 18550 Hatteras #38, Tarzana, CA 91356.

SITUATIONS WANTED NEWS

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

Experienced sportscaster (4 yrs), 15 years sports journalism (10 radio & print) will consider any market. Salary negotiable. Can also do news, produce, special projects. Available NOW. 702-363-5219.

Award winning midwest news anchorman seeks sunbelt relocation. 15 years experience. #1 news ratings. Reply box A-29.

Former top 20 weekend weathercaster looking to return to TV weather, fulltime. 3 years TV experience, 20 total broadcasting. Will relocate for right opportunity. Mr. Richards 412-487-6984.

Reporter for lease: Five years experience. Grade A education, including advanced political science degree. Proven live shot ability, photographic memory, and anchor experience included. Stations desiring news-hunks need not apply. Reply Box A-17.

Meteorologist: 5+ years experience ready to join your winning news team. Have also produced and hosted two half-hour weather specials. Call Mark. 606-278-0221.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Lighting director with 10 years experience in broadcast television and film lighting. Organized, motivated individual with excellent references has worked with both station and freelance clients and has supervisory, budgeting, designing, and planning knowledge in ENG, remote and studio production. Seeking lighting, studio supervisor or production manager position. Reply to Box A-18.

MISCELLANEOUS

Make a better audition tape with help of independent consultant with major market experience. Call 713-776-1047.

Career videos. Let our broadcast professionals prepare your personalized video resume tape. Unique format, excellent rates, proven success. 708-272-2917.

Attention job-hunters! We've expanded our services -- employment listings nationwide, FREE referral with NO PLACEMENT FEES, written demo tape evaluations, individualized coaching, and much more! Now in our 7th year. Register today! Media Marketing/THE HOT SHEET, PO Box 1476-SJB, Palm Harbor, FL 34682-1476. 813-786-3603.

SATELLITE

HELP WANTED TECHNICAL

Transportable satellite technician. C/KU assignments. Must travel. 2 years+ experience. Resume: Satellite Manager, Pittsburgh International Teleport, Box 14070, Pittsburgh, PA 15239. EEO.

CABLE

HELP WANTED NEWS

The Weather Channel, Inc. is accepting applications for an On-Camera Meteorologist position. Successful candidates will possess excellent communications skills with a minimum one year television weather broadcast experience and a fundamental working knowledge of basic meteorology. B.S. in Meteorology preferred. Send resume tape and resume to Chuck Herring, 2600 Cumberland Pkwy, Atlanta, GA 30339. Pre-employment physical and substance abuse test required. EOE.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Video production position to teach and to help inaugurate student newscasts and productions on university low power station. Three course load, university service including low power involvement, and original contributions in terms of research, professional articles or creative video activity. Permanent tenure-track, nine month appointment. Requires master's degree and recent professional experience. PhD preferred. We do not seek a technician; we seek one who is comfortable with video equipment, yet who emphasizes content and organization. Will have opportunity to work with the Educational Communications Center, a new \$6 million facility providing distance learning via satellite uplink. Send letter of application, resume, and three letters of recommendation by February 15 to Dr. Paul Prince, A.Q. Miller School of Journalism and Mass Communications, 104 Kedzie Hall, Kansas State University, Manhattan, KS 66506-1501. An equal opportunity employer.

Ross Beach chaired professorship in the electronic media. A full-time, tenure track associate to full professor to join a staff of five faculty in R-TV. Work primarily with our growing master's program and as a research leader in such areas as audience effects studies. The Ross Beach Professor will have the opportunity to conduct research with the Educational Communications Center, which is involved with the Star Schools distance learning program via satellite uplink as well as other video distribution and teleconferencing. Requires PhD, professional experience, impressive and growing record of research and publication. Send letter of applications, resume, and three letters of recommendation by February 15 to Dr. Paul Prince, A.Q. Miller School of Journalism and Mass Communications, 104 Kedzie Hall, Kansas State University, Manhattan, KS 66506-1501. An equal opportunity employer.

Assistant professor (tenure track or non-tenure track two year appointment) to teach studio and field production and broadcast writing. MA required, Ph.D. preferred. Minimum \$30,000 for nine months. Position starts August 7, 1991. Application deadline February 15, 1991. Send application letter, three letters of reference and copy of transcript to: Dr. Paul Smeyak, Department of Telecommunication, 2104 Weimer Hall, The University of Florida, Gainesville, FL 32611. EOE.

Head, University of Idaho Agricultural Communications Center, Moscow. Administrative and professional communications experience required. Tenure-track. Master's degree required, doctorate preferred. Available July 1; review process begins March 15. For complete description and application procedures, call 208-885-6436. AA/EEO.

Television instruction. New Trier Township High School in Winnetka, Illinois is seeking applications for the recently developed position of Instructor/Coordinator of Television Production. Responsibilities include the development and implementation of a television production curriculum and the supervision of student produced programs to be aired on the New Trier cable channel. New Trier is located on Chicago's North Shore and is close to major colleges and universities. Applicants should have secondary school certification by Fall 1991. Inquiries should be addressed to Mr. Erle Lair, New Trier Township High School, 3013 Illinois Road, Wilmette, IL 60091. EOE.

Director of WUJC-FM: Responsible for operation of 850 watt station, on yearly basis and teaching in the Department of Communications six hours both Fall and Spring terms. Courses would be in radio related areas such as radio production, broadcast media, radio and TV performance. Staff position reporting to the chair of Department of Communications. All university benefits. WUJC is located at John Carroll University in Cleveland, Ohio. John Carroll is an Affirmative Action, EEO employer. Qualifications: MA plus 5 years teaching or professional broadcasting experience. Send resume, letters of recommendation, and transcripts to: Dr. Jacqueline J. Schmidt, Chair, Department of Communications John Carroll University, Cleveland, OH 44118. Credential review will begin February 1st and continue until the position is filled.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Graphic designer with minimum one year video experience for in-house, corporate television and print production. Computer background necessary. Send resume and sample tape to Jeff Hayes, Corporate Recruiting, SA-1, State Farm Insurance, One State Farm Plaza, Bloomington, IL 61710-0001. An equal opportunity employer.

SITUATION WANTED INSTRUCTION

Husband and wife with more than 20 years experience, in front of camera and behind, in network news and other national television, want faculty positions, she to teach writing and producing, he to teach more theoretical courses. Please reply Box A-28.

EMPLOYMENT SERVICES

Government jobs \$16,412 - \$59,932/yr. Now Hiring. Your area. Call 1-805-687-6000 Ext. R-7833 for listings.

Reporters: Are you looking for your first or second position in TV news? We can help. Call M.T.C. at 619-270-6808. Demo tape preparation also available.

Intelligence jobs. All branches. US Customs, DEA etc. Now hiring. Call 1-805-687-6000 Ext. K-7833.

EDUCATIONAL SERVICES

Equipment donations needed for new 50,000 watt educational FM, Mobile, Alabama. Tax exempt organization. Call Wilbur Goforth at 205-432-8484.

On-camera coaching: For TV reporters. Sharpen anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent/New York local reporter. Demo tapes. Critiquing. Private lessons. 914-937-1719. Eckhart Special Productions (ESP).

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1" VHS videotape. Looking for large quantities. No minis or Beta. 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

50Kw AM: CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

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

1Kw AM transmitters: Cont 314R1 (1986), Harris BC1H1 (1974). Transcom Corp., 800-441-8454, 215-884-0888. FAX 215-884-0738.

FM transmitters: Collins 831G2, 20KW (1975), Harris FM20H3 (1971), Harris FM20H3 (1972), RCA BTF 20E1 (1973), Harris FM10K (1980), Wilkenson 10,000E (1983), CCA 2500R (1978), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

AM transmitters: Cont. 316F, 10KW (1980), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D (1972), McMartin BA5K, 5KW (1980), Cont. 315B (1966), McMartin BA2.5K (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

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.

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.

Betacam tape riot! 5 minutes - \$1.00, 10 minutes - \$2.00, SP 5 minutes - \$2.00, SP 10 minutes - \$3.00 Sony, Ampex, Fuji, 3M - Call Carpel Video 800-238-4300.

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

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

Lease purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

Batwing antenna repair parts. We stock feedlines. Tower Network Services 305-989-8703.

Save on videotape stock. We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call for best prices. IVC, 800-726-0241.

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.

Strobe parts: We sell and install flash technology and EG&G parts at DISCOUNT. Parts in stock. Call Tower Network Service, 305-989-8703.

Refurbished transmission line - 20 ft. sections of 6-1/8", 75 ohm, EIA flange. 50 sections available @ \$500.00 each. Heavy duty hangers also available. Call 904-796-4531.

Used television production equipment: See us at the National Religious Broadcasters Convention January 27-29, Washington, DC now celebrating 10 years of service to our clients, call Media Concepts, Inc. 918-252-3600.

Used towers. Dismantled. Self-supporting and guyed. 502-826-8700. Nationwide Tower Company.

Automatic transmitter identification system. Required by FCC for satellite video transmissions. Available now. 702-386-2844.

C-band Uplink truck, 5 meter dish, redundant electronics. \$120,000. Megastar 702-386-2844.

RADIO

Situations Wanted Management

HAPPY NEW YEAR!

Make is so with this seasoned pro as your next GM!

Experienced first-hand in all areas from ownership to GM, GSM, OM, PD, DJ, etc. I am a goal, people and bottom-line oriented problem solver looking for a new challenge.

601-255-9806

Miscellaneous

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CABLE

Help Wanted Sales

NATIONAL ADVERTISING SALES DIRECTOR

Major new cable channel seeks top-level individual to manage national advertising sales. Require excellent personal selling skills plus cable ad sales management experience to participate in channel launch; develop ad sales strategy; recruit, staff, organize and manage National Ad Sales Department. Substantial guaranteed base plus incentives.

Send resume to Box A-23.

Help Wanted Programing Promotion & Others

SPORTS COORDINATOR:

Wanted for aggressive cable company. Must have experience in show hosting, reporting, producing, editing, PBP and color. This is a great opportunity to get exposure to it all before making the next step. Send resume and tape to:

Programming Director,
2530 Drew Street,
Clearwater, FL 34625
EOE M/F.

Director of Operations

The nation's largest cable advertising interconnect seeks an experienced Director of Operations for a challenging opportunity in a high growth company. The Director of Operations will coordinate the activities of the field technical staff, the Adlink traffic department and will oversee office MIS. This position will act as the primary interface between Adlink and its affiliates for all operational issues. The ideal candidate will have experience in the cable or broadcast industry in a similar position, strong administrative and interpersonal skills and MIS experience, preferably in a Novell environment.

Send letter and resume with salary history to Holly Boyle, Adlink, 3415 S. Sepulveda Blvd., Ste. 310, Los Angeles, CA 90034. No phone calls please. We are an equal opportunity employer.



TELEVISION

Help Wanted Programing Promotion & Others

PROMOTION WRITER/PRODUCER

We are an aggressive, growing, top-ten station, committed to being the best in the market. We're looking for a creative producer with 3-5 years experience, solid writing skills and a strong knowledge of all aspects of production.

Send tape & resume to:

Jim Monroe
Marketing Director
KDFW-TV
400 N. Griffin Street
Dallas, TX 75202



KDFW
Equal Opportunity Employer

If Tribune doesn't have any promotion producer jobs available right now, why run this ad?

Promotion is a big growth area for Tribune Broadcasting. In the past year, eleven of TV's top promotion people have joined our stations in New York, Los Angeles, Chicago, Atlanta, Denver and New Orleans.

In finding them, we've learned that it pays to be prepared, and know who's qualified and interested when the time comes!

So if you have at least two years' experience writing and producing on-air promotion, we'd like to invite you to send your resume and tape for review. *But please don't call.* We'll be in touch when the next opportunity opens up.

And the way things have been growing at Tribune, that could be soon.

Send tape & resume to: Jim Ellis



435 N. Michigan Ave.
Suite 1900
Chicago, IL 60611

Tribune is an equal opportunity employer.

Help Wanted Technical

DIRECTOR OF ENGINEERING

LIN BROADCAST owned VHF/NBC affiliate is looking for an energetic, motivated professional with proven management and technical skills to guide a first rate technical team into the 90s and beyond. You will join a group of goal-oriented, enthusiastic and supportive managers in an aggressive effort to move forward.

Successful applicant should possess a BSEE or equivalent plus a minimum of 5 years proven engineering management in a unionized network affiliate.

Forward resume to:

- ◆ **C. Robert Ogren, Jr.**
V.P. Engineering & Operations
Lin Broadcasting Corporation
% KXAS-TV
Dallas/Fort Worth
P.O. Box 1780
3900 Barnett Street
Fort Worth, TX 76101-1780



Equal
Opportunity Employer

Help Wanted Sales

ACCOUNT EXECUTIVE

A major market, Southeast television station is seeking an Account Executive to generate Developmental and Vendor Fund Programs. Candidate should have at least two (2) years experience in this area.

He or She should also possess the following qualities:

- A Self-Starter
- A Willingness to Succeed
- Communicate Effectively
- Spanish Speaking Preferred
- A Positive Attitude
- Good Writing Skills
- College Grad Preferred

Only qualified individuals should apply.

Send resume to Box A-22.
E.O.E.

For Fast Action Use
BROADCASTING'S
Classified
Advertising

Help Wanted Management

SALES MANAGER

Come to the sunny, warm southwest and join the team. Knowledgeable radio/TV account executive ready for sales manager's position. A multi-station operator in the southwest is looking for the right player. This position offers substantial growth potential, including but not limited to a GM position. If you are a dynamic, serious, sales oriented player, we want you on our team. EOE.

Respond to Box A-21

Help Wanted News

WANTED - OUTSTANDING EXECUTIVE NEWS PRODUCER

Top 10 Market is searching! Must provide proven record, exceptional people/motivation skills and ability to work in harmony with other departments. Only results-oriented leaders "with vision" should consider this unique, west coast opportunity.

We offer ideal climate, inviting lifestyle, commensurate salary, great opportunity.

Reply immediately to Box A-19
Strictest Confidence
Include references and expected salary

ALLIED FIELDS

Help Wanted Management

The Corporation for Public Broadcasting is seeking qualified applicants for the position of Manager, Station Relations. This position administers several funding activities including radio expansion and Community Service Grants for both radio and television.

The ideal candidate will hold at least a Bachelor's degree in a Communications or related field and will have a minimum of three years successful experience as a senior manager and/or station manager in a public broadcasting setting, preferably at a joint licensee. CPB offers a competitive salary and excellent benefit package.

Please submit your resume, a cover letter with salary requirements and three professional references by February 4, 1991 to:

Suzanne Kerry,
Director of Personnel,
CPB,
901 E Street, NW,
Washington, DC 20004-2006

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Miscellaneous

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Turn failing stations into satellites programed from your station making them profitable. Call Dan at Marti for details of PLAN A.

817—645-9163

For Sale Stations Continued

FOR SALE

KAVI AM-FM; Rocky Ford, Colorado; C-1 upgrade available; absentee owner will sell for \$150,000; seller financing; no down payment; contact Kim Love at 307—672-6721.

Owner/Operator Seeking to Borrow \$800,000 to Expand Our Media Operations

Successful Class C FM, medium, growing sunbelt market, positive cashflow, regional revenue and ratings leader. This is a secure lending opportunity, at a good rate of return. To solid, experienced broadcasters. Reply to Box A-20 for a prompt telephone follow-up to your inquiry. Business plan will be sent to qualified parties.

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Good Small Radio Market
Some upgrade possible.
Good Cashflow. Asking \$550,000.
Will Consider Owner Financing.
Nice Facilities. Committed Seller

Roehling Broadcast Services Limited
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Phone: 317—889-1025

AUCTION

● Two GTE Buildings ●
10am, Mon., Feb 4

3 Story brick office & storage bldg. with 200' communications tower in Winter Haven, Florida — 2 Story brick Autovon Bldg., Large brick communications tower bldg. with 220' communications tower on 4+ acre security site in Polk City, Florida. Inspections: January 7 and 17 from 11am to 5pm at each site, each day. Free Brochure & Information 813—644-6681 (Local) 1-800—330-2350 in FL or 1-800-468-6681 (USA) Martin E. Higgenbotham, CAI, FL Lic #AB158#AU305, 1666 Williamsburg Sq., Lakeland, Florida 33803.

FOR SALE

Fox Tv AFFILIATE

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BIDS ACCEPTED UNTIL MARCH 1, 1991

EXCELLENT MARKET EXCLUSIVE REPRESENTATIVE

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All Stations listed below owners will entertain offers

AM/FM	Central Florida	Terms
AM/FM	C-2 Soon, Florida	Terms
AM/FM	(two) Indiana	Terms
FM	50,000 watts, Florida	Terms
AM/FM	Louisiana - Cash Flow	Terms
TV	Arizona + Ohio	EX. Buys
AM/FM	South Florida	Terms
AM/FM	North Florida	Terms

The Connelly Company
813—287-0906 FAX 813—289-0906
5401 W. Kennedy, Suite 480
Tampa, FL 33609

OPPORTUNITY 1991

North Carolina: AM/FM in All America City. All new facilities. Same ownership 40 years. \$750,000. Terms.

Five Class A's in single markets. Three with companion AM's. \$350,000-\$750,000. Terms.

Virginia: Class A with AM. Single market. FM serves major state city. \$525,000. Good terms.

Georgia: Class A with 1 kw AM. FM serves rated market of 88,000. \$650,000. Terms.

FM Class A with pending CP for 50 kw. Will city grade Savannah. \$500,000.


Central USA: Top 30 Move-In. Class C. A real monster. \$3.5 million.

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Dick Paul • Tom Snowden

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FATES & FORTUNES

MEDIA



Barrett

David J. Barrett, VP and general manager, WBAL-AM-TV-WIYY(FM) Baltimore, named deputy general manager of parent company, The Hearst Corp., New York.

Bill Lincoln, chief financial officer, Fox Television Stations Inc., joins Fox-owned KSTU(TV) Salt Lake City, as VP and general manager.

New three-person office created to oversee Continental Cablevision's growing operations, Boston: **Amos B. Hostetter Jr.**, chairman and CEO; **Timothy P. Neher**, president and chief operator officer, named vice chairman, and **Michael J. Ritter**, executive VP, succeeds Neher as president and chief operating officer and was elected to board of directors.

John R. Laton, chief operating officer, Sunshine Group Broadcasting, Portland, Me., joins WEE(AM) Boston, as executive VP and general manager. **Gerald R. Walsh** remains VP and general manager. co-owned WFXT(TV) Boston.

John R. Laton, chief operating officer, Sunshine Group Broadcasting, Portland, Me., joins WEE(AM) Boston, as executive VP and general manager. **Gerald R. Walsh** remains VP and general manager. co-owned WFXT(TV) Boston.

John Gutbrod, VP and general manager, WCEO(AM) Wood River, Ill., and KEZK(FM) St. Louis, joins KSTZ(FM) St. Louis, in same capacity.

John Proffitt, VP and general manager, WRTV(TV) Indianapolis, joins co-owned KMGH-TV Denver, in same capacity.

Changes at California Oregon Broadcasting, Redding, Calif.: **Richard Green**, VP and general manager, retired; **Dee Domke**, program director and operations manager, and **Bill Hall**, general sales manager, KRCR-TV Redding, Calif., succeed Green as VP, California operations, and general manager, respectively.

William W. Irwin, VP and general manager, WCAS(FM) Raleigh, N.C., joins KKOB-AM-FM Albuquerque, N.M., in same capacity.

Perry A. Sook, from KXTX-TV Dallas, joins Seaway Communications Inc.,

FORMAN LEAVES NBC TO FORM CONSULTING FIRM

Sallie H. Forman, vice president, government relations, NBC-TV, Washington, has left her position to form a lobbying and telecommunications consulting firm there. Forman joined NBC in 1966, was named manager, government relations, in 1978 and a year later was appointed director. She represented NBC on Capitol Hill and served as a Washington liaison with television affiliates nationwide. "I've had a front row seat in a dynamic industry and company for the last 25 years," said Forman, "I'm looking forward to building on my experiences in the new wave of telecommunications policy." Eric S. Brenner, chairman, NBC-TV affiliate board, and president, King Broadcasting Co., said, "Sallie played a key role in increasing the awareness and involvement of affiliates in the vitally important legislative and regulatory arenas. Her expertise and knowledge of Washington were invaluable in expanding our Washington presence."

Forman is a recipient of the American Women in Radio and Television Achievement Award and served four years on the association's national board. She is also a member of the American League of Lobbyists.



Bangor, Me., as president and chief operating officer.

Jim Garrett, from Network Equipment Technology, joins The Family Channel, Virginia Beach, Va., as director of new business development.

John E. Walsh, president and general manager, wVIA-TV Scranton, Pa., retires and remains as consultant. **A. William Kelly**, executive VP, named president and CEO.

Lavera M. Johnson, director of personnel services, Children's Television Workshop, New York, named VP, human resources.

Gordon Boelter, attorney, corporate law department, Marriott Corp., Bethesda, Md., joins Black Entertainment Television, Washington, as associate general counsel.

SALES AND MARKETING

Steve Kemp, director, creative advertising, Fox Broadcasting Co., Los Angeles, named VP, creative advertising.

Timothy Dorsey, VP and station manager, KMOX(AM)-KLOU(FM) St. Louis, joins Cable Advertising Network there, as general manager.

Robert J. Thalman, VP, marketing, Turner Cable Network Sales, named senior VP, RET advertising and market-

ing, Turner Broadcasting System, Atlanta.

Elana Maggal, formerly with HBO Video, joins ABC Radio Networks, New York, as manager of advertising and publicity.



Plastine



Mandelker

Richard Plastine, VP, Eastern sales, NBC-TV, New York, named VP and general manager, Eastern sales. **Michael G. Mandelker**, VP, sales director, daytime and late night programs, NBC-TV, New York, named VP, Eastern sales.

Jack Messenger, West Coast divisional manager, Republic Radio, Los Angeles, joins Group W Radio Sales there as VP, director of sales.

John K. McKay, local sales manager, KRON-TV San Francisco, joins KAKE-TV Wichita, Kan., as VP and general sales manager.

EDITING IN PROGRESS FOR BROADCASTING YEARBOOK 1991

By now, your station or company should have sent back our questionnaire. We want to make sure that your listing in the most widely used broadcasting reference book is accurate and up-to-date. Every year, we mail questionnaires to more than 20,000 businesses. Every year, a few questionnaires fail to find the right desk; thus this call for entries.

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Reinhard

sales manager.

Erin McGrath, director of marketing, Nickelodeon/Nick at Nite, joins Group W Satellite Communications, Stamford, Conn., as director of marketing, request television.

Sean Conrad, account executive, KTOM-AM-FM Salinas, Calif. (Monterey), joins United Artists Cable Advertising, Santa Cruz, Calif., in same capacity.

Larry Jones, manager, marketing department, Nick at Nite, New York, named director of marketing.

Robert Stoops, VP, business director,

Lila Reinhard, director, affiliate marketing, The Discovery Channel, Landover, Md., named VP, affiliate marketing.

Bob Bolton, from KMOV(TV) St. Louis, Mo., joins WSIL-TV Harrisburg, Ill., as local

consumer development, Citibank, joins Western Communications, San Francisco, as VP, marketing.

John Mosley, from Malone & Hyde, Nashville, joins WZEZ(FM) there as marketing specialist.

Michael Marshall, owner, TMG Ltd. sports programming marketing and syndication co., joins CBS Radio Representatives, Detroit, as sales manager.

Eddie N. Bolling, national and regional sales manager, WCSC-TV Charleston, S.C., named VP and general sales manager.

Michael E. Penzell, president, Penzell Communications, Chicago, joins Sheridan Broadcasting Networks, New York, as executive VP, sales and marketing.

Frederick H. Mattingly Jr., director of advertising and marketing services, Sheridan Broadcasting Networks, New York, named VP, marketing and communications.

Hilary Blinken, account executive, Phoenix Communications Group Inc., New York, joins News Travel Network, San Francisco, as director of station sales.

PROGRAMING

Mark Lieber, syndication and advertising consultant, Koch Communications, joins newly formed syndication and distribution co., Goodman Entertainment Group, New York, as VP.



Lieber



Epstein

Hanoch Epstein, independent consultant, Los Angeles, joins Nelvana programming company known for animated and family entertainment including ANC's *Beetlejuice*, HBO's *Babar* and *Little Rosey* there as VP, licensing and marketing.

Appointments at Viacom Enterprises: **Julia Pistor**, president, Lowry Productions Inc. and supervising producer, *The Adventures of Superboy*, New York, named VP, program production and development, first run; **Peter F. Yamen**, director of sales, first run Eastern division, named VP, sales, Eastern division, New York; **Doug Knight**, VP, sales, first run Western division, named VP, sales, Central division, Chicago and **Brooks Carroll**, VP, first run Southwest division, named VP, first run, West, Los Angeles.

Eve Krzyzanowski, VP, international development, news programming and news director, Financial News Network, joins BBC/Lionheart International Television, New York, as VP, development.

Al Ovadia, VP, licensing and merchandising, Fox Inc., Los Angeles, named senior VP, licensing and merchandising.

Dennis Bishop, former president, Lyric Films Inc., joins HBO Pictures, Los Angeles, as director of production.

Fatima Zaki, associate director, theatrical motion picture contracts, 20th Century Fox Film Corp., joins Hanna-Barbera Productions Inc., Los Angeles, as associate director, business affairs.

Kim Swann, segment producer and talent executive, *The Arsenio Hall Show*, Hollywood, named VP, television distribution, Arsenio Hall Communications Ltd. there.

Steve Smooke, Western regional sales

manager, Genesis Entertainment, Agoura Hills, Calif., adds duties as VP, development of newly formed in-house development unit.

Robert Blair, former director of sales and marketing, Sullivan Films, joins Cinephile Limited, Toronto, as director of sales, television division.

Tom Neumann, weekend announcer, WCDJ(FM) Boston, named weeknight announcer.

Stephen Land, VP, marketing, Cinetel Productions, Knoxville, Tenn., named executive VP.

Dave Allan, air personality, KXOA-FM Sacramento, Calif., joins KQPT(FM) there as morning air personality.

John Haldi, VP, programing, WBNS-TV Columbus, Ohio, retires May 31, 1991.

Richard Knisely, air personality, WGBH(FM) Boston, named host, *Off the Record*.

Appointments at Catspaw Productions Co., Atlanta: **Loren Solomon**, senior writer, named VP, associate creative director; **Larry Melnick**, broadcast account manager, named VP, broadcast account manager, and **Roy Clements**, chief engineer, named VP, chief engineer.

NEWS AND PUBLIC AFFAIRS

Jamie Gangel, correspondent, NBC News, Washington, named principal Washington correspondent, weekend editors, *NBC Nightly News*. **Sandy Gilmore**, White House correspondent, NBC News, Washington, named correspondent, NBC News's 24-hour affiliate News Channel.

Linda Munich, producer and host, *Good Morning*, WPVI-TV Philadelphia, named director of public affairs.

Jim Frank, news director, WMAQ(AM) Chicago, named executive editor.

Stephanie Wilson, segment producer, *Capital Edition*, WUSA(TV) Washington, named producer, *22:26 with Mauren Bunyan*, succeeding **Jacqueline Gales Webb**, ("Fates & Fortunes," Dec. 31, 1990).

Andy Shaw, formerly with KWTW(TV) Sacramento, Calif., and KOCO-TV Oklahoma City, joins KFOR(TV) Oklahoma City, as assistant news director.

Scott Diener, executive producer, KSTP-TV St. Paul, named assistant news director.

Jerry Tate, 6 and 10 p.m. anchor, WREG-TV Memphis, adds duties as man-

aging editor.

Erin Komatsubara, community relations specialist, KVIE(TV) Sacramento, Calif., joins KOVR(TV) there as community development assistant.

Greg Carson, prime time co-anchor and reporter, WNWO-TV Toledo, Ohio, joins KGW-TV Portland, Ore., as morning and noon co-anchor.

Susan Jellig, general assignment reporter, News 12 Long Island, Woodbury, N.Y., named business editor.

Mike Iuen, executive news director, KAKE-TV Wichita, Kan., named anchor and producer, *Good Morning Kansas*. **Matthew Zelkind**, assistant news director, KAKE-TV Wichita, Kan., named executive news director.

Ann Alward, 6 p.m. co-anchor and 11 p.m. co-anchor, producer and writer, WZZM-TV Grand Rapids, Mich., joins WOTV(TV) there as 5 p.m. co-anchor, succeeding **Cynthia Grebe**, who resigned.

Joan E. Williams, producer, KRON-TV San Francisco, joins KTVU(TV) Oakland, Calif., as morning producer. **Rosemary Chu Curley**, community affairs manager, KTVU named director of community affairs and public service.

TECHNOLOGY



Hansil

Paul Hansil, VP, sales and marketing, Abekas, joins Quantel, Stamford, Conn., as senior VP. **Ken Ellis**, manager of operations, Quantel, Stamford, Conn., named VP, operations.

Mike Bettelli, programmer and consultant, Broadcast Programming, named digital systems manager, co-owned Broadcast Programming and Sentry Systems, Seattle.

Arne S.W. Dunhem, VP, engineering and operations, Kinnevik Group, joins Marcor Inc., Washington, as senior VP, international business.

Cassie Huston, from Atlanta Video Production Center, joins The Network Group Inc. video transmission and production services co., Atlanta, as operations coordinator.

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PROMOTION AND PR



Cooper

Ellen Cooper, former director of consumer public relations, Showtime Networks Inc., joins NBC and Cablevision, New York, as VP, public relations, Pay-Per-View Olympics.

Judy Pines, general manager,

Scali McCabe Sloves, joins Backer Spielvogel Bates Inc., New York, as executive VP, director of creative services.

Completing three-month training program at Manguis Catanzano Inc. public relations and advertising firm, Pittsburgh, **Melissa DeMoss**, **Thomas Egler** and **Carol Ann Raub**, named associates.

Mark Naples, senior account manager, Slack Brown Communications, Washington, joins Porter/Novelli, there as account supervisor.

Richard L. Mann, director of creative services, All American Television, New York, named VP, creative services.

Judy McGuinn, VP, communications, M.C.E.G. Inc., joins Media Home Entertainment, Los Angeles, in same capacity.

ALLIED FIELDS



Greenspan

industries.

Elizabeth Greenspan, former director, European Anti-Piracy operations, Motion Picture Association of America Inc., forms EG Media Legal Services, London, consultancy service specializing in film and television industries.

Kurt A. Wimmer, litigation attorney, Locke Purnell Rain Harrell, Dallas, Tex., joins Covington & Burling, Washington, as communications attorney.

Laurel Yancey, attorney-advisor, TV branch, video services division, Mass Media Bureau, Federal Communications Commission, Washington, joins Office of International Communications, FCC, in same capacity.

Leslie A. Goodman, press secretary,

Republican National Committee, joins United States Information Agency, there as director of communications and public liaison.

William Lee Hanley Jr., Republican member, Corporation for Public Broadcasting board, resigned.

New officers elected at Academy of Television Arts & Sciences, Burbank, Calif.: **Loreen Arbus**, president, Lorreen Arbus Productions; **Richard H. Frank**, president, Walt Disney Studios; **Earl Lestz**, president, studio group, Paramount Pictures; **Steven Papazian**, senior VP, production, Warner Brothers Television, and **Don Tillman**, VP, programming and production, KTTV(TV) Los Angeles, and ATAS governor in television executive branch.

Clark Rector, director of government relations, American Advertising Federation, Washington, named VP, state government relations.

Susan Kearns, director of acquisitions, Nickelodeon/Nick at Nite, New York, named president, New York Chapter of Women in Cable.

Janis D. Hazel, special projects coordinator and acting legislative director, Rep. John Conyers (D-Mich.), joins Association of America's Public Television Stations, Washington, as field coordinator.

Bernie Barker, VP and general manager, WAPI-AM-FM Birmingham, Ala., elected vice chairman, Arbitron Radio Advisory Council.

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DEATHS

R. Reeve Owen, 72, former VP and general manager, WTVC(TV) Chattanooga, died Dec. 18 of heart attack in Signal Mountain, Tenn. Owen moved to Chattanooga, in 1957 to build and operate WTVC. He served as VP and general manager until his retirement in 1975. Survivors include wife, Mary; two children, R. Reeve Jr. and Susan; two grandchildren; three brothers, Thomas, James and David.

Albert H. Chismark, 74, former director of engineering, Meredith Broadcasting Co., died of heart attack in Syracuse, N.Y., Jan. 3. Chismark was employed with Meredith from 1966 through 1978 and had stints at WO-KO(AM) and WAST(TV) both in Albany, N.Y., WSYR(AM) and WHEN-TV both in Syracuse, N.Y., and WTRY(AM)-WRTI(FM) Troy, N.Y. He is survived by his wife, Janet; daughter, Cecily; three sons, Kurt, Jim and Larry; two brothers, Anthony and Joseph, and five grandchildren.

FIFTH ESTATE

VICKY GREGORIAN: AN INDEPENDENT SPIRIT

In an industry dominated by men, Vicky Gregorian is something of an anomaly. A woman who has climbed through the ranks to hold several top station programming posts. Yet she maintains her feisty independence as a "rebel with a cause." Just last September, Gregorian surprised friends and colleagues with her decision to leave high-profile Fox affiliate WSVN-TV Miami for WHLL(TV) Shrewsbury-Worcester, Mass. (She did so to be closer to her mother, Juliette, who is successfully battling cancer.)

Gregorian, who completes her term as NATPE chair and chief executive officer at the close of this year's conference in New Orleans, was a high-profile programming and operations manager of what she affectionately calls "renegade" independent WSVN-TV (a Fox affiliate since Jan. 1989), and "just a beat away" from several general manager positions. "Family comes first," she says. "Besides, I knew I wouldn't be far away from earning my VP stripes."

She has those stripes as vice president of programming for the Massachusetts station, along with additional responsibility for the sales, promotion and news departments. Gregorian says she always had a greater affinity for programming independents, but this time around is finding "more creative ways" to stretch a limited small-market budget. Just 38 miles outside of Boston, WHLL(TV), under Gregorian's direction, recently acquired WBZ-TV Boston's preempted lineup of NBC soap opera programming. It also picked up CNN news updates on the hour and off-network hour dramas to counterprogram the sitcom-laden Boston stations, among them a number of former employers.

Gregorian was born in Iran of Christian parents who moved to the U.S. when she was four, in part to provide her a Western education. She began her broadcast career on affiliate WBZ-TV after graduating with an English degree from Wheaton College in 1975. During winter breaks she had interned at the station, and after college was hired as a production assistant by consumer reporter Sharon King. When King became host of a noon talk show, *Women '78*, Gregorian was named associate producer of the show.

King put in a good word for Gregori-



an with Lucie Salhany, then a program manager at crosstown WLVI-TV and now President of Paramount Domestic Television, who was looking for associate producers for *The Joe Oteri Show*, a 1978-79 locally originated program being aired on the five stations formerly owned by Field Communications. The show "just didn't click," says Gregorian, but her friendship with Salhany did.

After moving into production stints at WGR-TV and WNAC-TV (now WNEV-TV), both in Boston, Gregorian wanted to tone down her "artsy, rebellious side" and get into "making decisions." The opportunity arose with then Taft-owned NBC affiliate, WGR-TV (now WGRZ-TV) Buffalo, N.Y., in 1981. Once there, the 29-year-old realized how "ill-prepared" she was for digesting audience demographics, overnight ratings and counter-programming strategies. Salhany, then vice president of programming at Taft, smoothed the way for a friend. "Lucie was my mentor and she helped me work with people. As a manager, though, it was a bumpy ride at first; I learned how to temper my temper, thanks to Lucie."

It was something of a trial by fire

when Gregorian joined the NBC affiliate, whose network was then mired in third place. During that slump, her "rebellious tendencies" led her to preempt *SportsWorld* because it was averaging a 2 rating when she found that a Doris Day movie could get a 5. When network fortunes worsened, Taft decided to sell the station in 1983 and Gregorian said she "saw the writing on the wall."

"I decided I wanted to be back in Boston and I wanted to be an indie programmer," so Gregorian landed the program director's post back at WLVI-TV. "I finally had a station to shape," she said.

Gregorian also finally had management's consent to program aggressively by helping WLVI-TV start a 5 p.m. newscast, luring the Boston Celtics basketball TV rights away from WBZ-TV in a highly controversial five-year deal and picking up off-network sitcoms *Three's Company* and *Who's the Boss*.

Then Bob Leider, vice president and general manager of then-NBC affiliate WSVN-TV Miami, made her an offer she couldn't refuse. NBC and its parent company, General Electric, bought cross-town station WTVJ(TV) in 1987, making WSVN-TV an independent with the challenge of remaining competitive. Gregorian jumped at the challenge, becoming part of what has been regarded as one of the most aggressive independent stations in the country, producing over seven hours of local news daily, and *Inside Report* for syndication over two seasons.

When asked if she would like to head a Hollywood studio's syndication unit, Gre-

gorian says she has instead been watching and taking notes on how to become a station general manager. Besides, she says, the Los Angeles lifestyle is not for her: "I guess I'm just an old New England codger at heart." □

Victoria "Vicky" Gregorian (Drumsta)

Vice President of Programming Services, WHLL(TV) Shrewsbury-Worcester, Mass., and Chairperson and CEO, NATPE International; b. Jan. 1, 1954, Tehran, Iran; BA, English, Wheaton College, Norton, Mass., 1975; production assistant, WBZ-TV Boston, 1975-77; associate producer, Woman '78, WBZ-TV, Boston, 1977-78; associate producer, The Joe Oteri Show, WLVI-TV Boston, 1978-79; associate producer, WNAC-TV Boston, 1979-80; executive producer, PM Magazine, WGR-TV Buffalo, 1980-81; program director, WGR-TV, 1981-83; program director, WLVI-TV Boston, 1983-88; programming and operations manager, WSVN-TV Miami, 1988-90; present position since September 1990; m. Peter Drumsta, Oct. 24, 1982; children: Emily, 6; Carolyn, 3.

IN BRIEF

At NBC press tour last week (see page 80) **Dick Ebersol**, president, NBC Sports, said network will turn small profit from exclusive contract with National Basketball Association. Announcement was significant in light of recent acknowledgements by CBS and ESPN of their losses with baseball coverage. He said it was exclusivity of NBC's pact with NBA that sets it apart from other sports pacts. Ebersol said Miller Brewing recently brought upfront advertising total to \$500 million with half of ABC inventory remaining. "It's a safe bet for advertisers when they get exclusivity. If we were one of five, like in the NFL, we couldn't do it," he said. Ebersol blasted Peter Ueberroth (former commissioner of Major League Baseball). "Peter Ueberroth didn't give a damn whether CBS made any money [from their four-year \$1 billion deal with MLB] or not." As for NBC's deal with National Football League, he said he expects "all five partners lost money this year."

CBS Radio Networks spokesperson confirmed that stations carrying Major League Baseball and NFL play-by-play broadcasts will pay "nominal" fee for carrying games, beginning with 1991 baseball season. Fee will be based on whether station carries baseball, football or both, and will be assessed on sliding scale according to market size, with largest stations paying \$15,000-\$20,000. CBS said affiliates in half of top 25 markets have signed and confirmed that network executives will "regroup in January to see where things stand."

MGM-Pathe said Friday it was bringing off-network packages of *thirtysomething* (85 episodes) and *In the Heat of the Night* (74 episodes) to **NATPE**. *thirtysomething* package took some industry executives by surprise since it was anticipated show would bypass syndication and go to cable.

"We don't necessarily expect to change INTV's position, but there's a large community of interest where we agree," said Turner Broadcasting's Bert Carp concerning **WTBS(TV) Atlanta's decision to rejoin Association of Independent Television Stations.** Association board voted unanimously to let WTBS back in. Ted Turner was founding member of INTV but left in 1981 after continued friction with other independent station members over copyright issues. Ironically, it was Turner who led fight to have must-carry rules declared unconstitutional in 1985. Since then, reimposition of must carry has been key INTV goal.

Can states levy sales tax on cable TV, but not on newspapers and magazines? That was central question argued before Supreme Court last Wednesday in its review of Arkansas Supreme Court's February 1990 holding that Arkansas' 4% general sales tax on cable, but not on print media, was constitutional and not violation of cable's First Amendment rights. In support of tax, William Keagle, revenue legal counsel for Arkansas Department of Finance, said discrimination is justified, even though cable and print media compete in same market,

because cable uses public rights of ways to lay or string cable. He rejected Justice Antonin Scalia's suggestion that cable systems already pay for use of public property through municipal franchise fees. Fees "are not necessarily full compensation," he said. Representing cable interest, Little Rock, Ark., attorney Eugene Sayre argued cable and print are virtually indistinguishable in service they provide. They both produce information in similar ways, he said. "The only difference is the method of delivery."

According to FCC Mass Media Bureau, **227 stations have gone dark over last two years.** That figure includes 175 AM's, 32 UHF-TV's, 17 FM's and three VHF-TV's. Good news is that count is not as bad as some at agency had expected it would be. Last fall, bureau preliminarily reported that 234 AM's had gone dark. Numbers were compiled at request of Chairman Al Sikes's office.

NBC has scheduled meeting next week with major group owners to discuss clearance of schedule. As previously reported ("Closed Circuit," Dec. 10, 1990), network officials are disturbed by increased preemptions noticed during November sweeps.

Possibility is strong that Infinity's trimulcasting morning jock Howard Stern soon will join Los Angeles morning radio battle. Insider at Greater Media's KLSX(FM) Los Angeles confirmed that "it's a real possibility" that Stern will become station's new morning man as soon as new PD Andy Bloom, currently operations manager at Infinity's WYSP(FM) Philadelphia takes over. Interest in Stern has been strong for several months, prior to hiring of Bloom. Stern is looking at broadcasting two shows, one for WXRK(FM) New York, WYSP(FM) Philadelphia and WJFK(FM) Washington, other for KLSX(FM). Stern has made continued on-air references to rumor, warning Los Angeles' KLOS(FM) morning team Mark and Brian that he was going to "destroy them."

Comcast Corp. has applied to FCC for authority to experiment with Personal Communications Services (PCS) technology and interconnect PCS signals with both cel-

ABC TAKES ANOTHER LOOK AT MORNING

Dennis Swanson, newly-named president, daytime and children's, ABC Entertainment, and president of ABC's sports division, hinted that the morning portion of the network's daytime schedule, *The Home Show*, *Match Game* and *Loving* are under review. Referring to the 10 a.m.-noon time block, he said: "We're in an evaluation process now. There is a need to bolster us in that time period."

Typically a big revenue source, ABC needs to address its problems in the first part of the daytime to avoid a rash of affiliate pre-emptions. "There's no question clearance is a problem in the front-end of the schedule. If we don't come up with something, they'll probably decline further," he said. Although he doesn't expect any change in the afternoon portion of the daypart, "the three soaps [*All My Children*, *One Life to Live* and *General Hospital*] have been a strength for our network. We can't take them for granted and there has been some decline."

lular telephone networks and cable systems. Comcast plans to experiment with PCS in five local markets in which it provides cable service: Los Angeles, Indianapolis, West Palm Beach, Baltimore, and Philadelphia-Trenton. Comcast joins other cable MSO's Cox, Cablevision Systems and Continental, which have already submitted PCS requests to FCC and, more recently, Time Warner.

FCC Administrative Law Judge Richard Sippel has cleared way for eventual sale of WWOR-TV Secaucus, N.J., approving \$2 million settlement of license renewal challenge of Garden State Broadcasting Ltd. To clear way for Matsushita acquisition of MCA last month, station was spun off to MCA shareholders organized into new company, Pinelands. (FCC rules prohibit foreign ownership of broadcast stations.) Pinelands has indicated it intends to sell stations, but must wait at least 50 days when Sippel's decision goes into effect.

At press time last Friday, **Brandon Tartikoff**, chairman, NBC Entertainment Group, was listed in **satisfactory condition** at Washoe Medical Center in Glenbrook, Nev., following New Year's Day automobile collision. His eight-year-old daughter Calla, also injured in accident, remained in serious condition in pediatric intensive care unit of hospital. Hospital reported both are improving daily.

Producers Paul Junger Witt and Tony Thomas sent letter to John Agoglia, president, NBC Enterprises and executive VP, NBC Productions, **criticizing executive** for recent comments reportedly made to press regarding Witt-Thomas Harris' relationship with distributor, Walt Disney Co. Letter called "false and self-serving" comments made by Agoglia, which alleged Disney was responsible for direction of producers' creative labors. Copies of letter were sent to FCC to help commissioners "understand the misinformation that has recently been disseminated by the networks." NBC did not return calls by press time.

Fries Entertainment said last week it **has retained investment banking firm Furman Selz Inc. to help distributor** of made-for-TV movies, series and mini-series **"explore financial alternatives."** Company said alternatives may include sale or merger of all or part of company's assets and stock or joint production ventures.

ABC's **Married People** will be replaced by **Anything but Love** beginning Feb. 6.

Leonard Lieberman, director, Outlet

MAKING READY FOR NEW ORLEANS

Activity going into 28th Annual 1991 NATPE International Programming Conference picked up considerably late last week. Among latest product developments and sales updates:

■ **MGPerin Inc.** will be syndicating *Hal Needham's Stunt Magic*, six two-hour specials targeted for prime time to air quarterly beginning in fall 1991. Show is being produced by Night Flight Inc. ■ **Samuel Goldwyn Television** will distribute *GamePro*, new half-hour weekly series based on national video games magazine of same title. Pilot has been completed and will be presented at NATPE conference. Hosted by J.D. Roth (from teen game show *Funhouse*) and two yet-to-be named video game experts, show will be devoted to reviewing new electronic games and providing strategy and other game tips. *GamePro* was developed by PyeJaffe Productions, which will produce show in association with Kelly Broadcasting. Kelly owns and operates KCRA-TV Sacramento, Calif., and KCPQ-TV Tacoma, Wash. Barter split is 3½ minutes local/2½ national for 26 weeks of originals and 26 weeks of repeats for 1991-92 season. ■ **Viacom Enterprises** officially confirmed fall 1991 rollout of hour-long weekly, *Downtown Julie Brown*, minimum of 32 original episodes of music/variety show featuring contemporary music stars performing live and doing interviews, in addition to fashion and lifestyle feature. Brown has hosted *Club MTV* since its 1987 debut and was regular VJ on Viacom-owned basic cable network. Latest effort is being offered to stations on 8/6 local/national barter split. ■ **Western International Syndication** has acquired rights to *1st & Ten*, half-hour off-cable series carried by HBO since 1986, for syndication in fall of 1991. Distribution of 80 episodes, which costars O.J. Simpson and Delta Burke (also of *Designing Women*), will be available on straight cash basis. Ron Glazer, president of Western International, said company acquired series from HBO for undisclosed cash figure and is not sales agent for HBO or producer Kushner-Locke Co. ■ **King World Productions** said *Candid Camera* is firm go for next fall after selling half-hour comedy strip to ABC and NBC O&O's, in addition to Westinghouse, Post-Newsweek and Gillett groups. Last Thursday, distributor also signed WCBS-TV New York. ■ **Moviestore Entertainment** and **All American Television** have concluded agreement to launch eight Moviestore titles into syndication for 1991-93 seasons. Films include "Weekend Warriors" (starring Lloyd Bridges and Chris Lemmon), "Destroyer" (Anthony Perkins and Lyle Alzado) and "American Justice" (Wilford Brimley and Lyle Alzado). All films are on barter basis. ■ **MCA TV's** new late night strip for fall 1991, *Up Late with Ron Reagan*, co-venture between MCA TV and Fox Television Stations Inc., has been sold to 10-station ACT III Broadcasting group and five-station Chase Broadcasting Group. Seven Fox O&O's are already set to clear program, and syndicator already has 35 stations, representing 44% U.S. coverage. ■ **Television Program Enterprises** announced two new weekly half-hour shows for fall 1991. One is spinoff of defunct *Preview* called *First Look*, which will feature segments on breakthroughs in technology, medicine, etc. Show will be hosted by former *Preview* host Chuck Henry and Paula McClure. Other program is *Amazing Love Stories*, co-funded by advertiser Bristol Myers, which will have three segments featuring celebrity romance, historical romance, and "real people" romance. Both programs will be offered for barter, with 3½ minutes each for national and local sale.

Communications Inc., Providence, R.I., has been appointed **chairman, president-CEO**, succeeding **David E. Henderson**, who died Dec. 27 ("In Brief," Dec. 31, 1990).

Broadcast Music Inc.'s lawsuit against Time Warner's HBO and Manhattan Cable has been dropped, and companies have reached agreement for annual 15 cent per subscriber interim fee, about \$3.6 million. In turn, Time Warner's ATC

unit has dropped antitrust violation suit against BMI filed in California. Fee is retroactive to Feb. 1, 1990, and runs to beginning of 1992. It will be extended through August 1993 if BMI has not been able to persuade Justice Department to set up rate court similar to ASCAP's. Fee is through-to-the-viewer license, charging only cable programmer, not cable operator. BMI is still looking to obtain split license fee requiring payment from both.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

QUALITY IS JOB ONE

In an "At Large" interview elsewhere in this issue (see page 62), Warner Brothers Television Distribution President Dick Robertson avoids the easy out and gives a succinct assessment of what he believes went wrong in adult first-run syndication this season, which, in terms of failure rates, batted a thousand: "There were nine shows that were launched. None of them worked, and I think the reason none of them worked is because none of them were very good programs, I mean they failed to capture the imagination of anybody. Not one of them came close to working—and we had one of them [*Trump Card*]. A lot of people say the reason was because of tiering or fractionalization. I couldn't disagree more. I think the reason was because the shows were too derivative. There was nothing compelling about them...In this multi-channel universe, where the average cable system has over 30 channels, your program has to be compelling."

Refreshingly straight talk, and aligned with similar concerns expressed from the station side about syndication in general. The audience may be "losing its fascination with the tube," suggested the WISH-TV Indianapolis program manager, Rick Thedwall. "Are we, as programers, helping that along by doing more of the same?" he asked. "A little quality wouldn't hurt for a change," lamented KIRO-TV Seattle program director, Nick Freeman, about the informational genre.

The "Fox factor" combined with a slowing economy have clearly helped narrow the syndicators' window of opportunity, both in terms of available time periods and in the time given a show to find its audience before the ax is dropped. (On the brighter side, disaffection with some network programing has left holes to be filled). With stations generally playing pat hands in the programing marketplace, syndicators and distributors will have to work even harder to provide that "something different" station executives will be looking for in New Orleans this week.

SHOT SEEN ROUND THE WORLD

Before the shooting starts in the Middle East—if indeed it's going to—one should reflect on the Fifth Estate's role in the unfolding of current history. Despite all efforts to thwart it, this will be television's war. Judging by the pre-game rhetoric, the messenger will take heat as never before.

This week's lead story details how the three major broadcast networks, along with CNN, C-SPAN and, on the radio side, ABC, CBS, NBC-Mutual, National Public Radio and AP Broadcast, very much among others, will deploy a small army of anchormen, reporters, camera and sound men, technicians—and an impressive array of satellite uplinks—to bring the sights and sounds of war to a waiting world. The politicians on both sides will seek to speed up their good news and

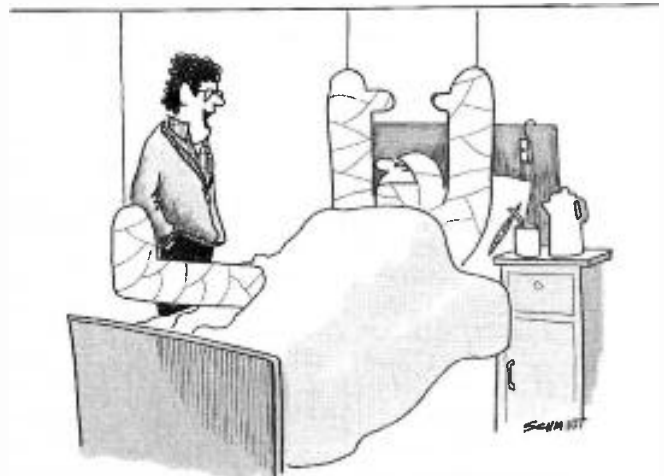
hold back their bad, but they will succeed only in part. Like it or not, the media have developed an insistent life of their own, and a partnership, of a sort, with the events they cover (Iraqi Foreign Minister Tariq Aziz, following the breakdown of talks in Geneva, spoke of taking a pulse on U.S. reaction to the crisis via coverage of U.S. political leaders on CNN).

We hope a diplomatic solution makes moot this editorial; it's been awhile since any war was considered heroic and this one is particularly star-crossed. But if there is to be a war, it should be fought center stage. Before the people's court, one might say, put there by the people's medium. Nothing could be more democratic than that.

The major networks presented a united front last week in their opposition to proposed U.S. government restrictions on coverage of the Persian Gulf crisis. In a joint letter to Defense Secretary Cheney, they took particular issue with the requirement that journalists be under military escort "at all times, until released, and to follow their instructions regarding your activities."

During a military action, clearly there is specific information—troop strength, location and the like—that it is not in the national interest to divulge publicly. But that is something very different from general "security screenings" and escorts. After reading the guidelines, we share that concern, particularly when confronted by this description of the "expeditious" screening process: "The public affairs officer on the scene will conduct the security review. However, if a conflict arises, the product will be expeditiously sent to JID Dhahran for review by the JIB Director. If no agreement can be reached, the product will be expeditiously forwarded to OASD(PA) for review with the appropriate bureau chief." (Those used to the speed of electrons shudder at the thought of what "expeditious" translates to in that bureaucratic shuffle).

We agree with the network chiefs that the "workings of a free press" argue against such constraints. The job of journalists is to get the whole picture, not the government-issued (or "escorted") one.



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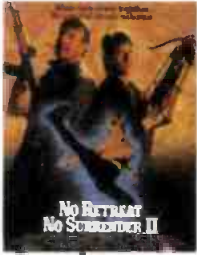
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