

# Broadcasting Mar 4

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**TELEVISION / 47**

*Warner appears on target with off-network sales of 'Murphy,' 'Full House'*

**RADIO / 44**

*Fragmentation, crowded playlists top issues at CRS*

**WASHINGTON / 62**

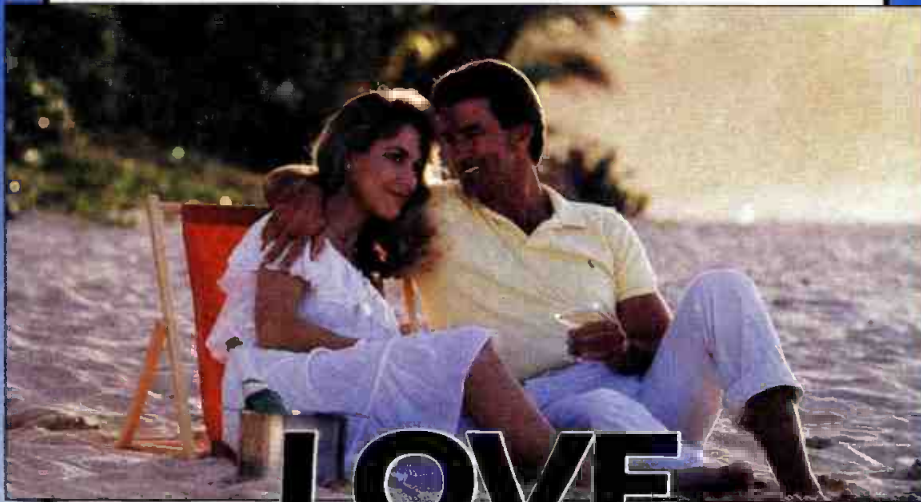
*FCC user fee unveiled on Hill; broadcaster share would be \$4.9 million*

**TECHNOLOGY / 64**

*Improved sensitivity added to latest CCD cameras*

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# THIS WEEK

## 27 / PRICE OF WAR

By the time President Bush announced last week's cease-fire in the Middle East, the war was believed to have cost the three broadcast networks and CNN a collective \$145 million in production costs and lost advertising revenue. But spending was not expected to stop there, as the networks found themselves busy mapping out strategies for continued coverage of developments in the region and wondering how soon skittish advertisers would return to the network schedules.

## 30 / FNN TO CNBC

NBC has signed a definitive agreement to buy the media assets of its chief competitor, Financial News Network, and plans to combine the two networks into one. That deal has effectively scuttled an agreement in principle FNN had with Dow Jones and Group W two weeks ago.

## 32 / GUARANTEES TO ADVERTISERS

NBC and CBS dropped their controversial PUT policies for traditional guarantees last week, saying that because the networks did not use traditional guarantees, as much as \$100 million to \$200 million went to other companies, such as Fox. ABC has not yet said whether it will drop the PUT plan (which was developed last June by NBC) for traditional guarantees, but most media buyers expect it will.



Kuwaiti women welcome allied troops into Kuwait City (page 27)

Media buyers were pleased by the news, but were not surprised.

In other marketing news last week, CBS named Joseph Abruzzese senior VP, CBS TV network sales. Jerome Dominus, senior VP, entertainment marketing and sales, was named senior VP, sales and media development.

## 32 / NEW PROPOSAL

The broadcast industry is in a quandary over how best to deal with the issues of must carry and retransmission consent. As a result, a new proposal has emerged—"I pay/you pay"—which would amend the Communications Act to give broadcasters the right to grant or withhold retransmission consent.

## 33 / WINNING SWEEP

CBS executives were buoyant last week after the network's first outright sweeps win in six years, which put CBS in a

season-to-date tie for second place in prime time with ABC. A jovial CBS/Broadcast Group President Howard Stringer even did magic tricks for reporters before a briefing by CBS Research chief David Poltrack, who, Stringer said, needed extra time to reorganize his presentation because, for once, there was no need to "torture the numbers into submission." Poltrack believes CBS is now positioned to make a run at first place NBC next season.

## 35 / NETWORK RADIO: THE BUSINESS OF SERVICE

This Special Report looks at network radio programming and services, the fundamentals of station image. It examines the resurgence of news—both commercial and public—and niche targeting as two trends in the industry.

## 46 / CRS: LIVE FROM NASHVILLE

Unistar's Ed Salamon talks about the country music format's growing strength as radio operators prepare for the upcoming Country Radio Seminar at the Opryland Hotel and Convention Center in Nashville.

## 47 / PREMIUM SITCOMS

Warner Bros. Domestic Television Distribution's off-network sales of *Murphy Brown* and *Full House* are each approaching 100 markets sold at what are considered to be premium cash license figures.

## 48 / PILOT CUTBACKS

As a means of cutting costs, TV networks will be ordering fewer pilots and more pilot presentations, and making better use of made-for-TV movies and specials as the basis for series, according to network

MTV Networks' Tom Freston (page 68)



development executives discussing the process by which network schedules are made.

## 52 / SPORTS SERVICES PLAY BALL

Several regional cable sports services that carried baseball for the first time last year are trying to increase their market share before the start of the Major League Baseball season, five weeks from now.

## 54 / LAUGHING MATTER

Comedy TV, now called CTV: The Comedy Network, reveals its programming schedule, which combines original and acquired programming from both Viacom's HA! and Time Warner's The Comedy Channel. They merge April 1.

## 54 / PPV HEAVYWEIGHT

Boxing remains cable's pay per view money winner, with one fight equal to three to four months of revenue generated from PPV movies. Along those lines, Showtime will officially begin its association with boxing promoter and former HBO ally Don King March 18, with a match between Mike Tyson and "Razor" Ruddock, in the first of what are to be quarterly "mega-fights."

## 56 / LARGER CONUS MAP

Conus Communications plans to kick off its Northeast regional cooperative, bringing the satellite newsgathering system closer to its goal of creating nine regional co-ops nationally by next summer. If all goes according to schedule, by July 1 co-op members will have access to more than six additional



Special Report: Network radio (page 35)

stories from their region on a daily basis.

## 57 / PARAMOUNT BROADCASTING

Paramount is wrapping up its acquisition of TVX Broadcast Group, giving the entertainment company six independent stations that reach almost 10% of the country. Last week, the TVX board approved Paramount's \$9.50 per-share offer, and Paramount expected to have the deal—which, including consulting fees and expenses, comes to about \$60 million—wrapped up by today (March 4). The proxy statement outlining the deal projects bullish growth for the station group through 1995.

## 63 / BROADCAST LENDING

Hogan & Hartson's petition asking the FCC to allow lenders to take a security third-party interest in an FCC license will likely increase the banking community's comfort zone, many believe. And that, in turn, may bring relief to broadcasters in need of a few dollars. Others, however, say the petition may undermine many assumptions inherent in broadcast lending.

## 64 / HYPERCAM

Sony will have integrated its sensitivity-enhancing Hyper HAD sensors into its entire line of CCD cameras in time for the 1991 National Association of Broadcasters convention. TSM, robotic camera system developer, pushes for improved interfaces for automated systems.

## 66 / AMPEX BOSS SPEAKS

Ed Bramson, owner, president and chief executive officer of Ampex Corp., said the company is financially sound and not for sale, in spite of flat revenue and recent layoffs. The layoffs have ended, he said, and a rebound will follow the introduction of significant new TV products in 1992.

## 68 / INTERNATIONAL FOCUS

Tom Freston, MTV Networks chairman and CEO, said the growing international TV marketplace holds both "tremendous potential" and warnings for American TV suppliers. He said the breakdown of GATT talks may create a system where countries might establish their own rules regarding the importing and exporting of programming.

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# CLOSED CIRCUIT

WASHINGTON

## Chief to chief

History doesn't always repeat itself. It seems that President Reagan tried, albeit unsuccessfully, to sway Bush White House on fin-syn. According to well-placed source, Reagan wrote Bush late last year stating motion picture industry's case for preserving FCC's financial interest and syndication rules. Bush's response was that White House was going to stay away from debate and let FCC decide issue (point underscored in letter to Capitol Hill from White House chief of staff, John Sununu [BROADCASTING, Feb. 18]). In 1983, Reagan nixed planned repeal of rules by Mark Fowler FCC.



## Opt in/opt out

Television Operators Caucus has its own ideas about dealing with issue of must carry/retransmission consent (see "Top of the Week"). TOC has discussed concept called "opt in/opt out," which would establish retransmission consent requirement giving broadcasters control over their signals, for which they could charge cable systems a retransmission fee. But stations would have another choice; they could "opt" for complete must-carry protection and forfeit any claims to retransmission fee.

## More to come?

Success of National Public Radio's daily call-in show on Gulf crisis has sparked interest in series of call-in programs. Among possibilities for two-hour afternoon call-ins is one focusing on science hosted by former NPR science correspondent and developer of public TV's *Newton's Apple*, Ira Flatow.

## Pay plans

At NBC affiliates meeting last week in Washington, word on network's pay-



## ALL SMILES

Former ABC Chairman Leonard Goldenson (l), who helped lead ABC from "little network that could" status in the early 1950's to eventual parity, has a warm greeting for News Corp. chief executive Rupert Murdoch who, along with Fox Inc. president and CEO, Barry Diller (center), is hoping to repeat that success with his Fox network. Diller hosted a reception at the 20th Century Fox commissary celebrating "Beating the Odds," a new book by Goldenson (BROADCASTING, Feb. 18) charting ABC's rise. Goldenson, 85, remains chairman Capacities/ABC's executive committee.

per-view Olympics was that affiliates would have plan for network promotions in hand in 60 days. At meeting, NBC affiliates aired concern that PPV Olympics promotions aired on NBC network would conflict with affiliates' own promotional attempts. Although affiliate distrust still remains, relations seem to be improving. PPV Olympics "are being more sensitive to our concerns now," said Jim Waterbury, co-chair affiliate promotion committee and president KWWL.

## VIRGINIA BEACH

### Fine print

With Paramount preparing to take control of Virginia Beach, Va.-based group owner TVX Broadcast Group (see story, page 57), question of whether offices will be moved to either New

York or Hollywood was addressed in proxy statement outlining offer. Acquisition agreement states that if TVX executive is moved more than 35 miles from Virginia Beach office during next two years, executive can terminate his employment agreement without cause and receive all compensation and benefits under terms of agreement.

After merger is completed, TVX chairman Gene Loving and president John Trinder will each receive \$3,667,181 for their options. Chief financial officer Craig Kiger will receive \$3,451,320. Loving's position of chairman will be eliminated when merger is completed and his future with company is unknown.

Paramount has employment agreements with Loving, Trinder and Kiger that runs through November 1993. For 1991, Loving and Trinder will receive base salary of \$288,845, and

Kiger will receive \$231,076.

## KOREA

### Seoul mates

Korean electronics giant Samsung and Discovery Channel are to be programming partners in Korea and internationally. In deal to be signed in Seoul early this week between executives of Samsung unit Cheil Communications, South Korea's largest ad agency, and Discovery Senior Vice President James Rulmyr, companies will agree to cooperate in development and production of nonfiction programming. Although details of deal remained uncertain, one key prospect pending Korean government approval is provision by Cheil of Discovery documentary programming over pilot cable operation now in planning stages. Korea, currently with about 10 million TV households, is considered one of Pacific's fastest growing markets.

## NEW YORK

### Insurance

Agreement between CNBC and FNN is said to have break-up clause in event that FNN backs out of deal to accept higher offer. If counter offer exceeds CNBC's \$105 million by \$10 million or more, CNBC would walk away with at least \$6 million. Some say FNN is desperate to keep bidding war alive to raise price closer to \$150 million it is said to need to satisfy all debts. Group W and Dow Jones are said to be considering counter-offer of \$120 million, but would likely want some equipment that CNBC agreement excluded. FNN said equipment has liquidation value of between \$15 million and \$20 million. Group W and Dow Jones' original offer of \$90 million left FNN with all its equipment.

### Budding authors?

Another "insider" book about television may be in works from couple of insiders who saw action from top—former NBC Chairman Grant Tinker, and former NBC executive vice president Bud Rukeyser, key adviser to Tinker. Last week, Tinker said reports that contract had already been signed to write book were untrue. "We have talked about it," Tinker reported. "It's really just a gleam in our eye at this point. It's not a formed plan, and there is no publisher."

### Ill-fated feed

Problems with costs and logistics helped scuttle NBC's plans to provide 24-hour video feed from Persian Gulf, which was rendered moot anyway by war's end. NBC was looking at taking video feed from region, without audio or contextual news reporting, and placing it on satellite as public service offering to viewers.

### Money talk

CNBC will be handing out \$1 per subscriber to MSO's who signed up for network's subscriber acquisition incentive plan (SAP), even though it has signed deal to acquire FNN and its 35 million subscribers. CNBC had said in past that despite not reaching 10 million subscriber goal (network said it gained seven to eight million new subscribers), it might at some point decide to give out \$3 per household. But now with FNN hopefully in bag, network said price per sub remains at \$1.

## GIBRALTAR

### Rock hunters

Decision is expected at end of March on winning bid for Gibraltar Broadcasting, but rivals have more in mind than that Mediterranean nation's tiny 30,000 people. Bidders—said to include Italian media mogul Silvio Berlusconi, British broadcaster Central TV, Luxembourg's CLT and group involving

U.S. media broker Communications Equity Associates—apparently are eyeing Costa del Sol, Spanish resort coast within reach of Gibraltar's TV and radio signals and host to more than 300,000 English-speaking British and Scandinavian expatriates, including retirees with disposable incomes.

## DENVER

### Cash crunch

TCI has not found it easy to refinance debt of Storer Cable, which it co-manages with Comcast. According to Bernard Schotters, TCI vice president, finance, Storer needs to refinance \$500 million to \$600 million debt (of overall \$2 billion debt) because cash flow won't cover March 1992 repayment deadline, or much larger payment due December 1992. Storer junk bonds carry interest rates of 13% and more.

## LOS ANGELES

### New friends

Chris Thompson, creator of *Bosom Buddies*, which launched careers of Tom Hanks and Peter Scolari, is writing and producing another buddy comedy for ABC. *Big Deals*, set to star Tim Curry, will focus on two rogue friends always in search of quick deal. In production at Viacom Productions, project has been given pilot order from network.

## KING SELLS TV, CABLE TO PROVIDENCE JOURNAL

King Broadcasting agreed in principle to sell its five TV stations and cable systems serving 200,000 subscribers to a joint venture of the Providence Journal Co. and Kelso & Co., a New York-based merchant banking firm for an undisclosed price believed to be well over \$400 million. Still remaining to be sold are King's six radio stations and a mobile television production operation.

The Providence Journal Co., through subsidiary Colony Communications, owns cable systems serving roughly 500,000, some of them in Southern California adjacent or near King Videocable systems. King's other major cable systems are in Northern California and Minnesota. The Providence Journal Co. also owns four TV stations: two Fox affiliates, one NBC and one ABC affiliate. The King TV stations being purchased are three NBC, one CBS and one Fox affiliate: KHNL(TV) Honolulu, KGW-TV Portland, Ore.; KING-TV Seattle and KREM-TV Spokane, both Washington, and KTVB-TV Boise, Idaho. King also has a low-power TV station in Twin Falls, Idaho. This represents the first media acquisition for Kelso, which in recent years has helped take private several public companies, including American Standard.

At least one contender for the King properties was Nationwide Communications, which had put in a bid for the TV and radio stations.

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# MONDAY MEMO

*A small market radio commentary from Dr. Sammy Parker, Murray (Ky.) State University*

In the academic environment, researchers often fall victim to the so-called "law of the hammer." The researchers use their "pet" statistical tool for every situation. In effect, you might say that whatever is wrong with the car engine, just get your hammer and fix it. Often the end result is research data that is not as meaningful or as useful, and at worst is highly misleading.

As a former owner and manager for 12 years of an AM stand-alone and later FM combo, I am suggesting that small market AM radio programming has also fallen victim of a type of "law of the hammer" thinking. Over the years small market programmers and managers have developed programming concepts and ideas that reflected the very successful major markets strategies and techniques. Often this was done without questioning their validity for use in small market situations. Their attitude has been one of "if it works there, it'll work here." Although large market programming is usually well suited to the metro audience, most small market AM stations have not thought out the implications of such wholesale adoption of these ideas. We are suggesting that small markets, for all practical purposes, develop programming concepts and ideas that are the exact opposite of most large market stations. While program directors of larger market stations must continually narrow and refine their on-air sound, the smaller markets must develop a "global community view." This approach allows the smaller market radio station to include many different segments of community programming to meet listeners' wants and needs.

Why and how do some small market radio stations in towns of less than 25,000 people develop gross revenues of \$1 million or more each year, while large numbers of other similar stations do less than \$350,000? The answer seems to be in the willingness of owners and managers to take time to establish a firm foundation of programming and management principles.

No one can doubt the serious plight of today's small market AM radio station. Serious audience erosion, decline in gross revenue and managers-owners whose personal uncertainty about how to respond to



crises makes AM radio's future uncertain at best. Owners, managers, sales managers and programmers must move forward and "reframe" much of their thinking and their perspectives about AM small market programming and management. Reframing simply means to look at the situation from other view points.

Specifically, small market stations need to do the following:

- Change radio's image to a basic advertising medium like that of the local newspaper.
- Change programming to a concept of service, community events, local news and special event broadcasts, with less emphasis on music-driven concepts.
- Program defensively with respect to music.
- Raise advertising rates to reflect value.
- Market, sell and service a regional area if possible.
- Invest in the latest equipment and tools.
- Hire and train the best people possible.
- Eliminate heavy reliance on most sales promotions.

If small market radio advertising could be viewed as a basic advertising medium by the local business community it would greatly increase station revenues and prof-

its. However, if we continue selling one promotion after another, it may be hard to establish that needed identity. In fact, the business community usually says: "When you get another great promotion like this one, come back and see me." So it's hard to establish radio as a basic advertising medium.

AM stations also need to eliminate—or at least critically examine—many of their programs and programming concepts. Why, you ask? If you look at today's high gross, financially successful small market stations, you'll quickly discover several striking similarities. For example, you'll see programming targeted to listeners' real needs. The results of this type of programming are clear and decisive in both revenues and loyal listeners. Give the community the programming that it wants and de-

mands. We need to stop doing what the larger markets do just because it seems to work there, and do what small market radio can do best. Community programming should provide needed information and services, raise awareness, promote local events and communicate—

*"Owners, managers and programmers must move forward and 'reframe' their thinking about small market radio."*

that's AM's strongest asset. When local programs are broadcast, community information is presented and lives are touched. Then local radio programming can only be the envy of other media.

Management must develop a strong sense of mission with a theoretical framework to support practical decisionmaking. Management must learn the *whys* of AM programming or perhaps fade from the media scene like black and white movies. Never in recent history has it been so critical for small market owners to be able to supply the leadership and innovation needed if AM radio is to survive and thrive. Time must be spent evaluating, organizing, developing and planning management strategies. Radio stations can fool themselves, but not the public. Provide your community with programming that meets needs and offers services, and you'll find that selling radio advertising will be fun. ■

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# DATEBOOK

■ Indicates new listing or changed item.

## THIS WEEK

**March 3-6**—*Arbitron Television Advisory Council* meeting. Palm Springs, Calif. Information: (212) 887-1344.

**March 3-8**—"Ethical decision making," seminar for broadcast journalists sponsored by *The Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: Lesly Stevens. (813) 821-9494.

**March 3-8**—"Informational graphics," seminar for broadcast journalists sponsored by *The Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: Lesly Stevens. (813) 821-9494.

**March 4**—*The Museum of Broadcasting's* Eighth Annual Television Festival cocktail reception. Ahmanson Building Atrium, Los Angeles County Museum of Art, Los Angeles. Information: (818) 777-2580.

**March 4-8**—Basic Videodisk Design/Production Workshop, sponsored by *Nebraska Video-*

*disk Group, University of Nebraska-Lincoln*. Nebraska Educational Telecommunications Center, Lincoln, Neb. 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 5**—"Is the Cable Industry Recession Resistant?" panel presented by *Women in Cable, Washington chapter*. Panelists: Bob Johnson, chairman and founder, Black Entertainment Television; John Evans, president, Hauser Communications; Susan Ness, vice president, Communications Industries Group of American Security Bank; and moderator Harry Jessell, senior editor, BROADCASTING magazine. Hall of States building, Washington.

**March 5-7**—*Cable Television Administration and Marketing Society* service management master course. San Francisco. Information: (703) 549-4200.

**March 5**—*National Academy of Television Arts*

*and Sciences, New York chapter*. drop-in luncheon. Topic: "The Nashville Network and the Flip Side of Country...Country Music Television." Speaker: Lloyd Werner, senior vice president, sales and marketing, Group W Satellite Communications. Copacabana, New York. Information: (212) 768-4510

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

**March 6**—"Triple Demo Power," local ad sales workshop sponsored by *A&E, ESPN and Lifetime*, basic cable networks, to "demonstrate dynamic, innovative and creative ways in which local advertising sales professionals can take advantage of complementary demographics to enhance their sales revenues." Hartford, Conn. Information: April Reitman, (203) 585-2252.

**March 6**—"Cable Challenge" tournament, sponsored by *New York Women in Cable*. Time-Life Building, New York. Information: (212) 632-3600.

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

## MAJOR MEETINGS

**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) 689-4220 or 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. Information: (213) 465-3777.

**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**—*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.

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

**Jan. 31-Feb. 1, 1992**—*Society of Motion Picture and Television Engineers* 26th annual television conference. Westin St. Francis, San Francisco.

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

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

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

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**March 6-23**—*Museum of Broadcasting's* Eighth Annual Television Festival, including "A Salute to Grant Tinker" on March 6. Leo S. Bing Theater of Los Angeles County Museum of Art, Los Angeles. Information: (212) 752-4690.

**March 6-24**—"Son of Rock 'N' Roll on Television," screenings at *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

**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**—Deadline for entries in *Hometown USA Video Festival*, sponsored by *National Federation of Local Cable Programers*. Information: (916) 456-0757.

**March 8**—"Triple Demo Power," local ad sales workshop sponsored by *A&E, ESPN and Lifetime*, basic cable networks, to "demonstrate dynamic, innovative and creative ways in which local advertising sales professionals can take advantage of complementary demographics to enhance their sales revenues." Tampa, Fla. Information: Mark Mersky, (212) 210-9714.

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

■ **March 8-17**—Sixth annual Santa Barbara International Film Festival, sponsored by *City of Santa Barbara*. Opening film: HBO's *Josephine Baker Story*. Arlington Theater, Santa Barbara, Calif. Information: (213) 278-2571.

**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.

## ALSO IN MARCH

**March 10-13**—Conference of local television ratings for advertisers, agencies, broadcasters, reps and researchers, sponsored by *Electronic Media Rating Council*. Sheraton Bonaventure, Fort Lauderdale, Fla. Information: (212) 754-3343.

**March 10-14**—"Broadcast Journalism," seminar sponsored by *Smithsonian National Associate Program*. Speakers include: NPR's Daniel Schorr and Cokie Roberts, *MacNeil-Lehrer's* Judy Woodruff and CBS's Don Hewitt. Dillon Ripley Center, Washington. Information: (202) 357-4700.

**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 12**—*Ohio Cable Television Association* annual meeting. Hyatt on Capital Square, Columbus, Ohio. Information: (614) 461-4014.

■ **March 12**—*American Women in Radio and Television, New York City chapter*, breakfast, "Finding Opportunities in Changing Times." Marriott hotel, New York. Information: (212) 572-9832.

**March 13**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Terence McGuirk, executive vice president, Turner Broadcasting System, and co-chairman, National Cable Month, and Brian Roberts, president, Comcast Corp., and co-chairman, National Cable Month, Copacabana, New York. Information: (212) 768-7050.

**March 13**—"Triple Demo Power," local ad sales workshop sponsored by *A&E, ESPN and Lifetime*, basic cable networks, to "demonstrate dynamic, innovative and creative ways in which local advertising sales professionals can take advantage of complementary demographics to enhance their sales revenues." Charlotte, N.C. Information: Pamela Post, (718) 482-4119.

**March 13**—*Long Island Radio Broadcasters Association* third annual radio day. Marriott Windwatch Hotel and Golf Resort, Hauppauge, N.Y.

**March 13-16**—*Native American Journalists Association* seventh annual conference, including broadcast management and radio production workshops. Landmark Inn, Denver. Information: (303) 492-7397.

**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 14**—"The Advertising Scene," seminar sponsored by *Center for Communication*. Center for Communication, New York. Information: (212) 836-3050.

**March 14-15**—*Radio-Television News Directors Association* program at First Amendment Congress regional meeting. St. Paul. Information: Penny Parrish, (612) 925-4636.

**March 14-15**—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 737-3220.

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

**March 15**—"Triple Demo Power," local ad sales workshop sponsored by *A&E, ESPN and Lifetime*, basic cable networks, to "demonstrate dynamic, innovative and creative ways in which local advertising sales professionals can take advantage of complementary demographics to enhance their sales revenues." Chicago. Information: Pamela Post, (718) 482-4119.

**March 15**—Deadline for overseas entries in *International Radio Festival of New York*. Information: (914) 238-4481.

■ **March 15**—"Censorship and War Coverage," seminar sponsored by *Center for Communication*. Center for Communication, New York. Information: (212) 836-3050.

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

**March 16**—*Radio-Television News Directors Association* meeting in association with *Oklahoma AP*. Tulsa, Okla. Information: Stuart Kellogg, (817) 654-6333.

**March 16-19**—*Institute of Electrical and Electronics Engineers, National Capital Area Council*, employment opportunity program and seminar. Sheraton Premiere and Embassy Suites, Tysons Corner, Vienna, Va. Information: (800) 562-2820 or (in Virginia) (800) 533-1827.

**March 17-22**—"Power reporting," seminar for broadcast journalists sponsored by *The Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: Lesly Stevens, (813) 821-9494.

**March 17-22**—"Environmental reporting," seminar for broadcast journalists sponsored by *The Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: Lesly Stevens, (813) 821-9494.

**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**—"Profits from Diversity: Segmentation Strategies for Improving Cable Penetration and Profitability," seminar and dinner meeting, sponsored by *Southern California Cable Association, National Association of Minorities in Cable and Southern California Cable Marketing Council*. Shoreline Sheraton Hotel, Long Beach, Calif. Information: (213) 398-2553.

**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 21**—"Commercial Free Speech: Protected by the First Amendment?" seminar sponsored by *Center for Communication*. Center for Communication, New York. Information: (212) 836-3050.

**March 22**—*Broadcast Promotion and Marketing Executives* regional educational seminar, "Profitable Promotions." O'Hare Marriott, Chicago. Information: (213) 465-3777.

**March 22-23**—*Society of Professional Journalists-Radio-Television News Directors Association* regional convention. Boston Park Plaza, Boston. Information: Marsha Della-Giustina, (617) 578-8805, or Emily Rooney, (617) 449-0400.

**March 23**—11th national conference for Women in the Businesses of Communications. Fashion, Beauty and Finance. Speaker: Diane Sawyer, co-anchor, ABC's *Prime Time Live*. Jacob Javits Convention Center, New York.

**March 23-24**—*Radio-Television News Directors*

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Association region two conference, featuring presentation of Edward R. Murrow regional Awards. Boston. Information: (617) 449-0400.

■ **March 24**—"Pay-Per-View Olympic Dream: Getting Started on the Road to Barcelona," and "Catching the Fire Behind the Flame: Getting Started on the Road to Barcelona," seminars sponsored by *QV Publishing* and *NBC/Cablevision Pay Per View Olympics*. Windsor Court Hotel, New Orleans. Information: Joel Schofield, (207) 363-6222.

**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 26-27**—"Women in the Workplace: Options and Obstacles." conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington.

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

**March 27-31**—"Cross Country with Mike Leonard," freelance reporter for NBC, screenings at *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

## ERRATA

**Bruce Crow is court appointed receiver for Lorenza Butler**, licensee of KVIV(AM) El Paso, Tex., not for Dunn Broadcasting, as reported in Feb. 11 "Changing Hands" item.

**March 28**—*Illinois Broadcasters Association* college seminar. Illinois State University, Normal, Ill. Information: (217) 753-2636.

■ **March 28**—Upfront '91, annual syndication conference for the advertising community, sponsored by the *Advertiser Syndicated Television Association*. Waldorf-Astoria, New York. Information: (212) 245-0840.

**March 29**—Deadline for entries in summer John H. Mitchell Student Internship Program offered by *Academy of Television Arts and Sciences*, which includes 28 television internships. Information: (818) 953-4182.

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

## APRIL

**April 1**—Deadline for proposals for the development and production of native American programs for national public television audiences, sponsored by *Native American Public*

*Broadcasting Consortium*. Information: (402) 472-3522.

■ **April 1**—Deadline for entries in Mencken Awards for "outstanding writing and cartooning that illustrates human rights issues, exposes governmental abuses of power and champions, defense of individual rights," sponsored by *Free Press Association*. Information: Mencken Awards, P.O. Box 15548, Columbus, Ohio, 43215.

**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 5**—*NATPE Educational Foundation* regional seminar. Sessions: "Reading and Righting the Ratings" and "Beaking Up and Making Up: Current Affairs Between Local Stations and Cable." Chicago. Information: (213) 282-8801.

**April 5-7**—"Urban Growth and Poverty in the Economy," economics conference for journalists sponsored by *Foundation for American Communications, Ford Foundation* and *Atlanta Journal and Constitution*. Colony Square Hotel, Atlanta. Information: (213) 851-7372.

**April 6**—*Radio-Television News Directors Association* region-five super regional conference in conjunction with *Northwest Broadcast News Association*. Minneapolis. Information: Penny Parish, (612) 925-4636.

**April 6**—Second annual Pennsylvania area regional conference of *National Association of College Broadcasters*. Luzerne County Community College, Nanticoke, Pa. Information: Ron Reino, (717) 821-0932. or Carolyne Allen, (401) 863-2225.

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

**April 8**—*NATPE Educational Foundation* regional seminar. Sessions: "Reading and Righting the Ratings" and "Beaking Up and Making Up: Current Affairs Between Local Stations and Cable." Washington. Information: (213) 282-8801.

**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**—*American Women in Radio and Television, New York City Chapter*, breakfast, "Media Issues—Some Hot, Some Not." Marriott hotel, New York. Information: (212) 572-9832.

■ **April 9**—"Winning New Business," seminar sponsored by *American Association of Advertising Agencies*. Hotel Nikko, Chicago. Information: (212) 682-2500.

■ **April 9-10**—"Living with the New Clean Air Law: Costs vs. Benefits," conference for jour-

"Datebook" continues on page 72.

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**Magazine** Bernard Ohanian and Greta Vollmer, *Parenting* - "Now We're Talking"

**Radio** David Baron, WBUR-FM, Boston - "Digital Hearing Aids" on National Public Radio

**Newspaper** Rick Bonino, *The Spokesman-Review/Spokane Chronicle*, Spokane, WA - "Smoothing Things Out For Stutterers"



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# OPEN MIKE

## QUELLO BOOSTER

EDITOR: This is a critical moment for broadcasting and, in particular, for radio. For any number of reasons, times are difficult and becoming even more complex. We are facing significant change in the basic structure of our industry. Now more than ever, we and the public need a regulatory body that has an in-depth understanding of the issues and their long-term impact.

As you may be aware, FCC Commissioner James H. Quello's term is expiring. He has made it known that he will accept reappointment and continue to serve as a commissioner.

There are a number of compelling reasons why we should support his reappointment. To name but a few:

■ Experience—17 years on the commission gives him a grasp of the issues

unlike anyone else at 1919 M Street.

■ Independence—Jim Quello has proven he is his own man and calls it as he sees it.

■ Fairness—His behavior as a commissioner could be characterized as a good listener, open to the facts and wise in his judgment, benefiting both the public interest and the broadcasters that serve it.

Perhaps most important however, Jim Quello brings an experienced, practical, real world broadcaster's perspective to the FCC. He possesses rare common sense, the ability to see the long-range impact of the complex and far reaching ideas being proposed.

As a broadcaster, I feel it is important to have Jim Quello on the commission.

If you agree, I urge you to write a letter of recommendation on his behalf, today, to President Bush, with copies to:

Mr. Chase Untermeyer, Director of Presidential Personnel, The White House, 1600 Pennsylvania Avenue, N.W., Washington, D.C. 20500, and The Honorable John H. Sununu, Chief of Staff to the President, The White House, The White House, 1600 Pennsylvania Avenue, N.W., Washington, D.C. 20500—*Herbert M. Levin, senior vice president, WADO(AM) New York.*

## BEST FOOTE FORWARD

EDITOR: It pleases me to see in the Feb. 11 BROADCASTING the picture of Dr. Joe Foote receiving the Frank Stanton Fellowship award at the International Radio and Television Society seminar for broadcasters in education. Dr. Foote, former press secretary to Senator Carl Albert, has not only distinguished himself as chairman of the Department of Radio-Television at Southern Illinois University, Carbondale, but he wrote a very insightful book on the relationship between the three major television networks, the presidency and congress. Network lobbyists and broadcasters would have a better understanding of our challenges if they were to read "Television Access and Political Power: The Networks, the Presidency and The Loyal Opposition."—*Ralph E. Becker, president and chief operating officer, Television Station Partners, Greenwich, Conn.*

## THE PRICE OF FREEDOM

EDITOR: Boy! I really hate to argue with you guys, particularly when it comes to matters of freedom of speech and the press. Your editorial in the Feb. 11 issue ("Television's Own War") does, however, require some comment.

To put it in the proper perspective, this nation is, like it or not, at war. The policy of the government, properly debated and Constitutionally supported, is to wage the war. It is the responsibility of the military to implement that policy. Those facts are indisputable. It also appears to be indisputable that the policy of the media is to wage war on the military. That the military is quite capable of dealing with that absurd circumstance seems to be the bone of contention. Why? Why should the men and women who are putting their lives on the line allow themselves to be coerced and compromised by a handful of "camp followers" whose only demonstrated goal is to undermine and demean their efforts in search of self aggrandizement?

No, I'm afraid FCC Commissioner James Quello is right on. The media has, in fact, emphasized the negative, trivialized the military effort, questioned the reason for our involvement and repeated, ad nauseam, every fragment of information that they suppose supports their own private little war effort. Quello is also right when he says the public will no longer believe (or support) that kind of press. I don't know about ArnettBrokawJenningsRather, but if Murphy-TischTurnerWright think they are making friends out there among the great unwashed masses, they just aren't reading the "letters to the editor."

Like the editors of BROADCASTING, I am saddened by all of this because I see our press freedom surely and inexorably being eroded. But unlike you, I do not believe it is the current level of censorship that is the cause of the erosion. I believe it is the arrogance and irresponsibility of those who pretend to be the caretakers of that freedom that will ultimately destroy it.

Free speech and freedom of the press, like all the other freedoms we enjoy, cannot exist separate and apart from the responsibility such freedoms impose on individuals and institutions alike. To suggest you can have one

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without the other is, in the final analysis, the greatest threat to both.—*Joe Meier, broadcaster (retired), St. George, Utah.*

## PLAYING IT STRAIGHT

**EDITOR:** So some network news correspondents are unhappy with the prospect of being news reporters, rather than self-styled "experts" in any field they happen to be covering. The steady deterioration of the news media in its ability to inform the public impartially as to what is happening in a given situation began several decades ago when it felt the necessity to analyze what news events meant rather than report the unbiased facts.

Those of us with some measure of expertise acquired over most of a lifetime have often winced at the simplistic explanations usually fraught with gross error given by media reporters while attempting to analyze subjects touching our own fields of knowledge. To their credit, network executives are apparently beginning to realize that their correspondents cannot be instant experts and are enlisting the aid of retired high-ranking military career officers to provide

analysis as the Persian Gulf war progresses.

Who wouldn't prefer to accept the analysis of a knowledgeable retired general than that of Dan Rather, whose comments cannot be considered unbiased by any reasonable measure. Let us hope the trend continues, but with recognition of the expert's credentials.

Stuart Loory laments that the network has failed to provide what he calls "perspective" in covering the war, due in large part to what he characterizes as military control over media coverage. Did we not learn 20-odd years ago that unbridled signaling of our plans and intentions to our enemy aided and abetted his cause? Let the media exercise restraint, allow the military to execute the war, and try to recognize the fact that the people of this country can understand that the military is not telling them everything, just as they understand that the highly censored reports from Baghdad protect Iraq's interests.

Give them the unadorned facts, accurately attributing the source, and you may be surprised to discover that people can actually think.—*Richard L. Kennedy, R.L. Kennedy & Associates, Waynesville, N.C.*

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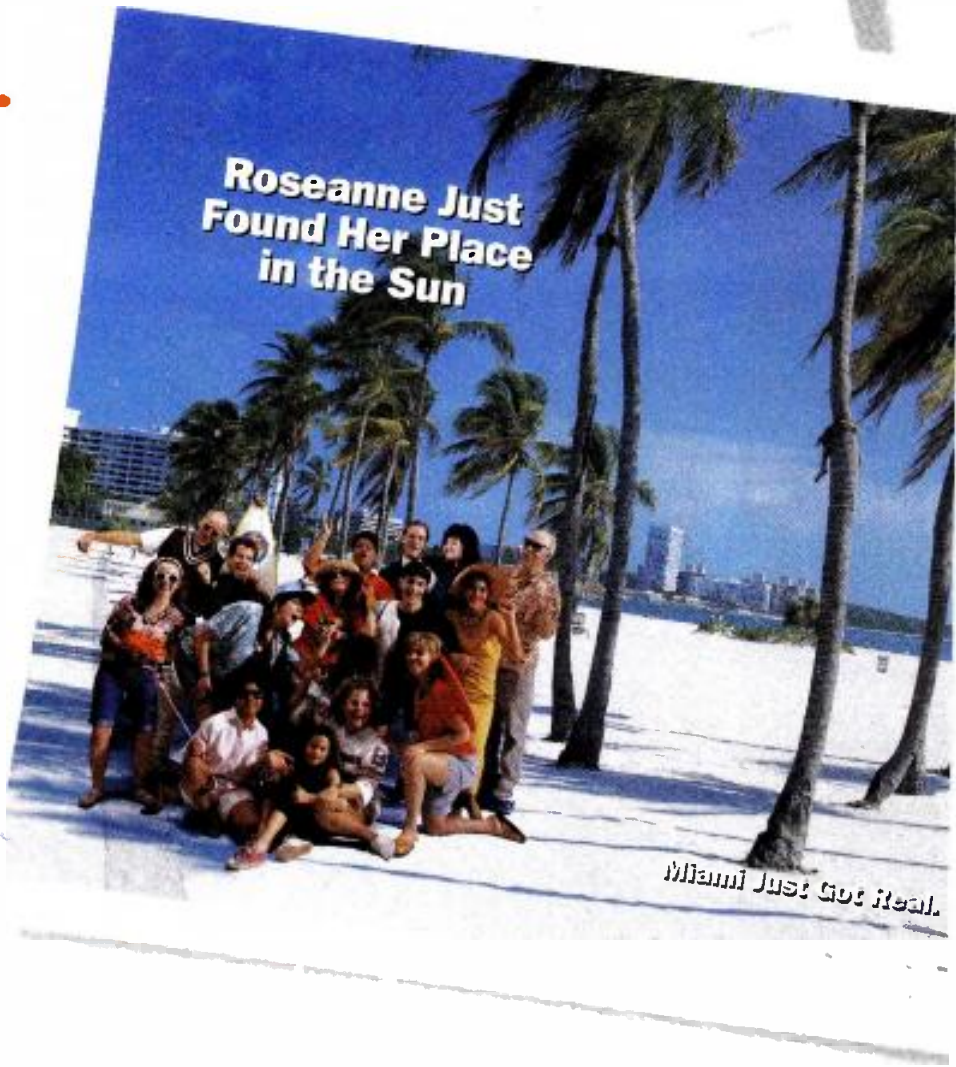
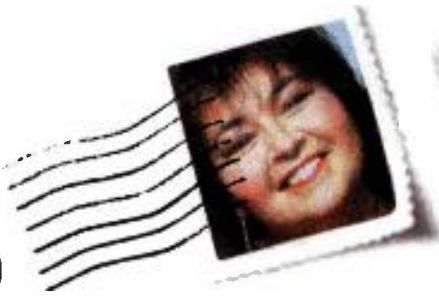
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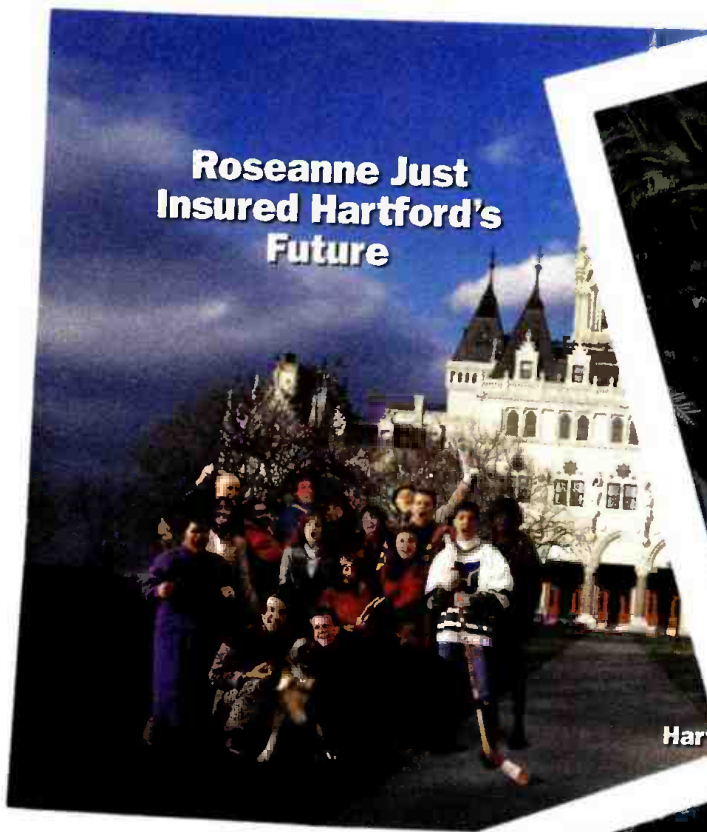
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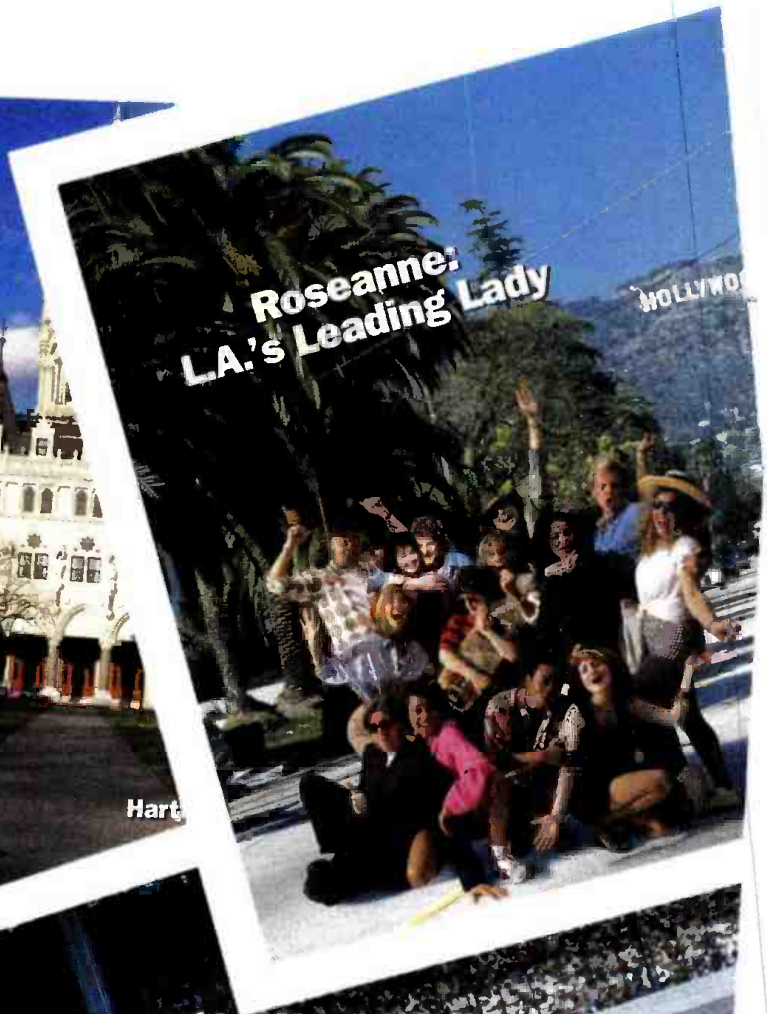
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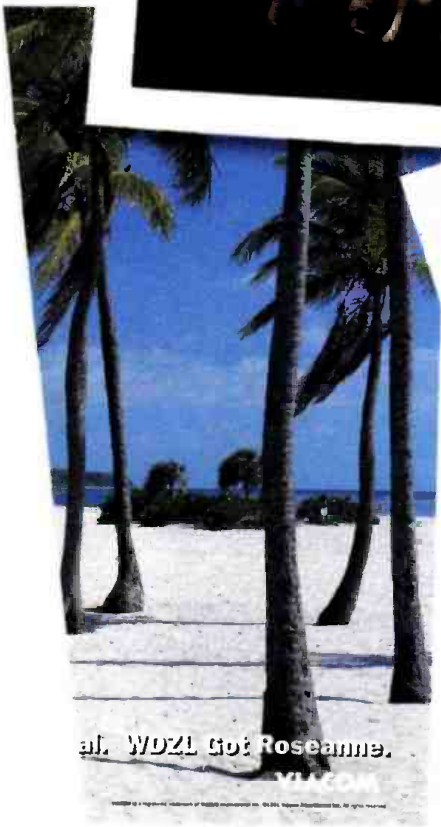
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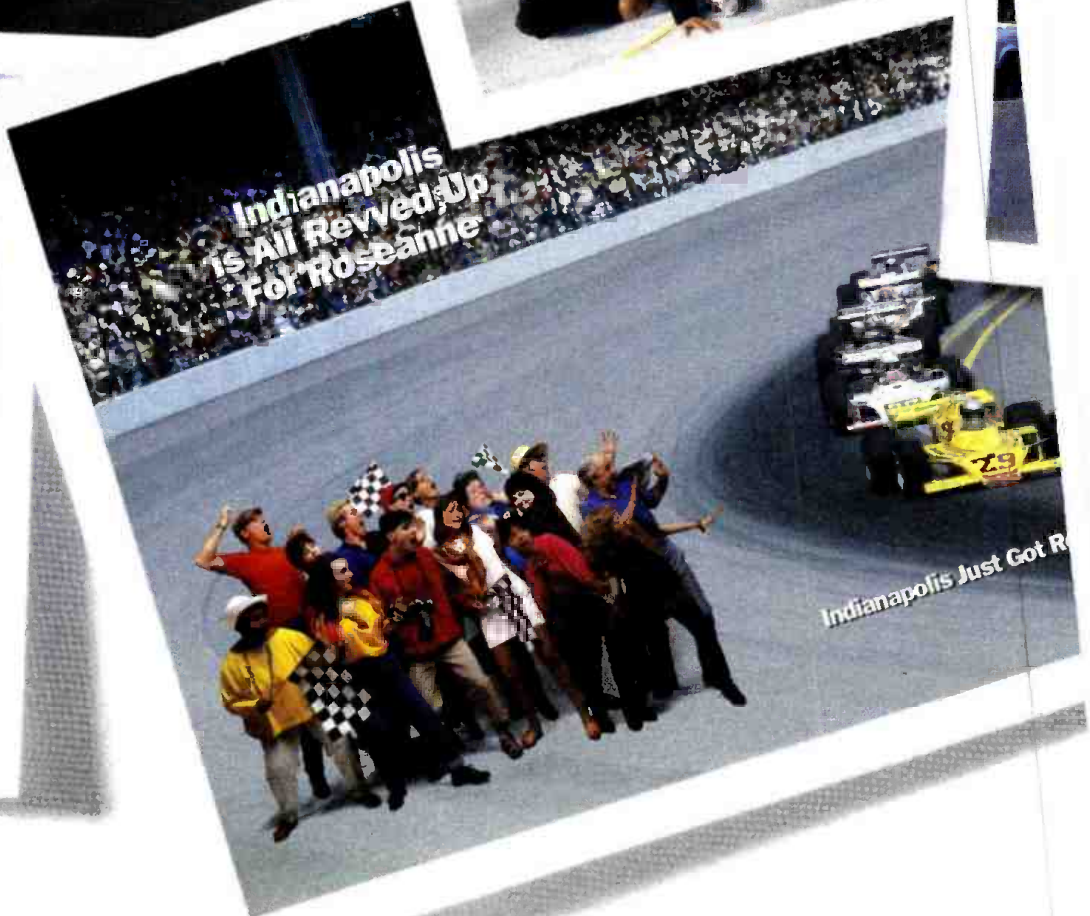
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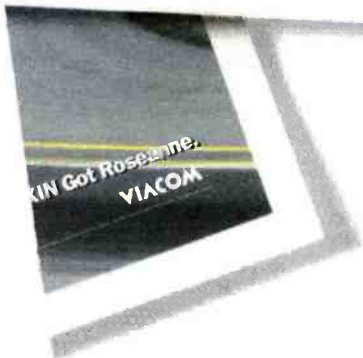
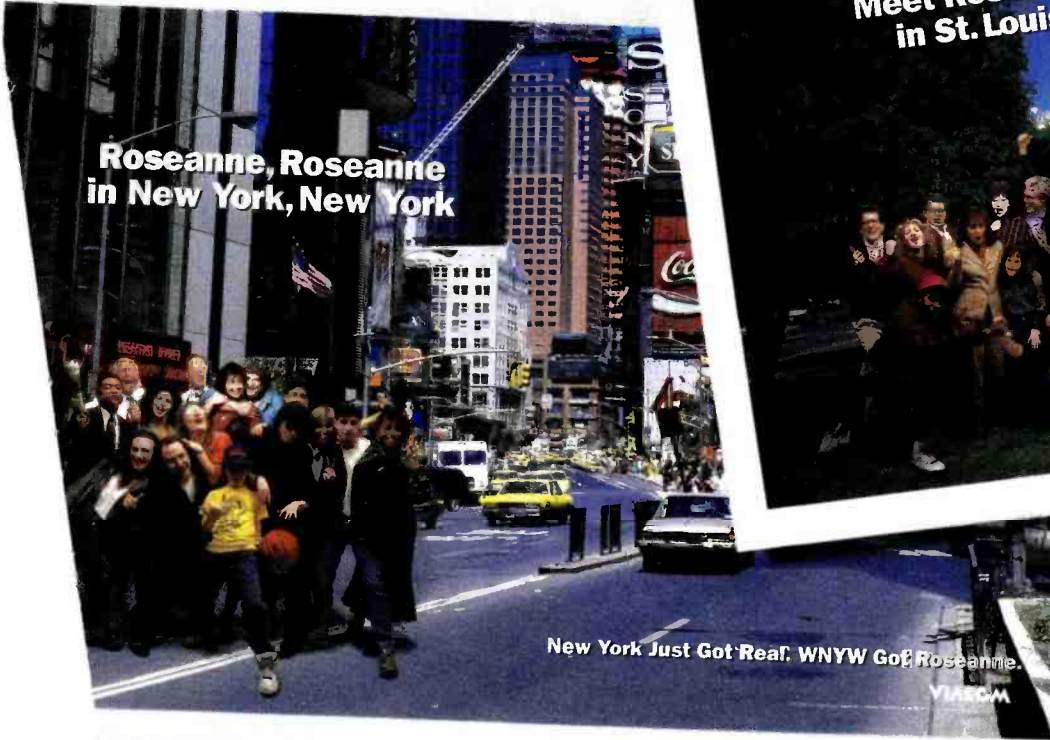


**Indianapolis Is All Revved Up For Roseanne**

Indianapolis Just Got R

**VIACOM**



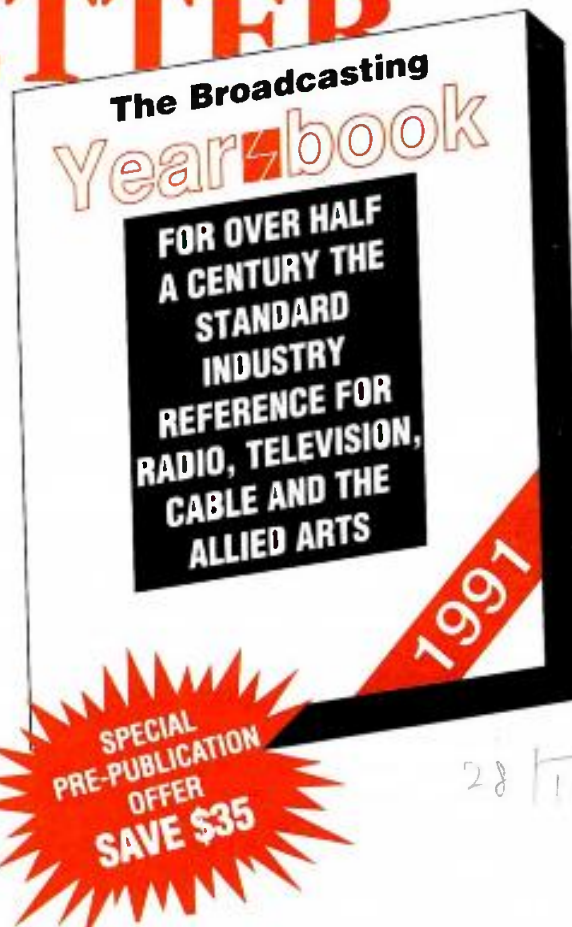


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# TOP OF THE WEEK



Captured Iraqi troops last week...



and a liberated Kuwait City

CBS News photos

## WAR TAKES ITS TOLL ON NETWORKS

*ABC, NBC, CBS, CNN tally price of war coverage, said to be more than \$145 million; in last week's ground battle media gets dramatic footage by circumventing military press pools*

**W**ednesday's cease-fire ended weeks of war in the Persian Gulf. But coverage of the conflict, which by last week was believed to have cost the four networks together more than \$145 million over seven months, was far from over. Still to be resolved were network strategies for continued coverage of the region and luring back skittish advertisers to the network schedules.

"There are still a lot of things to cover, certainly in Kuwait, Saudi Arabia and Baghdad," said John Arrowsmith, ABC News foreign news director. The networks at press time were in the process of reevaluating the size of their staffs in the regions, with one network source estimating a 50% reduction in manpower in upcoming weeks.

"We are not just dropping this story," said Tom Johnson, CNN president. The cable network cut back staffing last week, he said, but has kept about 100 staffers in the region to focus on the rebuilding of the area.

Coverage continues despite the high cost of reporting from the region. Production costs in covering the Persian Gulf have averaged upwards of \$1.5

million per broadcast network each week, on top of each network's annual news budget of \$260 million to \$350 million. When calculated along with revenue lost by advertiser resistance to war programming, the three commercial broadcast networks have lost an estimated \$125 million on their coverage. CNN has estimated its own loss to be about \$18 million through February.

When the war first broke out, according to a memo issued by NBC News, the network in one day alone lost \$5 million in advertising revenue. ABC and CBS, which at the time also ran very little advertising, probably suffered similar losses. Such network ad revenue losses tied to the war were estimated to be down to under \$500,000 per week by the middle of the war.

But lost advertising revenue once again skyrocketed when the ground war broke Feb. 23. One network executive said each of the three networks probably lost at least \$1 million to \$2 million that weekend and at least another \$1 million each during the Feb. 27 prime time address by President George Bush. Those advertisers requesting that spots be pulled if the network switched into war

coverage were replaced by a second string of advertisers at a bargain rate, according to the source.

Now, with the war about over, network executives are hopeful advertisers will return. However, they don't anticipate a return until the second quarter, at the earliest. Said NBC's Larry Hoffner, executive vice president, network sales: "Advertisers are starting to show signs of life and are getting more active."

One factor that has to be considered when figuring out war-related losses is the fact that every show preempted is one less licensing fee that has to be paid, said Jay Nelson, analyst, Brown Brothers Harriman & Co. "There is a misconception that if you lost \$2 million in revenue, you lost \$2 million in profit," said Nelson.

On the reporting side, journalists in the region last week found that the restrictive military-organized press pools, which were a source of consternation among reporters since the war began, were suddenly gone. Following the U.S. announcement of a cease-fire, the combat pools quickly disbanded and correspondents found themselves in the position of becoming "unilateral" reporters.

"The situation is more than a little bit confused," said Mitch Davis, producer for ABC News special events and for media-organized pool coverage of the war. "We've got a lot of eggs juggling in the air right now."

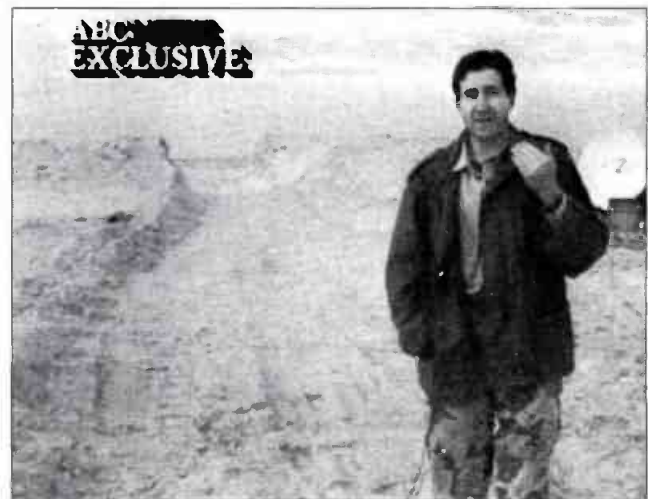
But unilateral reporting was not entirely new to the networks, which, just prior to the cease-fire, had begun to circumvent the Pentagon pools with an ag-

gressive line-up of peripatetic correspondents. Unilateral coverage last week marked what many critics perceived as a "bouncing back" of the broadcast networks, and CBS News in particular, in covering the war.

CBS News correspondent Bob McKeown, a veteran Canadian broadcast journalist who joined the network just six months ago, emerged last week

as one of the most successful of the unilateral correspondents (see below). McKeown had two major scoops in covering the conflict: a Feb. 23 audio report from near the Kuwaiti border—the first uncensored live report from the battlefield and, just three days later, at 10:19 a.m. Tuesday, the first live pictures from Kuwait City.

As a result, CBS News, which had



Early report from CBS's Bob McKeown (l) in Kuwait City and ABC's Forrest Sawyer (r) on Saudi-Kuwait border with dish in background

## GOING LIVE FROM THE FRONT LINES

The most dramatic pictures of the brief ground campaign, many observers thought, came from CBS News and ABC News crews that broke from the Pentagon's press pools, followed Saudi and Egyptian tanks into Kuwait and rolled into Kuwait City ahead of the allied forces. From almost the very beginning of the ground battle on Feb. 23, correspondents Bob McKeown and Richard Threlkeld of CBS and Forrest Sawyer of ABC were reporting live from the front lines.

Before the war, none of the networks predicted live television from the pools on the front. "To do that you would have to set up a microwave situation and I guarantee you in a combat situation, I don't want to be the guy setting up the microwave on a sand dune," Bob McFarland, NBC deputy news director, told BROADCASTING in early January.

The solution was to leave the pools. Rather than attempting to load microwave equipment onto the military's humvees, the ABC and CBS crews organized caravans of their own pickup trucks and minivans loaded with flyaway satellite uplink systems, crews of six to eight, including producers, camera and sound people, uplink technicians and other support personnel.

Like the armies they were following, the broadcasters had to deal with supply lines. "One of the things that is a problem [in Kuwait] is that there's no power, there's no fuel for the vehicles, there's no food, there's no water and there's no sanitation," said ABC News Vice President Bob Murphy.

Sawyer, ABC officials said, had developed close contacts within the Saudi and Egyptian military. He camped with Egyptian troops stationed on the Saudi-Kuwait border and reported from there on Feb. 12. On Feb. 19, the Saudi air

force gave Sawyer the second seat during an F-15 mission. When the ground war began, Sawyer was welcomed into the Saudi and Egyptian ranks as they advanced along the Persian Gulf coast toward Kuwait City.

McKeown's crew followed about the same route, independently skipping between Saudi, Egyptian and other allied units. But they had not been expected. "The soldiers were more amazed than anything else to see these guys get out of their trucks and start doing a news report," said CBS spokesman Tom Goodman.

By 10:19 a.m. ET last Tuesday (Feb. 26) McKeown was reporting live from Kuwait City, arriving there while the allied army was still several miles away. Sawyer, also well ahead of all but a few coalition reconnaissance units, was in Kuwait City at about noon, but his green, night-scope image did not appear on screen until ABC's evening newscast at 5:45 p.m. CNN's Charles Jaco and Brian Jenkins and NBC's Brad Willis arrived several hours later. NBC's Kuwait City coverage Tuesday night was audio only.

McKeown and Sawyer also reported throughout Tuesday from Kuwait City on CBS Radio and ABC Radio respectively. Associated Press correspondent John King, reporting for AP Broadcast Services, arrived in Kuwait City on Tuesday but was unable to establish a link with the U.S. His taped reports were uplinked from Saudi Arabia the following day. Unistar Radio Networks aired CNN and pool reports.

Meanwhile, Threlkeld was covering troop movements to the west of Kuwait City and uplinking video of surrendering Iraqi troops—some of them surrendering to his camera crew. Iraqi soldiers also surrendered to Westwood One correspondent Liz Colton in Kuwait City on Tuesday.

—RMS

been criticized for its lackluster performance at the start of the war, last week suddenly found itself making headlines. The network overshadowed CNN, which had earlier dominated the headlines with its exclusive live coverage from Baghdad at the start of the war and with correspondent Peter Arnett as the only U.S. reporter permitted to remain in the Iraqi city throughout most of the war.

"While CNN reaped a harvest of praise for its war coverage in the first weeks of the conflict, it was less impressive over the weekend," wrote critic Tom Shales in *The Washington Post* Feb. 25. "When all it can do is hopscotch its correspondents, it seems mediocre in comparison to the high-priced talent on the competing networks."

CNN's Johnson said CBS News did "uncommonly well" on reporting from Kuwait City, while the cable network's Charles Jaco was held at a Saudi checkpoint.

"There were moments of achievement for all the networks," said Johnson. "I really think that broadcast journalism reached new levels of excellence during this period, no matter how fierce the competition was through all of it."

The Pentagon itself was said to have

called CBS News on Tuesday night to commend the network's performance, according to an executive in the division. Pentagon spokesman Robert Hall said he was not aware of any call made specifically to CBS News, but said last week that all of the networks had done a "great job" in covering the ground war.

"If you measure simply by firstst with the mostest, CBS made a comeback," said Everett Dennis, executive director of the Gannett Foundation Media Center. But he added that a particular news division's ability to "scoop" another network should not be the only criteria in measuring quality. Dennis commended each of the networks for overall coverage of the war.

"My feeling all along has been that ABC for reasons of general competence and enormous depth has been exemplary," said Dennis. "But the distance between any of the networks is very, very close."

While network executives prior to the cease-fire gave their unilateral correspondents the go-ahead to go into battle, there remained the spectre of missing CBS News correspondent Bill Simon and crew, reportedly held in Baghdad since disappearing without military es-

cort near occupied Kuwait Jan. 21.

"We gave pause to what happened to the Simon crew, but we feel strongly that independent coverage of this war is necessary," said CBS News vice president Joe Peyronnin. He said CBS News was careful to send experienced war correspondents as its unilateral reporters.

Peyronnin, who helped form the press pool system during the Grenada conflict, said he still had faith in military-organized pools during war. "But what we have never been able to do is implement it in such a way that journalists can report from the front line."

The ground combat pools were proving to be problematic for networks because their correspondents would be unreachable for periods lasting as long as two or three days, said NBC's David Miller, director of foreign news. "We had no continuity with the people once they got into the pools."

NBC News did not send correspondent Brad Willis into Kuwait until late Monday, and the network's first live report from Kuwait City appeared as an audio report on Tuesday's evening news. Miller said the network was reluctant to send unilateral reporters into the region earlier because of the potential

## CNN'S PLACE IN HISTORY

This organization has been tested unlike any other group of people in the history of television journalism," said CNN President Tom Johnson last week, on the first day of post-war coverage from the Persian Gulf. "CNN has been ground zero for critics, for colleagues, for viewers, for families, for the military, for the newsmakers and the news haters."

"The people here have made news policies and decisions that have never been faced by journalists prior to this time. For so much of this there were no guidebooks, there were few rules and there were a lot of professional land mines.

"In a way I've felt CNN has written a new book, many times live, working without a script, and I felt that CNN served its profession and its viewers with distinction during this time."

CNN has also gone a long way towards providing higher visibility for the cable industry with its war coverage. MSO's have cited increased call volume in the early days of the war, as noncable viewers wanted access to CNN. The extent of CNN's influence to overall cable penetration figures won't be known for months, but MSO's say it will be a factor.

CNN's ratings have jumped between two- and three-fold since the war began, and network executives hope that many viewers will stay, making CNN a regular habit. "It probably did a lot to alter viewing habits," said Newhouse Broadcasting President Robert Miron. "It taught a lot of people that at 8 and 10 p.m. you can catch a full newscast."

Aside from the high ratings, Turner executives are pleased that a large number of CNN viewers were from the 18-34 demographic, exposing a new generation to a news service that has traditionally skewed older. The war coverage may

also have the intangible effect of closing the price-value gap that some subscribers say exists between the amount they pay and what they perceive as the value of their cable service.

"This was a special situation for CNN," said Johnson, who addressed CNN's role in the world and responded to criticism about its coverage. "CNN is a global news network. It was especially important to us to try to tell all sides to this story from the Pentagon and the coalition to the Iraqi side. We did it with as much impartiality, with as much openness as we could. It was very difficult to do because we were clearly under controls, and they were different controls in Tel Aviv, Baghdad or in the Saudi desert. It was the most controlled war that this country's ever experienced. It also was the first time that live TV has been so much a part of it. I'm very proud of the CNN report throughout. I understand those who would criticize us, but I also believe that we had a duty to do and we did it as well as we know how. And to those who said: 'Why are you in Baghdad?' we felt we had to report that side of the story. We noted we were under Iraqi censorship. We've also noted it on the screen and in our scripts. We have never misrepresented the conditions under which that was gathered and reported."

As to the role of Peter Arnett, reporting from Baghdad, Johnson said: "I think we were very fortunate to have on site, in the most difficult of circumstances, a seasoned combat correspondent who was tested time and time again. He's received the highest honors that journalism could bestow and as imperfect, as restricted, as dangerous as conditions were there, I think that he was there so that all the viewers could be there and see as much as we could see." —MS

danger involved, particularly considering the mysterious disappearance of CBS News's Simon and crew. "There is not any story worth getting killed for," said Miller.

On the ratings front, CBS News, leading into a successful week of reporting, had actually picked itself up from third place in the network evening news race for the first time since the outbreak of war Jan. 16. For the week ending Feb. 24, CBS's 10.3/18 edged out the

10.2/18 by NBC *Nightly News* with Tom Brokaw. ABC's *World News Tonight* with Peter Jennings continued to lead with 11.9/21.

CBS News's successful week of coverage arrived on the heels of a shake-up at the division, which last month found CBS *Evening News* with Dan Rather executive producer Tom Bettag replaced by CBS *This Morning* executive producer Erik Sorenson. Along with the removal of Bettag, CBS News replaced veter-

an staffers Bill Crawford, who has spent 30 years with the network, most recently as senior broadcast producer of the evening news, and Lee Townsend, who was removed as news editor of CBS *Evening News* after 24 years with the network.

Peyronnin acknowledged that CBS News had a "bad night" on the first night of the war, but added: "The New York Giants lost four games this year and won the Super Bowl; that's a perfect analogy to this organization." —RB, JF

## FNN CHANGES ITS MIND, SELLING TO CNBC

*Cable network backs out of plan to sell to Dow Jones-Group W, opts for higher bid*

CNBC has signed a definitive agreement to buy the media assets of its chief competitor, Financial News Network, and plans to combine the two networks into one.

That deal has effectively scuttled an agreement in principle FNN had reached with Dow Jones and Group W three weeks ago with a reported price tag of \$90 million (BROADCASTING, Feb. 18). The CNBC bid has been publicly released as \$105 million in cash, but does not include the equipment that Dow Jones-Group W had agreed to buy. FNN co-CEO Alan Hirschfield says that hardware is valued at an additional \$15 million-\$20 million, meaning FNN's media assets now might bring in \$120 million-\$125 million. Dow Jones and Group W, which are "extremely disturbed," are not walking away, and say they may be prepared to overbid NBC.

NBC's price for FNN, plus the nearly \$13 million from the intended sale of The Learning Channel to The Discovery Channel, still is not enough to cover FNN's liabilities. It has prepared to go into bankruptcy, perhaps as early as last Friday (March 1). The deal is scheduled to close in about 60 days, and at that time the integration of FNN and CNBC into one channel is expected to take place. In the meantime, an integration team is being set up by CNBC President Al Barber, comprised of both FNN and CNBC executives. NBC said it hasn't yet decided what the new entity will be called. NBC is trying to figure out "how we balance those two and come up with a single identity," said Tom Rogers, president, NBC Cable and Business Development. "The name FNN has a lot of value."

Also announced last week was that Cablevision Systems is going to transfer its 49.5% ownership in CNBC to NBC should the deal with FNN go through. If



CNBC's Al Barber addresses FNN staff in L.A.

Photo by Richard McCollough

it does not go through, Cablevision will retain its stake in CNBC. William Bell, Cablevision vice chairman, told analysts at a media conference in New York two weeks ago that the MSO was taking steps to cut its investment in Rainbow Programming Holdings, its joint programming venture with NBC, which includes CNBC.

Dow Jones and Group W refuse to give up on making FNN theirs and sent a letter to FNN's board of directors indicating their displeasure with the events. They asked to see NBC's offer before bankruptcy is filed, and want a chance, which they said they were never offered, to counterbid. FNN so far has not said it is going to meet Dow Jones-Group W's request.

The offer from NBC came on Friday, Feb. 22, and NBC set a deadline of 11 p.m. the following Monday (Feb. 25) for FNN's response. "We understood that until FNN had a definitive agreement we could put in a bid," said Rogers.

Dow Jones and Group W got wind of the bid on Monday, and asked to attend the FNN board meeting scheduled to vote on NBC's offer, but were refused. "We

feel we were excluded from what was supposed to be an auction process," said Donald Mitzner, president, Group W Satellite Communications. FNN claims it could not have notified Dow Jones-Group W of the NBC bid before the definitive agreement with NBC was signed. "We would have had to risk this deal to go back to Group W and Dow Jones for a counter offer," said FNN's Hirschfield, who acknowledged that another company could come back in with a bid during the bankruptcy process. CNBC's offer becomes a matter of public record once FNN goes into bankruptcy, and conceivably Dow Jones and Group W might jump in then, said Mitzner. NBC, at least publicly, remains unconcerned. "We expect the bankruptcy court to approve our bid," said Rogers.

FNN and Dow Jones-Group W had expected to sign the definitive agreement late last week, two days after the NBC deal was announced. Mitzner said all issues had been cleared up the same day NBC put in its offer. One sticking point during FNN and Dow Jones-Group W discussions, though, was getting a guarantee on cable affiliate contracts. One source said NBC requested no such guarantee, although since CNBC has been FNN's competitor, it is likely they were aware of FNN's subscriber claims.

Mitzner would not comment on the possibility of filing a lawsuit against FNN. Given the network's bleak financial picture, such a suit would likely be aimed not at a monetary settlement, but at stopping the NBC sale.

Dow Jones and Group W say they are also contemplating starting their own financial news cable service, but Mitzner would not give any details.

Since no agreement was signed with Dow Jones-Group W, there is no break-up penalty, as there is in the CNBC deal. Hirschfield would only say NBC

## PERSPECTIVE ON THE NEWS

### CNBC AND THE RIGHT THING

**Y**ou're nuts if you don't buy it." That free advice to NBC Cable President Tom Rogers concerning FNN came from one top cable operator, but could have come from any of a hundred.

The cable consensus held that NBC had to purchase FNN and merge it with the struggling CNBC if the network hoped to carve out a prominent place in cable's future. If NBC had allowed FNN to slip away to the other serious suitors, Group W and Dow Jones, the cable sages said, CNBC might well have slipped into permanent second-class status.

NBC also needed something to revitalize NBC President Robert Wright's flagging "new media" strategy. Along with Rogers, Wright set out four years ago to break out of the broadcasting business and into other media, particularly cable. They have aggressively implemented the strategy, but thus far it has shown lackluster results.

An ambitious probe into direct broadcast satellites, Sky Cable, rose and fell within 12 months, and alienated most of the cable industry in the process. SportsChannel America is struggling under the weight of a National Hockey League contract (negotiated before NBC arrived), and may very well turn into a lower cost, sports news service. After a rocky start, NBC's pay-per-view plans for the 1992 summer Olympics are getting better grades from operators, but significant hurdles remain, such as trapping for nonaddressable systems, channel space and revenue splits. CNBC, dogged by slow growth stemming from tight channel capacity and operators' memories of Sky Cable, was reaching a pivotal crossroads when its larger rival, FNN, went on the block.

Despite the cable industry's view, NBC's Tom Rogers disagrees with the premise that FNN was a must buy for CNBC. "We didn't see it that way," he said, pointing to the other growth alternatives CNBC was considering. (Among them, a subscriber incentive plan under which CNBC would have paid MSO's \$3 per subscriber to add the service, which could have cost CNBC \$30 million had it reached its goal of 10 million.) In the end, CNBC made a \$105 million counteroffer to FNN, which will amount to a little more than \$4 per subscriber for the 25 million unduplicated homes CNBC could pick up. "We decided that this was the best way to build our distribution, to take a startup service and firmly establish it as a major cable network," Rogers said.

But NBC may be paying the price this year for what it did in Washington last year. The company was a driving force behind the creation of Sky Cable last February, but the venture ultimately collapsed with the various partners retreating from the high costs and risks involved. NBC's involvement with the medium alienated a lot of cable operators, who see DBS as a competitive threat and who did not appreciate NBC's effort to pass legislation forcing cable programmers to distribute via DBS, an issue as dear to the hearts of cable operators as any. Rogers acknowledges that cable operators

and NBC did not see eye to eye on Sky Cable, but says in the end, NBC was on cable's side in pushing for a reasonable cable bill. "That particular episode has been put behind us," he said, while pointing to NBC's effective competition comments at the FCC squarely on the side of cable. But "people have long memories," said one cable observer. Dropping program access demands didn't earn NBC instant credibility within the industry, he said.

CNBC launched in April 1989 with 13 million homes, which CNBC executives said would be reached over the next several months. Today, the service stands at 17 million homes, with most of its growth a product of the rollout of its original affiliation agreements. Its subscriber incentive plan fell short of its goal, after several postponements, and until its potential buy of FNN it has not been able to make large strides in carriage.

It appears likely that SportsChannel America, in the last year of a money-losing \$53 million, three-year deal with the National Hockey League, will convert to a sports news service if it does not renew its NHL deal. SCA never achieved the widespread distribution it needed to make the NHL deal work. Rogers said SCA's main goal has always been to buy programming its regionals couldn't afford, and that "any other distribution is gravy." Sports news would lower costs at the network and place it much closer to breakeven. There are also reports that SportsChannel and Prime Network officials have gone back to the table to discuss merger possibilities, which would go a long way to stop the red ink on both sides of the regional sports battle. A brighter light has been SportsChannel's regional services, which have added outlets in Los Angeles, San Francisco and Ohio without wiping out the profits of the established services in New York, Chicago and Philadelphia.

NBC is in the midst of selling the PPV Olympics to both cable operators and NBC affiliates. The network's first PPV pricing structure drew a chorus of boos from the cable industry, and since that time, Olympic partners NBC and Cablevision Systems have created three committees to examine various issues and provide more flexibility on pricing packages. Rogers acknowledged that problems remain. "Yes, there are complexities," he said, relating to trapping and channel capacity. But, he said, "we had a real turning point" at the Western Cable Show. "There are a lot more believers now," said Rogers. "The nonbelievers have become a real minority."

NBC's rocky cable forays stem from a clash between what the network thinks is best for the cable industry and what the cable industry thinks is best for the cable industry. More often than not, the leverage a cable operator possesses gives him the advantage in battles with programmers. It may be, however, that CNBC's potential buy of FNN will be the first time the industry will view NBC as having done the right thing. -MS,NAJ

gets a breakup fee of "more than \$1 million" if FNN walks away from the deal. With about 10 million overlapping subscribers between FNN and CNBC, the combined service will have about 42 million subscribers.

An internal memo from NBC President Robert Wright said: "There may be

those who question making this sort of investment at a time when finances are tight." But, he said, it is his "hope and expectation that the collapse of the television marketplace will not go on forever," and in the meantime, NBC must continue its goal to broaden its business.

Barber said he's looking to mesh both

programming and staffers from the two channels, which each employ more than 300. Business news will remain during daytime, and CNBC will continue with its plans for a revamped magazine-formatted and consumer news oriented prime time. It will also keep its talk weekend schedule instead of *FNN: Sports*. -SDM

## NBC, CBS DROP PUT PLAN

**N**BC, followed by CBS, announced last week that they will scrap the audience delivery guarantee policy developed last June, designed to compensate for sudden shifts in Nielsen's people-using-television (PUT) numbers and return to traditional ratings guarantees based on current Nielsen numbers.

Pierson Mapes, president, NBC Television Network, said because the networks did not use firm numbers in their guarantees, as much as \$100 million-\$200 million in ad dollars was "deferred" to other media. Said Mapes: "We are back to what we did two years ago...it should bring money back to the three networks." Mapes described the lost revenue to other media as a "real piece of change."

George Schweitzer, senior vice president, communications, CBS, said the decision is "a reflection of the marketplace and is more responsive to advertisers." Schweitzer added that CBS has made "significant gains" and is more comfortable about its position.

The PUT plan, developed by NBC, which was adopted by all three networks and criticized by ad agencies, used cur-

rent PUT numbers and compared those numbers to trends established over the past eight years to "smooth out" the Nielsen numbers.

ABC has not yet announced changes in its policy, although media buyers think it will soon. ABC issued a statement saying it has been considering the situation for some time and has found there is greater stability in the performance of Nielsen's ratings this year compared to last. ABC said it will make an announcement in the "near future."

Media buyers, although pleased with the announcements, were not surprised considering the current advertising environment. "They're just confirming the obvious," said Jon Mandel, senior vice president, director of national broadcast, Grey Advertising, adding that "given the marketplace, no one has a choice." The networks, he said, are also not only competing with cable and syndication. "Magazines are extremely soft and the price-value relationship of non-broadcast versus broadcast is very attractive," he said.

Whether this news will improve the upfront market, which is expected to be soft, is unknown. Consumer confidence

is at a low right now, and the networks and agencies hope the end of the war will signal a return to spending.

Not everyone is convinced that the end of the war means the return of a strong economy and thus strong advertising commitments. Grey's Mandel said national advertising tends to "lag behind" recessions both when they start and when they end. Even if the recession ends in June, he said, the lag in the advertising marketplace could continue until April 1992.

The lag may also affect advertiser reaction to NBC and CBS's announcement. Last year's guarantee plan was put in place just days before the upfront market started to move, and many advertisers may not have been able to shift money commitments around at the last minute, leaving agencies with their hands tied. The reason for the announcements at this time, Mandel speculated, is that planning is being done now and the networks may bring money back. "If they had waited," he said, "they would lose [more] money."

If the economy does not return, it is possible the networks might try to delay upfront for as long as possible. —JF

## FROM 'MUST CARRY, MUST PAY' TO 'I PAY/YOU PAY'

**T**he broadcast industry is in a quandary over how best to deal with the issues of must carry and retransmission consent. As a result, a new proposal has emerged—"I pay/you pay"—which would amend the Communications Act to give broadcasters the right to grant or withhold retransmission consent. The industry's initial plan, "if carry-shall pay" that would require cable systems to carry most broadcaster signals as well as pay for them, fizzled out last year after it became apparent that Capitol Hill wasn't thrilled with the idea.

Under the "I pay/you pay" scenario, which is the brainchild of Cosmos Broadcasting's Jim Sefert and several other group operators, a station could charge cable systems for retransmitting its signal or negotiate other compensation such as an extra cable channel to carry its local news or sports programming. Or perhaps, a cable system would agree to promote the broadcaster's station for free in exchange for permission to carry the signal. This would all be subject to individual negotiation.

More important, "I pay/you pay" sets up a mechanism by which smaller independent stations would pay to be carried on cable's leased access channels. And since the provision calls for the FCC to set the terms and conditions for a system's leased access channels, it is believed the fee would be minor and in the case of public stations even nominal, \$1 perhaps.

Sefert and others are exploring these options that they hope will satisfy concerns of both affiliate and independent broadcasters and result in a unified industry strategy. The

industry is divided into two camps; those who want must carry and those who want a retransmission consent requirement.

Most affiliates feel that must carry does not go far enough in addressing the "fundamental inequities" between broadcasters and cable. They see a retransmission consent requirement as a way to "level the playing field." "For over-the-air broadcasting to survive, we need a second revenue stream, said one affiliate. But independent stations see must carry as essential to their survival. The Association of Independent Television Stations has made must carry a priority. INTV's David Donovan said the association was examining the proposal with an "eye towards making sure that independent stations secure guaranteed carriage."

However, as one broadcaster put it: "We're not going to get both." He feels the Sefert proposal has "a lot of promise." The National Association of Broadcasters television board voted to pursue must carry and retransmission consent, with the latter seen as a long-term goal. NAB President Eddie Fritts said "I pay/you pay," is a "creative proposal" but did not comment specifically on the plan.

(Both broadcast and cable lawyers think cable's compulsory license would not be affected by this new plan.)

It is also hoped cable will find "I pay/you pay" more appealing. But based on reaction from National Cable Television Association President Jim Mooney, broadcasters have to make a more convincing case: "It sounds to me like a scheme where the poor broadcasters pay the rich broadcasters with the cable operator as the transfer agent." —KM



# CBS TAKES SWEEPS, TIES FOR SECOND, SEASON-TO-DATE

*Win is first outright victory in six years; network has seven out of top 10 specials*

In a dramatic turnaround, CBS won the February prime time sweeps by half a rating point, and in so doing climbed into a tie with ABC for second place in the prime time ratings, season to date (through February 26). It's turning out to be the closest prime time season race in years. NBC's ratings lead for the season has been cut to three-tenths of a point, while each network commands roughly a 21 share of audience.

It was the first time CBS had an outright sweeps victory since February 1985 (although the network posted a tie for first with NBC in February 1986). The network's sweeps performance was some of the best news for CBS since Entertainment president Jeff Sagansky joined the network over a year ago with a mandate to turn things around.

For the sweep (Jan. 30-Feb. 26), CBS averaged a 13.4 rating and 22 share, followed by second-place NBC, which averaged a 12.9/21. ABC was third, with a 12.1/20. Fox, which expanded to five nights of programming this season, up from three nights last season, averaged a 7.1/11, up 3% from a year ago.

While CBS helped its own cause with a 7% ratings gain from a year ago, it was also helped by NBC's 15% sweeps ratings fall-off. ABC was 8% off its February 1990 ratings mark.

Season to date (through Feb. 26), NBC has a prime time average of 12.8/21, down 14%, while CBS and ABC are tied, each with a 12.5/21.

The three-network rating was down 6% to a 38.6, according to the Nielsen Peoplemeter, said David Poltrack, senior vice president, research and planning, CBS. But according to the Nielsen overnights, which cover about half the country, the three networks are down only about 3%, said Poltrack, who once again challenged the accuracy of the peoplemeter system.

However, Poltrack did acknowledge that significant gains for CNN's Persian Gulf War coverage "was a major contributor to the network decline." CNN averaged a 4.3 prime time rating in February, up from a 1.2 a year ago.

CBS was helped significantly by special programs, which accounted for 25% of its sweeps schedule, more than any other network. The network had seven of the top 10 rated specials, including



Helping Fox's Sunday night: 'In Living Color'



Highest rated movie-of-the-sweeps: CBS's 'Sarah, Plain and Tall'

top-ranked *Very Best of Ed Sullivan*, which scored a 21.3/33. The *Grammy Awards* special, also on CBS, was the second-highest rated special, with an 18.8/31.

But while the other networks stressed CBS's strength in specials as perhaps the main reason for its sweeps win, Poltrack argued the network was also building its program base.

For example, Poltrack reported that among regular series programs during the sweeps, CBS was also up 7%, matching its performance as a whole, while NBC was down 15% among regular series, also matching its decline overall. ABC was down 2% in regular series programs.

Also, CBS logged four of the top 10 series this February, as opposed to just one of the top 10 a year ago. "We are developing our core schedule," he said.

As for movie performance, Poltrack said one of Sagansky's key objectives from the start has been to acquire stronger theatrical titles and develop stronger made-for-TV movies. The strategy paid



Still number one: NBC's 'Cheers'



Decline and fall: ABC's 'Twin Peaks'

off last month. CBS was the top performer in movies, averaging 14.8/24, followed by NBC, 14.2/22, and ABC, 12/19.

According to Bob Niles, vice president, research, NBC, the network expected CBS to do quite well, finishing at least a strong second. "The big question was whether their specials would put them over the top," he said.

As to the rest of the season, it is likely that NBC will retain its prime time ratings crown. Niles' estimate was that the network would win by two-tenths or three-tenths of a rating point. As for second place, he said, "I wouldn't want to call that one."

Poltrack didn't disagree. But he said that CBS was well positioned to make a run at the top spot next season. Meanwhile, Fox's research vice president, Andy Fessell, said the network was pleased with its performance in the sweeps. "We took a risk rolling out two nights," said Fessell. "With the growth we're seeing in February, we feel our plan has been a success." -SM

## NTIA: BIDDING FOR SPECTRUM

**T**he National Telecommunications and Information Administration's spectrum management policy raised the ante of spectrum auctions for all future allocations. Although the report released last week, "U.S. Spectrum Management Policy: Agenda for the Future," shied away from linking broadcast spectrum with auctions, NTIA did not rule out the possibility that frequencies not already assigned could go to the highest bidder.

Janice Obuchowski, NTIA administrator, said the problem is systemic: "Pulling balls out of a drum is probably not a superior way to allocate a public resource, particularly when immediately thereafter checks are written and transfers are made of those very same licenses." The report said market-based principles, including competitive bidding, will improve the allocation and assignment processes while raising revenue for the federal treasury.

NTIA realizes the sensitivity of auctioning broadcast spectrum, but sources said the agency will pursue it unless there is considerable congressional opposition. As such, NTIA has left the door open for Congress or the FCC to decide which licensees operate in the "public interest" and should therefore be exempt from "competitive bidding."

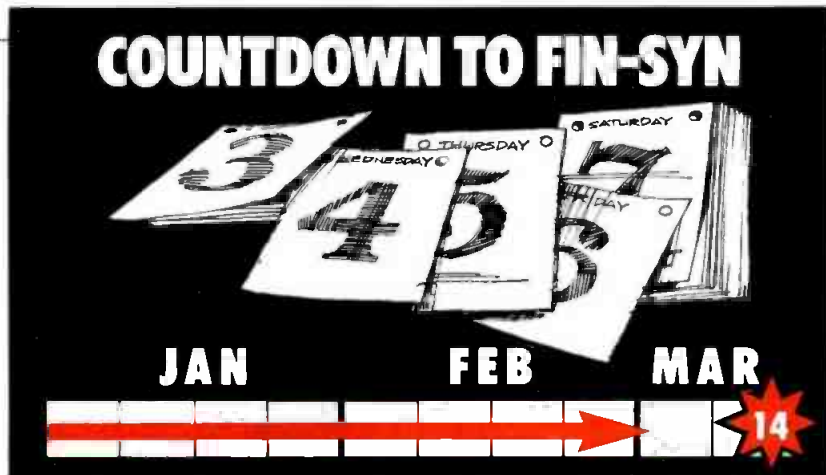
The report defended spectrum auctions and rebuked the argument that spectrum users enter into a "public service" barter with the government. NTIA said "a decision to impose competitive bidding or fees on broadcasters is not controlled by the existence of a 'bargain' or 'contract.' It is not self-evident that any particular service must be exempt from the requirements, including competitive bidding, of an efficient and equitable spectrum management system."

But David Donovan, INTV vice president, Association of Independent Television Stations, disagreed. He said auctions "undermine the classic quid pro quo bargain of spectrum for public service."

A National Association of Broadcasters spokeswoman said, "NAB has a long-standing opposition to auctions for broadcast spectrum."

The report also said the FCC should streamline processes, retain and make more flexible the block allocation system, and establish an NTIA-FCC Strategic Planning Council.

-PJS



**F**or weeks, if not months, FCC Commissioner Andrew Barrett has held the key to the fin-syn battle. If he sides with FCC Chairman Alfred Sikes and Commissioner James Quello, the networks will win something close to repeal—like the three-year sunset of the rules the FCC has proposed (BROADCASTING, Feb. 25). If he teams up with Commissioners Ervin Duggan and Sherrie Marshall, Hollywood may come away with some residual rules that will likely mitigate the networks' leverage in program negotiations.

No one knows where Barrett stands today, but he told BROADCASTING last Friday that his position would be "evident" by the end of this week. He promised not to drag out the uncertainty surrounding his vote.

Barrett's non-position plunged the fin-syn issue into a state of suspended animation last week. No real movement or major substantive discussions about the issue occurred. Sikes, who met with Duggan last Thursday, showed little willingness to deal, leading some to speculate that he is confident Andrew Barrett will supply his needed third vote or that he is willing to come out on the short end of a 3-2 vote.

Musician-composer-record-and-TV-producer Quincy Jones is scheduled to plead Hollywood's fin-syn case in meetings with the five FCC commissioners this Wednesday (March 6)—the last day any of the fin-syn parties are allowed to contact FCC officials on the issue. Accompanying Jones will be Time Warner lobbyist Carol Melton.

Time Warner and Jones have a long and close association involving records, movies and TV shows. Among other projects, Warner Bros. is backing and syndicating Jones's *Jesse Jackson Show* and it holds the syndication rights to NBC's popular Monday night sitcom, the *Fresh Prince of Bel Air*, which Jones is producing "in house" for NBC. Time Warner also owns a piece of Jones's independent television station in New Orleans, WNOL-TV.

Jones's presence at the FCC would run counter to Hollywood's strategy of not using entertainers in its fin-syn campaign, as it did during the first fin-syn go-round in the early 1980's. But as Time Warner is quick to point out, Jones, with his entrepreneurial interests in TV production and broadcasting, is more than a celebrity.

Much of the 11th hour lobbying activities seems directed at swing vote Barrett. In addition to Jones, his calendar shows meetings planned with CBS's Jeff Sagansky (Monday), ABC's Tom Murphy and Daniel Burke (Tuesday), and Columbia Pictures Television's Gary Leiberthal and Alan Levine (Tuesday).

On Capitol Hill last week, members of a House Appropriations Subcommittee expressed interest in fin-syn. Chairman Sikes was there to discuss the agency's fiscal 1992 budget request. Subcommittee Chairman Neal Smith (D-Iowa) affirmed Congress's oft-stated neutrality, stating he would not welcome any attempts to attach fin-syn riders to any of his appropriations bills. Representative Bill Alexander (D-Ark.) received assurances from Sikes the agency would act "impartially" and not cave to outside pressures.

In what some are seeing as an effort to stem the FCC leaks on fin-syn, FCC Inspector General James Warwick began checking the calendars and phone logs of FCC commissioners and their staffs last week. Warwick had no comment.

-HAJ, KM

# SPECIAL REPORT

## ANNETTE WORK



ILLUSTRATION BY TOM ARVIS

## NETWORK RADIO: POWER OF THE PIPELINE

*In good economic times or bad, a network can give any radio station a needed ratings boost. The real question in these bad times is the health of the networks themselves. Network revenue was virtually flat in 1990 and only the most optimistic believe significant gains will be posted this year. The no-growth year precipitated major sales and/or programming changes at most of the major networks and 1991 could produce more of the same. But network radio has always been dynamic. Today, increasing news—commercial and public—and niche programming are the trends. Despite the dour economic climate, the Radio Network Association chooses to remain upbeat. As the baby boomers age, says RNA Chairman William Battison, “radio will play an increasingly important role in their lives—and network radio will continue to be the most cost-effective way to buy radio.”*

# FLAT OUTLOOK FOR RADIO NETWORK REVENUE

*Although advertising expenditures are down, network executives remain optimistic of rebound following end of Gulf war and recession*

**B**y most accounts, the old theories that "radio always does well in a recession" aren't holding up. According to Radio Network Association figures, network radio revenue grew a modest 1.3% in 1990 compared to 1989, with a 7.8% loss (see graph) in the last quarter of the year, when the recession officially began. While up-front 1991 was strong going into the new year, the scatter market was softer than anticipated, and ad dollars dried up almost completely Jan. 16, the day the U.S. went to war. Despite the burgeoning stock market and declining interest rates, the recession and the war postponed many advertising buys—or dissolved them altogether.

On the bright side, RNA President Bud Heck is optimistic that network radio still could experience 5% to 6% growth by the end of the year. "We expect that the war and the recession both will be resolved, and the stock market is going like crazy. These are very positive signals that the economy is expanding, and if we get a sudden halt to the war, this downturn should be very short-lived."

By last January most radio networks found that 1991 might prove to be a challenge equal to 1990. Although the industry still realized a modest 2.4% increase for the month, the outbreak of the Persian Gulf war Jan. 16 caused some clients to decide not to advertise in a war environment. Money that had been earmarked for ad schedules was either delayed or returned to the bottom line.

Unistar Radio Networks Co-Chairman and Chief Executive Officer Nick Verbitsky said that world and national events have "permeated the advertising industry to the point where business has just dried up for every medium." He noted that in past economic declines, radio had been considered resilient and recession-proof, which was not the case this time. "Because every medium is in such a slump, the price advantages of radio just don't exist," he said.

The unpredictable element, in the advertising equation was the war, "because in modern times we haven't had a declared war, so we weren't prepared," Verbitsky said. Because consumers are still buying products and the stock market is doing so well, while all media, including radio, have experienced

Quarter	1987	1988	1989	1990	% change ('90 vs. '89)
First	\$81.05	\$80.60	\$90.62	\$94.13	3.8%
Second	97.28	95.68	106.94	108.57	1.5%
Third	94.37	97.50	106.75	116.57	9.2%
Fourth	97.80	108.13	122.87	113.26	-7.8%
Total Year	370.50	381.91	427.18	432.53	1.3%

Source: Radio Network Association.

slump, "several chapters of economic theory will be rewritten," he said. "By and large, when someone is looking for a truly national medium, radio is an excellent buy." During an economic slump, he said, advertisers don't say "cancel newspaper and magazines, cancel outdoor, cancel network television and cable, but keep that network radio schedule."

Verbitsky predicted that once the war successfully ends and the recession turns around, "business will do better, the country will do better and we'll get back that optimistic, positive attitude that's in short supply these days."

Robert Kipperman, CBS Radio Networks vice president and general manager, optimistically anticipates slight growth in 1991, but cautioned that "at this point it will be only marginally better than 1990, and is largely dependent on the length of the Persian Gulf war and other economic factors." He said one bright spot could come indirectly, through increased postal rates, which could force some advertisers to rethink using direct mail. "If some of these companies cut back, the radio industry could reap the benefit—and conceivably make 1991 better than we've anticipated."

Sheridan Broadcasting Networks President Jay Williams agreed that 1991 has been much softer than anticipated. "The number of up-front clients fell off dramatically and we're disappointed by what we see for the first quarter," he said. "We see signs of hope for later in the year, but things are uncertain due to the economic climate that many of our clients are experiencing, as well as their reluctance to commit to long-term situations when they don't know their own situations." Still, Williams was optimistic that business will improve.

Prior to fourth quarter 1990 economic stagnation, virtually every radio network restructured its sales and/or programming efforts. Unistar actually began the trend in 1989 (BROADCASTING, Aug. 28, 1989), followed by CBS Radio in February 1990 (BROADCASTING, Feb. 12, 1990), ABC in May (BROADCASTING, May 21, 1990), and Westwood One later that summer (BROADCASTING, Aug. 20, 1990). What contribution might these reconfigurations have had on flat network radio revenues?

"Absolutely none," said ABC Radio Networks' Lou Severine, senior vice president and director of sales. "In fact, it allowed us to tack on two percentage points in business we would not have gotten otherwise." Until the war broke out, ABC was running 10% ahead in up-front, which normally accounts for 55% of the network's business, he said.

Severine concedes that following ABC's reconfiguration "there was a lot of confusion and we had a lot of explaining to do." But, he said, by mid-summer the agencies and advertisers had adapted to the new five-network structure. "By then everybody had forgotten the old networks such as Information and Direction, and after that we had no problems," he said.

CBS Radio's Kipperman agreed that reconfiguration required a period of explanation. "as with anything that's new. But once we specifically detailed what was done, they understood and accepted what we did." Kipperman suggested that, as a whole, reconfiguration received high marks, not only because of realigned sales strategies, but also because it has allowed some networks to evaluate programming and services with the eventual purpose of cutting elements that were no longer economically or strategically viable.

**MORE  
AMERICANS  
GET THEIR NEWS  
FROM  
ABC RADIO  
THAN FROM  
ANY OTHER  
RADIO  
NETWORK**

**abc ABC RADIO NETWORKS  
WE MAKE A DIFFERENCE**

Source: *RADAR 42, Network Audiences to Commercials Within Programs, Monday-Sunday, 6AM-Midnight.*

**Excellent, comprehensive and immediate coverage of the war from the Middle East to the Pentagon. //**

Steve Swenson,  
Executive Editor

**1010 WINS RADIO**   
ALL NEWS. ALL THE TIME.

**ABC has outdone itself. I know, now more than ever the value of a great Network. //**

Lorraine Ballard Morrill, ND

**POWER 99fm**

**ABC Radio News has clearly been out in front on this story. Coverage is thorough, accurate, timely . . . A great job. //**

John McConnell, ND

**KGO**   
810

**You made us realize the incredible value of our affiliation with ABC and you can be sure we'll be with you for a long time to come. //**

Steve Youlous, GM

**106.7 KLAZY**  
THE MOST REAL. MOST NOW.

**Music stations recognize their responsibility to keep listeners informed. With the frequency and excellence of the Gulf updates our job is made a whole lot easier. //**

Gary Marince, PD

**3UUS**  
ALL INFORMATION.

**ABC proved it owns the best artillery and knows how to use it. The anchoring, field reporting and analysis are the best. //**

David Bernstein, PD

**WBZ**  
AM 1030

"In this evaluation and analysis, networks analyzed those services that their affiliates could really use," he said. As such, "it was a positive move, and it enabled networks to fine-tune the programs that were kept on the air to make them even better."

The general thesis behind network restructuring was to make the sum of a network's parts greater than its individual programs and services, said William Battison, president and chief financial officer, Westwood One Inc., which op-

erates Mutual Broadcasting, NBC Radio, and The Source. "The intent was to solidify and codify certain network elements into efficient packages that were more attractive to advertisers than if those elements were sold separately," he said. "We all recognize that in this day of diversity and options available to radio stations, the old days of network radio are over. There's a great variety of ways a station uses our product, so we've taken that flexibility and packaged it sensibly for the advertiser by

creating permanent packages and giving them a definition or name."

Battison said each network had its own corporate objective, and he insisted that rather than striving to be number one, Westwood One restructured to "provide the most rational combination of elements for the advertiser." Battison said being first was less important than "giving the advertiser something that was consistent and contiguous in terms of the line-up of stations, and provided a measure of comfort and trust that they were still buying the individual networks they had prior to reconfiguration. We moved some inventory, but overall we kept our franchises intact, and also created a new network from pieces of those."

In the new order of network radio, rank no longer matters, Battison said. "What advertisers are looking for is what you can deliver in terms of efficiencies and effectiveness to the advertiser. Nobody's going to buy you just because you're number one, two, or three, because there's only a handful of major networks today." In most cases, network restructuring was undertaken to "make the advertiser's job easier," Battison said. "It gives them more audience, more numbers, better gross ratings points, numbers that are more in tune with what advertisers are accustomed to buying." He noted that one ABC network has a 2.3 rating, "which is great because it's closer to cable's numbers."

All told, agencies and advertisers have greeted restructuring with optimism, Battison said. "Once the dust settled, everyone realized they were still buying the same big four networks and the same two ethnic networks, and the gross rating points were being provided in a manner that was easy to look at, track, and follow." He also predicted that, over time, this approach will not be special to network radio. "In a year or two cable will also be looking at ways to package themselves more effectively, and 10 years from now you may see the major TV networks in a similar situation."

Still, some confusion remained when RADAR 41 was released in August (BROADCASTING, Aug. 20, 1990) and possibly lingers with the release of RADAR 42 last month (BROADCASTING, Feb. 25). Individual networks were charged with confusing network audiences before and after the restructuring period, which some critics, including some radio network executives, criticized as apples and oranges.

Not so, said ABC's Severine. He claimed that, to adapt RADAR 40 and

## NewsTALKRadio NETWORK

### The Newstalk Radio Network and WNTR AM 1050. . .

We acknowledge with gratitude the exceptional efforts volunteered by members of the Washington, D.C. Society of Broadcast Engineers.

When fire destroyed our studios during the early morning hours on Saturday, February 23, the following engineers contributed their time and expertise throughout the weekend, enabling us to get temporary studios built and functioning by 5:00 a.m. Monday morning:

Tom McGinley, WPGC AM/FM  
Ed Bukont, WPGC AM/FM  
Mike Serafini, WHFS-FM  
John Hofstetter, WMET-AM

We also appreciate the efforts of Chris Keenan, Supervisor of Special Services, C&P Telephone, who spent his Sunday installing the many phone lines we needed. We also wish to publicly acknowledge the tireless efforts of our own Chief Engineer, Dave Allen, and Operations Assistant, Tim Shermer, who went for 48 hours without sleep until the job was done.

*Warm thanks to all who helped us continue providing our timely, compelling and interesting Newstalk product to America.*



## COMPENSATION VITAL TO NETWORK AFFILIATIONS

Station compensation remains a major factor in the relationship between a network and its affiliates. Through this "revenue sharing" plan, a network compensates a station for relinquishing valuable inventory in return for airing network spots. The more spots a station clears and the greater its audience, the more its compensation—or so the theory goes. For competitive reasons, networks are reluctant to divulge specific numbers regarding their compensation strategies, but several network presidents privately agreed that the most valuable affiliates receive upwards of \$1 million for their network affiliations.

Most major radio network executives view compensation as a necessary evil of doing business. Among them are:

■ ABC Radio Networks Senior Vice President/Director of Sales Lou Severine: "Compensation will always be a fact of life, but we've tried to make it a little less important. If you have nothing to offer a station but money, you're at a disadvantage. We know we have to do more for the stations than just give them money, because when they compare what we can give them per spot versus what they could do locally, we're going to lose every time."

■ CBS Radio Networks Vice President/General Manager Bob Kipperman: "Over the last 4½ years we've developed our programming and services so they would play an important factor when we talked with potential stations for affiliation. We found that our resources today are far better than they were a few years back, which has enabled us to go in and provide services to stations they can't otherwise get. Our key is to give them programming and services that will make them stand above the competition in their markets. Compensation,

unfortunately, is still part of our business, but we are continuing to look at providing better programming and services in order to reduce compensation."

■ Unistar Co-Chairman/CEO Nick Verbitsky: "Compensation is our biggest budget line item, and that will be maintained as business gets tighter. We obviously negotiate as hard as we can, and so do the stations. We win some and we lose some, just like everybody. Everybody knows the game plan: we're trying to buy time as efficiently as we can from a network standpoint, and generally that's what compensation boils down to."

■ Westwood One President/CFO William Battison: "Compensation always will be important because of the relationship between the network and station in today's marketplace. However, as we have seen in the last five weeks, the nature of the product is incredibly important. This is why we've made an effort to improve upon the NBC and Mutual news operations. Compensation is a function of audience and inventory and, while it's not a straight-line equation, the station that carries enough spots and has enough audience is worth a lot of money. Generally, it comes down to buying audience wholesale and selling it retail. If you pay too much you lose money on the transaction."

■ Sheridan Broadcasting Networks President Jay Williams: "Compensation continues to be a large part of any network's cost, and certainly is the largest cost factor in operations for all networks. We would rather approach it from an ability to service better rather than just a dollar amount, but sometimes from a competitive standpoint we see needs to increase compensation to remain competitive in the marketplace."

41 to new configurations in RADAR 42, those networks that reshuffled audiences under new names theoretically apportioned the audiences from the old networks to the new networks. "Nothing has changed," he said. "Whatever audience we have taken from one network and put on another network, that's the audience that will be on that network. That's all there is to it."

Whatever confusion does exist in RADAR comes in determining network rank, which is of little importance to the advertiser, said Kipperman. "Whether a network is number one or five, it basically comes down to cost per thousand for a particular daypart, not network rank." Other factors that also preclude raw RADAR numbers and rankings include qualitative audience and in-programming spots (those that run within network programming vs. those extracted from network content). "In-programming is extremely important for a number of advertisers who can be assured they will run within a newscast, or baseball, or football, or the Masters."

While RADAR has proven to be acceptable to agencies and clients as a measurement tool, Sheridan's Williams suggested that network reconfigurations

will force agencies and advertisers to look beyond numbers to capture the full value of the network radio audience. "With all the changes that have occurred over the last year, we can't just look at the numbers as the sole methodology for value," he said.

One of ABC's stated objectives in its restructuring plan was to draw business from other media. As part of this push the company has aligned itself with *Newsweek* magazine, Times Mirror and Lifetime Cable "to go after dollars we can't necessarily get," Severine said. "That's the wave of the future and anybody who thinks otherwise—no matter what they're selling—is going to be lost." Severine said the buzzword of the 1990's is "value-added" and suggested that was why such cross-media ventures are becoming attractive. "Advertisers know that if they spend \$1 million on three pages for five issues in *Newsweek*, and \$1 million advertising on ABC—they get more than just buying \$2 million worth of advertising," he said.

Unistar's Verbitsky said that radio should enjoy more of this growth than other media, largely because of the stagnation of magazines, newspapers

and network TV. "Radio will continue to experience strong audiences because people still listen to it as they have for years," he said. "Not everybody watches network television anymore, and newspapers and magazines aren't read by a lot of people anymore—especially in the younger demos."

Jay Williams said network radio is poised to reap the benefits of the continued high cost of TV while audiences drop. "More clients are looking to us for alternatives that can provide the reach and frequency they're looking for while they trim their overall budgets," he said. Accordingly, a number of advertisers have investigated more use of network radio as a medium, "and they're looking to other media to replace GRP delivery and a high cost of television," Williams stated.

Kipperman said that reconfiguration has allowed network radio to carve out a lead that other media eventually will follow. "We have positioned ourselves for the future, and we will start to reap some of the benefits from these changes over the next two or three years," he said. "As the economy starts to get healthy, there's no question we will grow at a faster pace than the economy."

-REB

# NETWORKS HELP SATISFY LISTENERS' NEWS APPETITE

**A**s far as radio news is concerned, there couldn't be a better time to be in the business. Since late 1989, beginning with the San Francisco earthquake, followed by the tearing down of the Berlin Wall, the crumbling of communism in the Eastern Bloc, the savings and loan debacle, and the invasion of Kuwait last August, news operations have had their hands full. Once listeners depend on a station for information, even if it is a music or a news-driven format, operators had better be prepared to fulfill that expectation or lose their audience to competitors.

Stations, particularly music-driven ones, are scrambling to satisfy their listeners' insatiable appetite for information. Stations with and without news departments are finding scores of sources from which to choose their news, with companies such as Associated Press, ABC Radio, CBS Radio, Unistar, United Press, Mutual, NBC and Zap News among those with services available.

Unistar distributes the CNN Radio Network and CNN Headline News radio via satellite. Gary Fries, president, Unistar Radio Networks, has definitely seen a surge of interest in news from music stations. "Stations that before had never considered news and information have found that they want to have the ability to keep their listeners informed," said Fries, "and I think this is not going to be a short term thing."

The initial surge of interest in affiliating with one of the two services, said Fries, has not diminished. Station feedback and research conducted by Unistar, said Fries, reveals that there is interest in long-term affiliations from music stations. Since the outbreak of war, Unistar has signed 95 new affiliates to one of the two services.

"This is revisiting the issue with an awful lot of radio stations," said Peter Moore, CBS vice president affiliate relations, "because their listeners will now grow to expect news on the station." Operators will now have to compensate to meet that level, said Moore, or listeners will begin sampling all over the dial.

As for the rush from stations to affiliate, Moore said CBS is represented in all the major markets. "We have a lot of radio stations in medium and smaller markets call us, and the stations in top 50 to 100 markets already know we are there because we are constantly talking to them," he said. "Besides," he added, "we are not looking for the guys that come in like the locusts and leave like the locusts. We are not looking for that



Gary Fries



Frank Raphael



Peter Moore

type of affiliations. In fact, contractually, there are certain specifications so that overnight affiliations can't happen. Not just for us, but for all of the networks," he said.

Many stations are reaping the best of all possible worlds, affiliating with as many networks as they can and then sampling for the best news product. AP Broadcast Services, deputy director of news and managing editor, Brad Kabfeld, likes to think of his team as "the Stealth Radio Network—we are everywhere but unrecognizable—we take whatever shape our affiliates need us to take," he said.

AP has been the radio network providing coverage for Armed Forces Radio and Television, said Kabfeld, with four reporters in the area reporting exclusively for radio (AP has about 50 reporters in the region). The network provides affiliates with two channels, the Network News Main channel, and the AP Hotline. "The idea," said Kabfeld, "is to give stations as many different formats as we can—the point to AP is flexibility—we don't want to tie their hands; we want to serve them."

"The three things that are always looked at, in making an affiliation decision," said Derek Berghuis, senior vice president of programming and affiliate marketing, ABC Radio Networks, "are compensation, product and inventory. We are very product intensive." At ABC, he said, it is the quality of the news product that makes the affiliation desirable. "We don't compensate stations at the same levels as other networks," he said. "We couldn't and provide the same product that we do right now, and still be in business."

Frank Raphael, ABC Radio director of network programming, said the emphasis is on the long-term. "We perceive of

our affiliations as partnerships for the long haul, so there really hasn't been a bunch of quick and dirty affiliations here, that is not the business we are in," he said.

The crisis has enabled music-driven radio stations to discover information and how valuable it is to their listeners, said Raphael. "These stations are getting a lot of feedback that they are very surprised to hear, about how valuable news and information are to their listeners," he said.

A recent newcomer to the world of radio news is Jim Hood's Zap News. The Persian Gulf war has been the company's "trial by fire," said Hood, and so far, their client stations seem satisfied. Most of Zap News' 200 affiliates are music stations, according to Hood. With a few news, talk and religious stations thrown into the mix. "We received a surge of requests when the fighting broke out," he said, "but it has certainly gone back to normal since then."

Zap News operates much the same as AP or UPI, said Hood. Its broadcast desk is based in Fairfax, Va. (outside Washington). The company relies on reporters, stringers and news companies with which it has news exchanges, to gather information, which is then sent out using a computer system. The difference with AP and UPI, said Hood, is that Zap News is smaller and has no bureaus. "We don't have bureaus, we are just bypassing the whole bureau structure," he said.

Zap News's plans for the coming year include building up the services it already has (to include news gathering from all 50 states) and the addition of business reports and a customized audio service. Affiliates could then order only the information or material that it needed.

-CC





# Unistar Delivers!

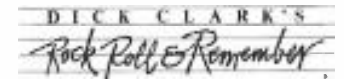


## NEWS PROGRAMMING

**UNISTAR RADIO NEWS**

**CNN RADIO NEWS**

**FNN BUSINESS RADIO**



## 24 HOUR FORMATS

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**THE OLDIES CHANNEL**

**FORMAT 41**

**COUNTRY**

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**ADULT ROCK N' ROLL**

**SPECIAL BLEND**

**CN HEADLINE NEWS**



**THE WEEKLY  
COUNTRY MUSIC  
COUNTDOWN.**

## LONG FORM PROGRAMS

**WEEKLY &**

**MONTHLY SPECIALS**



## NONCOMMERCIAL RADIO: LEAN, BUT PROLIFIC

*Even in uncertain economic times, NPR and APR continue to deliver news with extra money from CPB, listeners, other funds*

Listeners scanning the radio dial for comprehensive news coverage and analysis of events around the world, would do well to check with their local noncommercial broadcaster. Around the country, public radio, in the form of National Public Radio and American Public Radio, has proved that even in a depressed economy, it can deliver as well as any commercial network (executives at both networks would argue even better).

"It has been a fine hour for radio, especially for public radio," says Steven Salyer, president, American Public Radio. Listener response to APR's efforts, he said, has been underscored by the response many stations are getting during their ongoing fund raising drives. "Listeners keep telling us that public radio is, in their eyes, the more authoritative source," he said, adding that they are proving it by reaching for their wallets, even in tight economic times.



Steven Salyer



Doug Bennet

"The heart of what we do is reflecting on events," said Doug Bennet, president, National Public Radio. "Our real forte is looking at why something happened." The advantage enjoyed by NPR reporters, he said, is that they can take time with a story and analyze it in depth. "Public radio has a special obligation to inform—and it has the flexibility to do it," Bennet said. The comprehensiveness of the coverage on both networks (which share many affiliates) has, in his opinion, made public radio "the place to go for the person who wants to be informed."

Keeping their listeners informed has meant escalating costs for both networks. But both expect to meet the challenge of continuing their expanded news coverage and other programming. "We are very careful about the budget and not overspending," said Bennet. "Times are uncertain, so we have been very careful not to overspend." NPR has eight reporters in the Gulf region and uses many stringers, some of whom are BBC reporters.

To fund the effort, NPR has put into place a three-pronged plan to raise additional dollars (BROADCASTING, Feb. 4). To date, said Bennet, NPR had handled coverage out of internal resources. The plan is to raise \$1.4 million additional funds. They would come mainly from the Corporation for Public Broadcasting, voluntary contributions from member stations and foundation and corporate gifts. "The campaign is in its third

week," said Bennet, "and we are very close to target."

American Public Radio does not produce its own programming, said Salyer, although APR does finance program production. "Our expanded war coverage has not had a seriously depleting effect on our budget," he said. To make the full extent of programming available, APR booked extra satellite time and was running the BBC World News Service 24 hours a day, said Salyer. Stations had the ability to monitor the feeds and select the programming they wanted. After the initial days of war, APR has been monitoring the feeds, instead of just providing them, and alerts stations to pertinent news coverage as it happens.

"Our principal effort," said Salyer, "has focused on making available the full extent of coverage of the BBC World Service and the CBC coverage."

Among the news and information programs provided to its more than 400 affiliates are *As it Happens*, an hour-long news and interview program produced by the Canadian Broadcasting Corp.; *Marketplace*, two daily editions, one nine-minute morning report and a 29-minute evening report, produced by University of Southern California Radio; *Modern Times with Larry Josephson*, a weekly, two-hour, call-in program produced by WNYC-AM-FM New York; *Monitor Radio Early* and *Monitor Radio Daily* and *Monitor Radio Weekend* editions.

Coverage provided by NPR to its 425

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**Right at Home**

Right at Home is underwritten by the National Association of Home Builders

affiliates ran 24 hours over the first three days of the conflict and included expanded hours for *Morning Edition* and *All Things Considered*. Since then, expanded coverage has been limited to hourly newscasts, daily two-hour national call-in programs (one of which C-SPAN carried) and live coverage of press briefings and presidential addresses. "We have tried very hard to keep up our other kinds of coverage," said Bennet. "to try not to let the war squeeze out the rest of the news completely."

The ability to bring together a series

of international resources into comprehensive packages is what has made public radio shine, said Salyer. "What our listeners are looking for is the multiple perspective," he said. "I think that APR, because of our international relationships, can provide that perspective. We have discovered that there is an unquenchable appetite for this kind of international material," he said. "Radio is so accessible—and there haven't been that many pictures from the war until recently—people have rediscovered the power of radio." —C

## CBS CARVES HISPANIC NICHE WITH SPORTS ENTERTAINMENT

In an attempt to carve out a strong presence in the rapidly expanding Hispanic advertising market, CBS Radio last year launched the CBS Hispanic Radio Network. Drawing on sports and entertainment programming targeted at Spanish-language affiliates, the network, which is a cooperative effort between CBS Radio Sports and CBS Radio Reps, went on-air last July with Spanish-language play-by-play of the Major League All Star Game. Programming continued with the baseball play-offs and World Series, *A Magical Christmas From Disneyland* in December, as well as the NFL play-off games and Super Bowl in January 1991.

According to Nick Kiernan, operations manager for CBS Hispanic, stations in 30 markets carried the baseball broadcasts, covering 80% of the U.S. Spanish-speaking population, while some 25 picked up the NFL coverage. As a whole, Kiernan said that stations appreciated the schedule of programming, "and advertisers are beginning to appreciate us as a viable medium." He said that baseball play-by-play coverage was an obvious element of the network's programming, but the football broadcasts were met with some skepticism. While the network did not conduct audience research for the football programming, network inventory was sold out.

Kiernan admitted that some stations felt we were stretching it a bit far with football, "because Hispanics traditionally prefer soccer, but many stations told us they had great response from listeners who were watching the game on television and listening on radio." He said that some stations reported that this was the first time their listeners were able to



Nick Kiernan

appreciate football "in my own language."

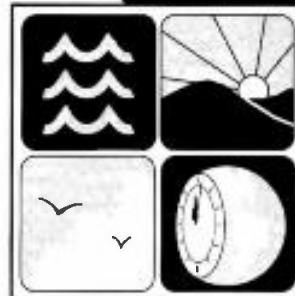
Kiernan said that the network is assessing its sports and entertainment programming that was offered in 1990, and is planning to enhance the baseball package. "We're also looking to see what we learned from the football experience, as well as various entertainment programs." He also indicated that CBS was looking into plans for Spanish-language newscasts. "We're often asked about our plans for news, and we discuss it quite a bit," he said. "Stations are looking to us to provide leadership, and we're trying to figure out ways to do it."

One challenge experienced by Spanish-language programmers is the nebulous definition of Hispanic radio. Kiernan said CBS Hispanic is attempting to avoid the "Spanish niche issue" by pro-

Continues on page 67.

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# RADIO

## COUNTRY FORMAT BENEFITS FROM NEW ARTISTS, CHANGING PERCEPTION OF AUDIENCE

*Advertisers, who are increasingly using country performers as spokespersons, have played major role in changing image of country music listener*

**C**ountry music is the most popular format programed on radio stations in the U.S., according to the BROADCASTING YEARBOOK. Over the last decade, country-formatted radio stations have benefitted from a wealth of new artists and new country music styles, making such performers as Randy Travis, The Judds, Reba McEntire, George Strait and Ricky Skaggs household names across the United States. Madison Avenue has led the way in changing the perception that the country music listener is an undesirable target for advertisers.

According to Ed Salamon, president, Unistar Radio Networks, and member of the Country Radio Broadcasters board of directors: "Country radio is a format

that is largely driven by the music, and country music is in better shape today than it has ever been before." There was a time when it was thought that a country album could only sell gold or platinum if it crossed over to the pop music charts, said Salamon. But Randy Travis shattered that myth when his albums went platinum, fueled only by play on country stations. "In a sense, radio has never had better product to work with—it has never had more popular product to work with than it does at this time in history," Salamon said.

The prospects for country music look good. According to numbers compiled by Katz Radio Group Research, one out of every six Americans is reached by country radio every week. More impor-

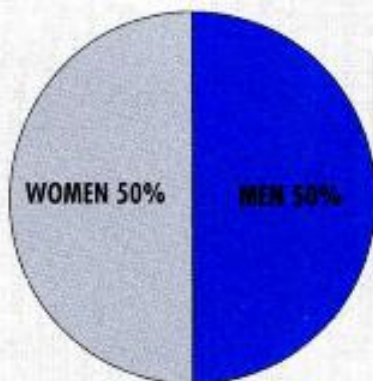
tantly, the country music listener indexes above the norm (100) in product consumption categories such as domestic travel (107); personal bank loans (123); sporting goods (115); convenience stores (108), and diet soft drinks (105). As for lifestyle categories, the numbers show married listeners, 112; household size over five, 111; children under 18, 117, and owning a residence, 107.

According to Salamon, the advertising community has played a key role in changing the perception of the country music listener. "The people at Coca-Cola are probably one of America's most sophisticated advertisers," he said. "They chose Randy Travis as their spokesperson. They didn't do that to promote Randy Travis, they did that to promote Coca-Cola." Another example is Oldsmobile, which chose the mother-daughter singing duo, The Judds, for the car manufacturer's "This is not your father's Oldsmobile" campaign.

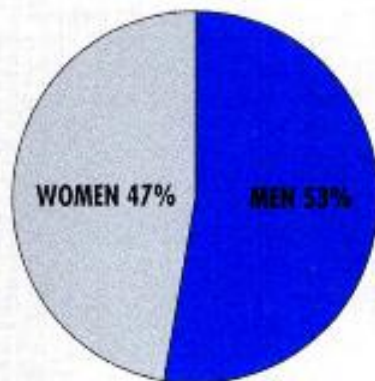
"So it has turned," said Salamon. "Not only is there a lack of a negative stereotype, there is a positive attraction to country music. And proof of this is that the advertisers are going after country artists as spokespersons."

A large part of country music's attraction stems from its strength with the 25-54 age demographic (see chart). Although radio stations have been shifting their emphasis from the 18-34 demographic to the 25-54 one, country is well-prepared to meet the challenge, said Salamon. "The Country Radio Seminar is one of the reasons that country radio is such a strong competitor," he said. "One can't underestimate that show [which attracts more than 1,000 participants each year] as a force for country radio. Every station that goes to the Country Radio Seminar comes back better prepared to fight the radio wars in their markets," Salamon said. "Add that to what I mentioned earlier about the music being more popular than

### COUNTRY LISTENERS EVENLY SPLIT AMONG MEN, WOMEN 12+ AND 25-54



PERSONS 12+



ADULTS 25-54

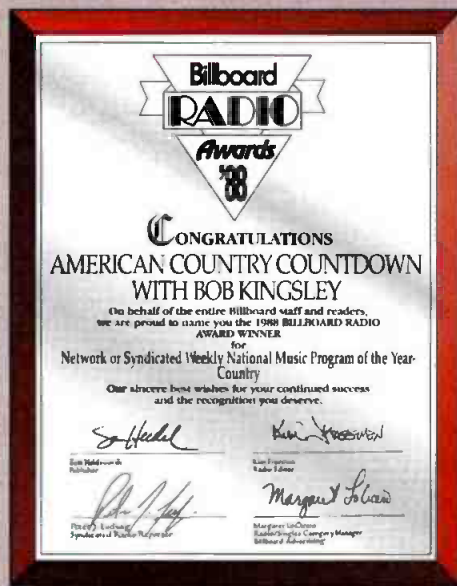
Source: Katz Radio Group Research, Arbitron national format average  
—MSA AQH fall 1990—all country stations

# To all our friends in Country Radio...

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1988



1989



1990



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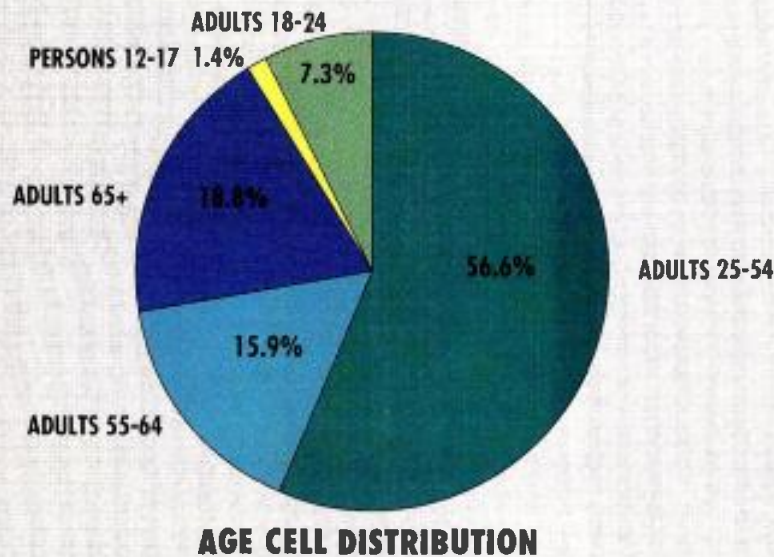
**abc ABC RADIO NETWORKS**

**ABC Watermark**



**True Value**  
 HARDWARE

## COUNTRY MUSIC HAS STRONG 25-54 AUDIENCE



Source: Katz Radio Group Research, Arbitron national format average  
—NSA AQH Fall 1990—all country stations total week

ever," he added. "and you have a one-two punch which makes the future of the format very healthy."

Another phenomenon of country music has been its ability to resist fragmentation. While formats such as CHR, adult contemporary and rock have been splintered into three and four mini-formats, country music has in large part resisted that trend. "What you have is a musical consensus," said Salamon. "You have generations of country music listeners all agreeing on some of the same artists and types of music." Young listeners enjoy the music of older or "heritage" artists; older listeners line up for new performers such as Travis and Strait. "Strangely enough, George Jones will tell us that he is a George Strait fan and vice versa. I do believe that this is part of the music's strength and helps it resist fragmentation," Salamon said.

Strong ties also exist between the artistic community and the country radio stations. And radio programmers formatting country stations tend to like country music, said Salamon. "That may seem an obvious statement," he said, "but not all radio programmers are fans of the music they program." —LC

## NASHVILLE NOTES: THE COUNTRY RADIO SEMINAR

The Interep Radio Store will unveil the next step of its Radio 2000 plan, the formation of the "Country Radio Format Network," at the 22nd annual Country Radio Seminar this week in Nashville (March 6-9). Marc Guild, president of marketing, and Les Goldberg, president, Interep, will present the details at a breakfast on Saturday, March 9. The network will be the first of a group of national networks being developed under the Radio 2000 program, and will match heavy listeners of country radio with heavy users of advertisers' products and/or services.

Larry Daniels, president of the Country Radio Broadcasters, and general manager, KNIX-AM-FM Phoenix, expects this year's CRS attendance to be down somewhat from 1990. "But," he said, "we are coming off 30%-40% increases over the last two years." Daniels expects seminar discussions to be dominated by two issues: "There is such a tremendous amount of country music product right now," he said, "that there isn't enough room on the playlists. Stations are struggling to increase their playlists because there is not enough opportunity to play all the good music that is out there." As a result of the wealth of product available, Daniels said, the second issue is format fragmentation.

Although country radio has so far resisted fragmentation, Daniels sees splits at the seams of the format. "We are seeing pull in the directions of traditional, rock and contemporary country," he said.

"On the Road Again" is the theme of the CRS, which is being held at the Opryland Hotel and Convention Center. Workshops, educational panels and discussions dealing with both the radio and music industries are among discussion highlights. Among the headliners: Roy Blount Jr., writer and humorist; James Gregory, comedian and Epic recording artist; Dick Orkin, president, Dick Orkin's Radio Ranch and Home for Wayward Cowboys, and country musician George Strait.

Bob Pittman, chairman and chief executive officer of Time-Warner and one of the founders of MTV, will participate in the panel *Music Video, See It Now: New Artists, New Hits, New Listeners*, an analysis of music video's role in breaking in artists, selling product, building image and its effect on the radio listening audience.

Other panels slated for the convention include *Breaking the Country Bias: Qualitative and Quantitative Sales Tools You Can Use*, with panelists representing the advertising community; *Format Fragmentation: Finding your Niche Can*

*Be a Bitch*, will examine hybrid formats and their competitors; *Account Development: Getting the Most from Your Clients*, on how to turn \$500 accounts into \$25,000 accounts; *The Artist Explosion: Too Many Faces and Not Enough Places on the Playlist*, looks at differing priorities of radio stations and record companies; *Promotions for All Markets: One Size Fits All*, outlines successful promotions for different market sizes and station demographics; *Formats: The Nuts and Bolts of Daily Programming; Database Marketing for Less Than You Think*, and *Caught in the Crossfire: How the Music Industry Copes with Radio Range Wars* will discuss competitive tactics between radio stations in the same market and how that affects record companies with regards to promotions, interviews and new releases.

There also will be two longform sessions. The first will feature Charles Garfield speaking on having a management game plan for the 1990's. Dick Orkin and Cristine Coyle will talk about overcoming the worst creative obstacles.

The Canadian Country Music Association will return to the Country Radio Seminar for the second consecutive year. CCMA will host the seminar's Saturday luncheon and present Canadian talent to the attending broadcasters. —LC

# PROGRAMING

## 'MURPHY,' 'FULL HOUSE' ON A ROLL FOR WARNER

Both shows near 100 clearances for prices said to be premium

**M**urphy Brown and Full House are poised to join the \$1 Million (per episode) Club, no small feat at a time when TV stations are keeping a tight rein on program costs. Both shows, from Warner Bros. Domestic Television and Distribution (WBTD), are cleared in close to 100 markets, said Keith Samples, the company's senior vice president of off-network syndication. *Brown*, which debuts in syndication in 1992, has only been on the market since last summer, and strong sales for the reruns are a testament to its appeal. *House* has been on the market longer and debuts this fall.

Both shows are being sold for cash, although Samples said WBTD may sell sitcoms for cash plus barter or straight barter, in the future.

According to Samples, *Murphy Brown* has been sold in 96 markets, representing 86% of the U.S., while next season's debut of *Full House* has been cleared in 90-plus markets with national coverage exceeding 80%.

Samples declined to provide exact dollar figures on the sales of both sitcoms. But he said *Brown* "easily approaches" the \$1 million per episode figure. By comparison, Buena Vista Television's off-network sales of *Golden Girls* surpassed that figure, the company said in a filing with the FCC. As to *Full House*, Samples coyly said "some series that get \$600,000-\$700,000 [per episode] are a huge success, and to get \$1 million or more is a real home run."

"Believe me, Warner Bros. is happy with our pricing as it relates to competing premium sitcoms," Samples added. Industry sources have estimated that Columbia's *Married* could earn \$1.1 million to \$1.4 million, while the other fall 1992 entry, *Roseanne*, is said to be reaching upwards of \$1.2 million per episode (see box, this page). In 1987 Viacom's *The Cosby Show* was reported to have earned a record \$4.2 million per episode, followed a year later by Columbia's sales of *Who's The Boss?*, at a reported \$2.5 million per episode.

"*Cosby* and *Who's The Boss?* were aberrations...very rare cases," Samples



Murphy Brown



Full House

said. "WWOR-TV took a \$15 million dollar write down [loss] from sitcoms; most of that relates to *Cosby*, *Growing Pains*, *Murphy Brown*, *Roseanne* and *Married...with Children* are quality sitcoms and their pricing is in line with what their market value is to stations. You want your customers to make money and see that their lineups are not cannibalized by overpriced sitcoms, so they'll make good profits and be able to buy a *Family Matters* or a *Fresh Prince* down the

line."

In recent years, the temptation has been growing to tag 30 seconds or a minute of national barter time onto cash license fees (as is the case with *Married* and *Roseanne*, respectively), Warner Bros., so far, has stuck to the traditional straight cash deal, with a track record of success. Samples said cash/barter combinations are not to be feared, and the company has considered the introduction of straight barter deals in the off-net-

### ROSEANNE: STEADY AS SHE GOES

**W**hile Warner Bros. is blanketing the country with pitches and deals for *Murphy Brown* and *Full House*, Viacom is moving at a more methodical pace in clearing *Roseanne*, scheduled to debut in 1992. The company has cleared the show in close to 30% of the country, sources said, including, WNYW-TV New York and KCOP-TV Los Angeles. Negotiations in Chicago are ongoing. Recent deals include WEXT-TV Boston; WOIO-TV Cleveland; KMBC-TV Kansas City, Mo.; WJZY-TV Charlotte, N.C.; WXIX-TV Cincinnati; KPLR-TV St. Louis; WTIC-TV Hartford; KTXL-TV Sacramento, WXIN-TV Indianapolis, KTSP-TV Minneapolis; WDZL-TV Miami, and WVTM-TV Milwaukee. Last week, Viacom sales executives made pitches in Chicago and Washington. This week, the company is expected to open up five markets—Dallas, Houston, Portland, Seattle, and Tampa. Sources said prices being paid varied widely: WEXT-TV Boston, for example, was said to have paid about \$27,000 per week, which several observers characterized as a great deal for the station. In Cleveland, WOIO-TV is said to have paid approximately \$22,000 per week, which one observer characterized as high for the market. Stations also have to give up 30 seconds of barter time per episode.

work marketplace.

"I think there can be a place for straight barter in the not too distant future," Samples said. "Some stations don't mind giving up one minute of [advertising] inventory if they know there will be some room to tinker with the pricing. Stations go into talks now with five or 10 years of data on that sitcom's network ratings and local tracks, and when it comes to barter, they know the projected value of the spots, what they're giving up and what they're getting in return. They're all very astute."

Of 96 *Murphy Brown* stations sold at

this point, Samples says 36 are affiliates, which he says is attributable to the program's "versatility" to play in prime access, late fringe or early fringe. Only three markets, he says, out of the top 30 ADI markets—Washington, Houston and Minneapolis—have yet to finalize deals for the currently running CBS sitcom.

In the top two markets, Samples says he has had indications from WPIX-TV New York that the station will place *Murphy* in access at 7:30 p.m. (ET), while co-owned Tribune Broadcasting independent, KTLA-TV Los Angeles, will

give it an 11 p.m. (PT) berth following the stations top-rated 10 p.m. local news. Also, Tribune flagship, WGN-TV Chicago is looking at 6 or 7 p.m. (CT) or late fringe, according to Samples.

*Full House* also picked up the same three Tribune stations, including WGNX-TV Atlanta. Other top market clearances are WGBS-TV Philadelphia, WLVI-TV Boston, WXON-TV Detroit, WTTG-TV Washington, KTVT-TV Dallas and KTXH-TV Houston. The only remaining unsold top 20 markets, which he says are soon to be closed, are San Francisco, Minneapolis and Tampa. -MF

## NETWORK PROGRAMERS TALK OF STREAMLINED PILOT PROCESS

**A**s a means of cutting costs, networks will be ordering fewer pilots and more pilot presentations, and making better use of made-for-television movies and specials as the basis for series. Examining the traditional pilot process was the basis for a Hollywood Radio and Television Society luncheon in Los Angeles last Wednesday, which brought each of the four networks' top development executives together to discuss the process by which network schedules are made.

The panel was moderated by Ted Herbert, executive vice president, prime time, ABC Entertainment and president, HRTS. The networks were represented by Paul Stupin, executive vice presi-

dent, series programming, Fox Entertainment, Perry Simon, executive vice president, prime time programs, NBC, Stu Bloomberg, executive vice president, ABC Entertainment and Peter Tortorici, senior vice president, program planning, CBS Entertainment.

While each of the networks will be doing approximately the same number of pilot projects that were ordered last year—Fox is slightly up from last year—NBC's Simon said the difference this year is that more of the projects ordered will be in the form of short presentations rather than full-episode length pilots (see "Closed Circuit."). A recent presentation commissioned from a studio provided them with nearly all

the information necessary to make a decision about the project, he said, but cost them only about \$10,000, a fraction of what a pilot for a half-hour series would cost.

"Cutting back is not the answer," said Tortorici, who noted that contributing to the excesses of the process in the past was that networks often ordered pilots that stood little chance of receiving a series order. "We've gotten to a point where we really believe in what gets made. As for setting stricter limits on the number of pilots CBS will order or the amount of development money the network will spend, he said. "I don't foresee a time when we won't make a pilot that we're passionate about merely because we've reached an artificial barrier."

Simon suggested that the next big hit on television will be an 8 p.m. hour-long action-adventure series with teen and young adult appeal. He made the prediction after being asked whether the networks should assume a bigger burden, through license fees, for the production of hour series given the soft off-network market for the shows. "I have to believe the pendulum will swing the other way," he said.

Stupin acknowledged that Fox has not responded quickly enough to producers this season as well as in the past and that executives are working on hastening the process of reviewing concepts and ordering pilots or scripts. However, he disputed the notion that Fox had expanded too quickly this season by pointing out that Fox's three key moves—of *The Simpsons* to Thursday night, *America's Most Wanted* to Friday night and *In Living Color* to an earlier slot on Sunday night—are working.

As for pilot testing at ABC, Bloomberg said sometimes programmers rely too heavily on the results, "for instance when we use it as a crutch and take it too seriously." If used judiciously, he said, pilot testing is a good tool. -SC

### PRIMING THE PROGRAMING PUMP



**P**ublic Broadcasting Service President Bruce Christensen (l) and Corporation for Public Broadcasting President Donald Ledwig (r) signed an agreement last week by which CPB will contribute \$22.5 million a year to PBS's new centralized programming and promotion fund. The balance of the fund will come from PBS member stations. With the fund said Ledwig, PBS will provide "more network-like functions than ever before."



## MUSEUM OF BROADCASTING CELEBRATES MEDIUM IN L.A.

Interest in The Museum of Broadcasting's 8th Annual Television Festival, which starts this Wednesday and runs through March 23 at the Los Angeles County Museum of Art, has heightened with the scheduled presence of Ken Burns, producer of PBS's highly acclaimed and rated mini-series, *The Civil War*. That and tributes to former NBC Entertainment president and MTM Television co-founder Grant Tinker, comedians Carol Burnett and Bob Hope, commercial director Joe Sedelmaier (Wendy's "Where's the beef?" and Federal Express commercials) and former talk show host Jack Paar are among the headline events.

Describing Burns's *Civil War* series as "one of the only real breakthrough shows" of the 1990-91 season, Museum of Broadcasting President Bob Batscha, said that the Saturday, March 9 program (at 9:30 p.m., PT) sold out the Leo S. Bing Theater's 600 seats several weeks ago. Burns's works, besides the *The Civil War*, will include screenings of PBS documentaries; *The Congress*,

*Huey Long* (the late governor of Louisiana) and *The Shakers*. Batscha said that Burns, who is in the midst of producing a new PBS documentary on the history and origins of baseball, also may have some completed segments to present at the session.

The opening of the 1991 festival, "A Salute to Grant Tinker" will be Wednesday, 8 p.m. Tinker, who along with his then-wife Mary Tyler Moore founded MTM Enterprises in 1970, will screen highlights from such ground-breaking series as *The Mary Tyler Moore Show*, *Hill Street Blues* and *St. Elsewhere*. After heading up NBC's entertainment division, Tinker founded and became president of GTG Entertainment, a Los Angeles-based independent network and syndication production house. TV's top producers, writers, directors and stars like Edward Asner, Stephen Bochco, James L. Brooks, Allan Burns, James Burrows, Thomas Carter, Gary David Goldberg, Ted Danson, Sheldon Leonard, Bruce Paltrow, CBS Entertainment President Jeff Sagansky, Jay Sandrich,

NBC Entertainment Group Chairman Brandon Tartikoff, Ed Weinberger and Hugh Wilson will discuss the impact of Tinker's contributions to the TV industry.

Most of the 17 evenings of the festival are dedicated to the study and discussion of prominent TV series, telefilms, mini-series and specials—past and present. The schedule of remaining events follows: *The Simpsons*, Thursday, March 7, 8 p.m.; *In Living Color*, Friday, March 8, 7 p.m.; *Marty* (a newly mastered kinescope tape of the Paddy Chayefsky scripted play starring Rod Steiger and broadcast live on May 24, 1953 will be screened), Friday, March 8, 9:30 p.m.; *Taxi*, Saturday, March 9, 7 p.m.; *The Tonight Show with Jack Paar*, Thursday, March 13, 8 p.m.; *The Law* (a 1974 criminal justice telefilm produced by John Badham and starring Judd Hirsch), Friday, March 15, 9:30 p.m.; *Northern Exposure*, Saturday, March 16, 7 p.m.; *Dream On*, Saturday, March 16, 9:30 p.m.; *The Dollmaker* (starring Jane Fonda), Wednesday, March 20, 8 p.m.; *The Trials of Rosie O'Neill*, Thursday, March 21, 8 p.m.; *Doogie Howser, M.D.*, Friday, March 22, 7 p.m.; and *Brian's Song*, March 22, 9:30.

—MF

## BYRNE EXPANDS BARTER

Byrne Enterprises, a new barter syndication company based in New York, is launching two new weekly barter programs for fall 1991 and will sell the barter advertising in those shows and several others.

The company, founded last year with financial backing from Hearst Entertainment, is headed by Brian Byrne, former president, International Advertising Sales, New York, a barter sales company, and before that, executive vice president, Orbis Communications.

In addition to the proposed new weekly programs that Byrne will distribute—*Desert Island Video* and *The Dream League*—the company will also sell barter time in other programs, such as the new animated *Little Mermaid* from Saban Entertainment and Bohbot Communications.

*Desert Island Video* is a one-hour music video and celebrity interview show, hosted by singer *Vanity*. The show's setting is a desert island, and various celebrities are asked (among other things) what video they would choose if stranded on an island.

*The Dream League* is a half-hour sports game show in which two teams answer sports trivia questions and compete in "physical challenges." games such as shooting baskets and batting softballs.

Byrne is currently working out of Hearst Entertainment headquarters in New York. Last year, he brought the one-hour weekly drama series *Neon Rider* to Hearst; the show is currently cleared in 68% of the country.

*Neon Rider*, produced by Atlantis Releasing of Canada, has been renewed for a second year on CTV. Ratings in U.S. syndication have been mixed for its first year.

Byrne said, however, that the program will return next year in the U.S. But Hearst and Byrne still have to decide whether to renew it in syndication or go to cable, Byrne said.

Byrne expects to do additional deals to sell barter time for other distributors. He has an existing agreement with Medstar, based in Allentown, Pa., which produces medical programs for syndication and cable.

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## FOX SIGNS COLUMNIST LIZ SMITH

**P**ersonalities, 20th Television's strip, signed nationally syndicated gossip and entertainment columnist Liz Smith to a two-year hitch with 20th Television (Fox), committing her to appear several times a week on the program starting on or around April 1. Under the agreement, Smith will also appear locally on the Fox-owned outlet WNYW-TV New York.

Last week, Smith said she also expects to have a role in Fox's planned national news effort, currently in development. In fact, said Smith last week, "that is my chief interest." Fox has begun uplinking a nightly package of news material, although only a small number of affiliates are using it. Many other affiliates have put off plans of getting into the news business.

In addition to her print column, which appears in about 70 newspapers across the



Smith

country (the flagship paper being the strike-bound *New York Daily News*), Smith has heretofore been a regular on WNBC-TV New York's *Live at Five* news magazine since it began in 1978. Smith will leave that program as of March 8. (She has actually been off the air since the start of the Persian Gulf War due to news preemptions.)

Smith expressed last week she was "sad and happy" at the turn of events. "My tenure at *Live at Five* has been the most wonderful work experience," she said. "But Barry Diller made me an offer I couldn't refuse."

Last year, with WNBC-TV's permission, Smith did two pilots for Fox, along the lines of *Person to Person*, the vintage CBS interview show. Smith may also end up doing one of those for Fox, either for the network or for syndication.

## SYNDICATION MARKETPLACE

**Warner Bros. Domestic Television Distribution** reports that its fall 1991 hour talk show strip, *Jenny Jones*, has cleared 124 stations, 29 of the top 30 markets, representing 86% of the U.S. Top 10 markets signed are WWOR-TV New York, KNBC-TV Los Angeles, WMAQ-TV Chicago, WTXF-TV Philadelphia, KRON-TV San Francisco, WBZ-TV Boston, WRC-TV Washington, KXAS-TV Dallas, WDIV-TV Detroit and KPRC-TV Houston. Warner Bros. is offering *Jones*, who is also a standup comic, an even seven-minute local and national barter split.

**LBS Communications** has sold a half-hour pre-fight HBO special, *Countdown to Holyfield/Foreman*, to 45 markets with a broadcast window April 13-April 19, the evening of heavyweight title fight in Atlantic City, N.J. Program features interviews, fight footage and analysis of fighters' styles and strategies. Evander Holyfield, who became unanimous WBC, WBA and IBA heavyweight champion after knocking out Buster Douglas last September, faces George Foreman, a 42-year-old, ex-heavyweight champion turned preacher, making his ring comeback to recapture the world title. The pre-fight special, which will also air on HBO immediately before the fightcard on the cable network, has been cleared in such top markets as WPWR-TV Chicago, WGBS-TV Philadelphia, KTXA-TV Detroit, KTXH-TV Houston and WSB-TV Atlanta. LBS Communications is offering the special on a three-and-a-half-minute local and three-minute national barter basis.

**GGP** has cleared *How to Play the Tax Game and Win*, an hour-long special produced in association with *MONEY* magazine, a division of Time Warner Inc., on 112 stations, representing 71% of the U.S. The special offers advice on how to avoid the 10 most common and costly tax errors, and profiles people who successfully fought tax overcharges and penalties from the Internal Revenue Service. Recently added stations include WNBC-TV New York, KABC-TV Los Angeles, KRON-TV San Francisco, WKYC-TV Cleveland and KSDK-TV St. Louis. Slated to host is Dean Shepard, co-anchor of

CNBC's *Businessview*, and anchor of segments on network's *Moneywheel*. GGP is offering the special on a barter basis, six-and-a-half-minutes local and six minutes national, and will satellite feed the program March 15-April 14.

The early morning news program *First Business*, produced and distributed by **BizNet**, has signed 17 new stations, including WMAQ-TV Chicago, WJBK-TV Detroit, WJW-TV Cleveland and KPRC-TV Houston. The 30-minute program, which is updated three times daily (5 a.m., 5:30 a.m. and 6 a.m., ET) from Washington, and satellite-fed to stations, now airs in 83 markets, representing 72% of the U.S. It is available on an even three-minute local and national barter basis.

**Procter & Gamble** has become the third partner in Buena Vista Television's year-round promotional campaign for its highly rated two-hour animated children's block, *The Disney Afternoon*. McDonald's and the Kellogg Co. have been promotional partners since January 1990, and a Buena Vista spokeswoman said that signing Procter & Gamble is the final major link in a \$100 million marketing campaign in support of four half-hour programs (*Tale Spin*, *Chip 'n' Dale's Rescue Rangers*, *DuckTales* and *Gummi Bears*). During the May-June promotional period, Procter & Gamble will be offering free *Disney Adventures*, the official *Disney Afternoon* magazine, in store displays with Crest toothpaste. Free-standing inserts will tout promotional newspapers nationally starting May 19.

In related news, Buena Vista Television Ad Sales, the national barter sales division of Buena Vista Television, completed its first wave of staffing by naming Howard Levy vice president to head the New York office; Norman Lesser as executive director, New York; Jim Engleman, vice president of sales, Midwest, Chicago; Catherine Sulmasy, account executive, New York; Eddie Meister, director of operations, New York and Noreen McGrath, director of research, New York.

# RATINGS ROUNDUP

**F**or the week of Feb. 18-24, CBS scored its second straight weekly win, the first time the network has enjoyed consecutive wins since the 1986-87 season. CBS finished the week with a 15.1 rating and 24 share, followed by NBC with a 14.1/22 and ABC with an 11.9/19.

Powering CBS's performance last week was the two-part mini-series *And the Sea Will Tell*, which scored a 20.1 rating and 30 share for part one on Sunday, Feb. 24, helping the network win the night. *The Grammy Awards* (18.8/31) and *The Miss USA Pageant* (16.4/28) helped the network to win

Wednesday and Friday nights, respectively. CBS also won Tuesday night with *Rescue: 911* (16.1/25) and the two-hour movie, *Sins of the Mother* (14.5/23). In all, CBS had four of the top 10 programs, ABC three and NBC two. Fox's highest rated show was *The Simpsons*, which came in at number 26 with a 15.4/2.

Not surprisingly in a sweeps period, of the top 20 programs of the week, almost a third were specials, including CBS's tribute to Mary Tyler Moore, which came in at number 11, and an NBC special on the predictions of Nostradamus at 17.

## Week 23

## NTI Network Prime Time Report for week of Feb. 18 - Feb. 24

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	▲	21.6/33	N	Cheers
2	▲	20.3/30	N	Love, Lies/Murder, Pt.2
3		20.1/31	C	Movie: Sea Will Tell, Pt.1
4	▼	19.0/30	C	60 Minutes
5		18.8/31	C	Grammy Awards
6	▼	18.6/28	A	Roseanne
7		18.2/26	C	Murphy Brown
8	▼	17.8/30	A	Full House
9	▲	17.6/26	A	Amer. Funniest People
9	▲	17.6/26	A	Amer. Funniest Videos
11		17.4/26	C	Mary Tyler Moore
12	▼	17.3/27	N	A Different World
13	▲	17.1/26	N	The Cosby Show
13	▲	17.1/25	C	Major Dad
15	▼	17.0/28	A	Family Matters
16	▼	16.9/25	C	Murder, She Wrote
17		16.5/24	N	Nostradamus
18		16.4/28	C	Miss USA Beauty Pageant
18	▼	16.4/25	N	Unsolved Mysteries
20	▼	16.2/24	A	Coach
20	▼	16.2/26	N	Wings
22	▼	16.1/28	N	L.A. Law
22	▲	16.1/25	C	Rescue: 911
24	▲	16.0/24	N	Fresh Prince Of Bel Air
25	▼	15.7/24	N	Matlock

26	▲	15.4/24	F	The Simpsons
27	▲	15.2/23	C	Evening Shade
28	▼	14.9/23	A	Who's The Boss?
29	▼	14.7/22	N	Heat Of The Night
30	▲	14.5/23	C	Sins Of The Mother
31	▲	14.2/21	A	Davis Rules
32	▼	13.9/22	N	Good Morning, Vietnam
33	▲	13.4/20	N	Blossom
34	▲	13.0/22	C	Knots Landing
35	▲	12.8/19	A	MacGyver
36	▲	12.5/21	A	thirtysomething
37	▲	12.4/18	F	In Living Color
37	▲	12.4/18	F	Married...With Children
39	▼	12.3/21	A	Perfect Strangers
40	▼	12.2/19	A	Doogie Howser, M.D.
41	▼	12.0/21	A	20/20
42		11.8/18	A	Movie Spec.: Columbo
43		11.2/17	A	Fire! Trapped-37th Floor
44	▼	11.1/17	A	Growing Pains
45		10.6/19	N	Amen
46		10.5/18	N	The Empire Strikes Back
47	▲	10.4/16	A	Movie: Bull Durham
48	▼	10.3/17	A	Going Places
48		10.3/18	A	Gulf War Day 39

50	▲	10.1/16	A	Father Dowling
51	▼	9.9/17	N	Law And Order
52	▲	9.6/16	C	Guns Of Paradise
53	▼	9.5/16	N	Hunter
53	▲	9.5/15	C	Top Cops
55	▲	9.3/15	C	Flash
55	▲	9.3/16	A	Primetime Live
57		9.2/16	N	Amer. At War, Pt.2
58	▲	8.6/13	F	Get A Life
58		8.6/15	C	War In The Gulf
60	▲	8.3/13	F	Parker Lewis
61		8.0/12	F	Cops: Coast To Coast
61	▲	8.0/14	A	Young Riders
63		7.9/12	N	Exposé
63	▲	7.9/12	A	Gabriel's Fire
65	▲	7.8/12	F	Babes
66	▲	7.1/12	F	Cops 2
67	▲	6.8/11	F	Beverly Hills, 90210
68	▲	6.5/11	F	America's Most Wanted
68	▲	6.5/11	F	True Colors
70	▲	6.3/11	F	Cops
71		5.7/10	F	World's Greatest Stunts
72	▲	5.3/9	F	Totally Hidden Video
73		4.8/8	F	Comic Strip Live
74		4.0/7	F	Get A Life Spec.

## FREEZE FRAMES: Syndication Scorecard \*

Week ended Feb. 17

Rank	Program (Syndicator)	Rtg	Sns	Covg				
1	Wheel of Fortune, syn. (King World)	14.9	234	99	8	Current Affair (20th Century Fox TV)	7.9	193 96
2	Jeopardy! (King World)	13.5	219	99	9	Magic I (Buena Vista)	7.5	187 93
3	Star Trek: Next Generation (Paramount)	13.0	239	98	10	Donahue (Multimedia)	6.4	234 99
4	Oprah Winfrey (King World)	11.1	224	99	11	Inside Edition (King World)	6.2	134 82
5	Entertainment Tonight (Paramount)	8.7	184	96	12	Super Force (Viacom)	5.8	175 95
6	Cosby Show (Viacom)	8.6	210	99	13	Star Search (TPE)	5.6	172 96
7	Wheel of Fortune, wknd. (King World)	8.5	187	84	14	Sally Jessy Raphael (Multimedia)	5.4	197 96
					15	Hard Copy (Paramount)	5.2	172 91

\* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

# CABLE



The A's and the Reds, vying for more cable carriage

## SPORTS SERVICES TRY TO INCREASE MARKET SHARE BY START OF BASEBALL SEASON

**W**ith five weeks remaining before the start of the Major League Baseball season, several regional cable sports services that carried baseball for the first time in 1990 are still working on reaching 100% of their market universe.

The world champion Cincinnati Reds, whose cable rights are held by SportsChannel Cincinnati, aren't carried in their hometown, as Warner Cable and SportsChannel have not reached an agreement on carriage after one year of talks.

SportsChannel Bay Area (SCBA) has fared slightly better with its carriage of the San Francisco Giants and the Oakland A's. The pay service is available to roughly half the homes in the inner market, but a deal with Tele-Communications Inc., a major operator in the area, remains elusive.

Where regional sports services are not carried, the problem is often that one party wants carriage of the service on basic, the other on pay. SportsChannel

has backed off its original guaranteed basic subscriber payment stance and is now showing more flexibility on the types of tiering it will allow.

The high price of many regionals makes it difficult for operators to carry them on basic. At the same time, when regionals are carried as a mini-pay or pay service, it cuts down their ability to generate advertising revenue and places much of the marketing responsibility on the operator, who is marketing other services as well.

John Mohr, president of SportsChannel's regional services, said "all new businesses" require "tremendous investment.... Anytime you have a business that loses money and takes capital expenditures, there is pressure" to get closer to profitability. Mohr acknowledges that in Cincinnati "we're behind where we'd thought we'd be," and that 1991 will be "an important year" for SCBA.

With the worsening financial environment, Mohr said, "you feel more in-

clined to get out and get [carriage deals] done.... We like to think we're flexible" in negotiations with operators. Both sides, he said, "are trying to protect what you need in a difficult financial environment."

Mohr said discussions in Cincinnati have been ongoing, although Virgil Reed, president and general manager of the Warner system there said there have been no new proposals since September. SportsChannel wants to be on basic on Warner's 175,000-subscriber Cincinnati system, while Warner wants to offer it as a pay service. Reed said the cost to have the service on basic was too high without a rate increase "that was politically not possible."

Warner and SportsChannel Ohio reached an agreement for carriage as a mini-pay service late last year after months of negotiations and joint research. But that hasn't served as a model for other markets such as Cincinnati, said Mohr, because each market is different. Warner offers a 23-channel basic

service for \$6.95 in Cincinnati and a 54-channel service for \$20.95. Unlike some other MSO's, Warner has no negative option tier, where more expensive regional sports services are carried, and does not contemplate one, said Reed.

Outside Cincinnati, the service has had better success. The network reaches 200,000 basic subscribers, said Jim Corno, vice president, Midwest division, of SportsChannel, with 15,000 homes in the Cincinnati suburbs, out of a potential 300,000 homes in the inner market and 185,000 homes in the outer market (Lexington, Ky., and Terre Haute, Evansville, and Anderson, all Indiana) out of a potential 3 million homes. Large cities unsigned include Storer's Louisville, Ky. system (175,000 subscribers), and Continental in Dayton, Ohio. The Reds will be seen on Warner's Columbus, Ohio, system, as part of SportsChannel Ohio (which carries the Cleveland Indians) there. Corno said several hundred thousand subscribers see Reds games through such carriage deals.

As for San Francisco, Mohr said SportsChannel "is always in conversations with TCI" about carriage, although discussions aren't divorced from other issues between the companies. Mohr hopes market demand will motivate other operators to carry the service.

To date, SCBA has achieved a 6% buy rate as a pay service. Mike Bair, vice president and general manager of SCBA, said the service has 50,000 pay subscribers in the inner market on systems that serve 750,000 basic subscribers. There are about 1.4 million total cable homes in the inner market.

Viacom, the other major operator in San Francisco in addition to TCI, retails SCBA at \$9.95, while Cable Oakland, Heritage and Lenfest carry it at that rate or in other pay packages. The penetration figures vary, depending on when the service was launched, said Bair. "The key is strong marketing," Bair said. He believes a 10% to 14% buy rate is realistic and he hopes to be able to move penetrations to the 8% to 9% range by the end of the year, backed by a first full year of advertising and co-op marketing.

Bair said SCBA is available to 270,000 basic subscribers in its intermediate market, which serves a potential 800,000 homes. Cities include Modesto, Fresno, Stockton and Sacramento. In some intermediate market systems, SCBA is a \$4.95 mini-pay or part of pay packages, as is the case in Sacramento (195,000 basic subscribers). But Bair said SCBA's goal "is to be on basic in the intermediate market," and is having discussions to those ends.

SportsChannel Ohio, which carried the Cleveland Indians for the first time last season, has had better success in inner market carriage. It is available to 675,000 cable homes, either on basic or as a mini-pay. The service is carried on basic in Cablevision Systems' Cleveland system (175,000 subscribers) and Cox's suburban Cleveland system (56,000 subscribers). SCO is available to 55,000 of the 70,000 subscribers on North Coast Cable, Cleveland's other major system. Additionally, Warner Cable carries SCO as a mini-pay in Akron, Youngstown, Columbus and Canton, which serve a total of 675,000 subscribers. But Continental and TCI systems in the area remain unsigned, representing an estimated 300,000 subscribers.

Midwest Sports Channel, which

shares the name and some ties to SportsChannel but is not owned by the same company, recently landed its first major deal with a Minneapolis area operator. MSC, which carries the Minnesota Twins, has signed a deal with King-Video Cable, serving 70,000 basic subscribers.

That will give MSC 81,000 basic subscribers in the inner market. There are another 900 subscribers on a \$5.95 tier in the inner market, said Kate Samozuk, director of marketing and affiliate relations for MSC. Overall, MSC is potentially available to 100,000 of the inner market's 350,000 subscribers.

In the outer market, MSC has 350,000 subscribers, including carriage by TCI systems on a \$1.95 expanded basic tier. -MS

## SPORTS: TICKET FOR TOUGH TIMES

*That from panel on regional sports networks and PPV*

**A**s rights fees skyrocket and players' salaries follow suit, and as broadcast networks continue to lose money and viewers on their sports packages, regional sports networks and pay-per-view can be counted on to "balance the sports checkbook," according to Seth Abraham, president and chief executive officer, Time-Warner Sports.

Abraham was joined by John Severino, president of Prime Ticket Network, in a discussion of "Sports on Cable and Pay-Per-View: Rx for Economic Recovery." Their remarks were made at the 13th International Sports Summit in Los Angeles last Tuesday and Wednesday (Feb 26 and 27).

Calling the broadcast networks "old, sick, tired and weak," Severino said that although "television and cable sports rights represent the single largest pool of money available to any team or league... a drought is about to hit the television sports pool." Noting the losses recently sustained by the networks from their sports packages and, most notably, from CBS's multi-million dollar bath from Major League Baseball, he said the leagues have few areas in which to look for another revenue stream. "The owners certainly can't raise ticket prices to cover their expenses. They also can't build stadiums big enough to hold 300,000 fans."

Severino said regional sports networks can provide sports television coverage without the enormous costs that go along with the broadcast network packages because the cable networks have

signed long-term deals with the sports teams, avoiding the "frenzied competitive bidding the three networks get into every three or four years," he said.

"Knowing and controlling our long-term costs, we can plan and budget for our short term deals. If the renewal rights are just too high, we just say no. It's a philosophy the network should have used," said Severino.

Abraham said the growth of sports pay-per-view events will supplement the broadcast and cable networks and will add another stream of revenue to the equation. "If you added up what the networks are spending on their sports franchises, it's \$9 billion." He then quoted Walter O'Malley, founder of the Brooklyn Dodgers, who said that "sports isn't like a business, it's like a disease." However, said Abraham, although the foundation of the business seems to be tenuous, given the wildly inflated rights fees and salaries, "the foundation is not built on sand. The television audience for sports is nearly insatiable."

He noted that Time-Warner's new pay-per-view division TVKO is already taking advantage of that viewer appetite by presenting the upcoming Evander Holyfield-George Foreman fight (see story, page 54). Scheduled for April 19, the debut event for the division is expected to generate more than \$50 million worldwide. "Those numbers won't be missed by the executives of baseball, basketball and hockey, or the other sports," he said. -SC

# CTV: PUNCH LINEUPS UNVEILED FOR COMEDY SERVICE

*Newly merged comedy channels hope to combine strengths of each*

**C**omedy TV, now under its new moniker CTV: The Comedy Network, unveiled a programming schedule last week combining original and acquired programming from both Viacom's HA! and Time Warner's The Comedy Channel, which will merge as of April 1, HA!'s original launch date last year.

When CTV goes up on satellite, it will have 12.5 million subscribers. Announced initially as having 15 million, the network lost some subscribers from the overlap of HA! and The Comedy Channel and from the delay of anticipated cable system launches, which likely are waiting until the new network starts up, according to CTV President Robert Kreek. Kreek said he "is anticipating a few [carriage] announcements before the network launches." One of those new affiliates may or may not be Tele-Communications Inc. Kreek and Mark Rosenthal, CTV (and MTV Networks) executive vice president, affiliate sales and marketing, spent part of last week in Denver, visiting TCI, among others. While Kreek said he knows that "the conventional wisdom" is that other cable operators follow what TCI does, he stressed, "I'm not looking to TCI to handle my [affiliate] marketing for me."

Art Bell, one of the network's vice presidents of programming, stressed that CTV's inception is not being treated as a launch, but something subtler. Whatever that ends up meaning, it most certainly will be subtler than HA!'s launch, which interrupted the feeds of MTV, VH-1, and Nickelodeon, said Mike Klinghoffer, CTV's other vice president, programming. About a third of programming is original, and if repeat showings are counted, that number jumps to 41%. The ultimate goal of the network is to have 50% original programming, and it hopes to achieve that in two to three years.

According to Kreek, CTV's programming, in terms of hours, is evenly split between HA! and Comedy Channel, although more HA! titles are on CTV's schedule. The Comedy Channel's emphasis on stand-up comedy will continue in prime time, while HA!'s strength during access will be continued on CTV. Klinghoffer anticipates that the network's signature shows will be *Short Attention Span Theater*, featuring clips and comedy news, and late night talk

show *Night after Night* with Allan Harvey (both from Comedy Channel); and from HA!, the game show *Clash*, English variety show *London Underground*, and the sketch comedy show *The Unnaturals*.

The network is seeking to capture a 25-40 year old audience, playing to the lower end of that age group in prime time. And CTV plans to mimic the Fox Network's philosophy of emphasizing original programming on certain nights of the week, according to Klinghoffer. "Friday night is the time we feel the

networks have left open for us. Comedy is not that great on Friday nights," he said, adding that Sunday night is the next gap the networks have left and that CTA would like to fill.

Acquisitions along the lines of a *Cheers* or a *M.A.S.H.* will not be available until 1996, according to Klinghoffer. But Viacom's library, which includes *I Love Lucy*, *The Honeymooners*, *The Andy Griffith Show*, and *The Beverly Hillbillies*, comes up for renewal in 1993, and CTV hopes to walk away with something. —SDM

## BOXING REMAINS PPV CHAMPION

*TVKO and Kingvision battle for ring audience*

**A**lthough the pay-per-view industry is constantly in search of a new event to jump start the business, boxing remains PPV's money winner. One fight, according to Scott Kurnit, president, Showtime Event Television (SET) is equal to three to four months of revenue generated from PPV movies.

Showtime officially begins its association with boxing promoter and former HBO ally Don King on March 18, with a match between Mike Tyson and "Razor" Ruddock, in the first of what are to be quarterly "mega-fights." Plans have also called for the new partnership to create monthly "mini-megas," to begin in May. SET and Kingvision are skipping April to avoid the Time Warner Sports heavyweight title matchup between Evander Holyfield and George Foreman on April 19. Both Kingvision and Time Warner's TVKO boxing arm are also trying to get off the ground plans for monthly boxing events, but look to be going off in somewhat different directions.

SET and King's newly dubbed Kingvision are spending \$3 million in advertising and marketing on the match, which King predicts will get a 10% buy rate. With the March 18 fight a couple of weeks away, SET said it has signed up all cable MSO's to carry the fight, except United Artists. Greg DePrez, vice president, PPV, acknowledged that UA is "presently not licensed to carry the fight. It's very hard to say if we

will." He added it was unlikely that individual UA systems would pick up the fight. SET has faced some displeasure from cable operators who think the rates are too high for a non-title fight. The splits are 50-50 for a \$.75-per-subscriber guarantee, 40% for a \$.50-cent guarantee, and 60% for a \$1.25 guarantee. But, not surprisingly, King claims the Tyson/Ruddock match is more of a fight than the April Holyfield/Foreman bout. "Holyfield never beat a legitimate contender. The Tyson-Ruddock match is a championship fight whether they put the crown on it or not," King said.

When SET and King announced their partnership last December, they had said that the monthly boxing card would be on PPV (see BROADCASTING, Dec. 25, 1990), but it may in fact end up on Showtime itself, even as early as the first match. "We haven't yet decided about the May card. If the fight isn't worth it, we won't put it on pay per view," said Kurnit.

What makes a fight worth it for SET is at least a 1% buy rate, he said, although King is optimistic that a 3% buy rate can be achieved on the monthly fights. Kurnit also noted that even if a fight gets only a .2% buy rate, cable operators will bring in the same revenue as they would with most movies.

The monthly fight concept itself might not even be the way Showtime chooses to go. "It's the concept now, but Don may decide differently," said

Kurnit. At the same time, SET and King want to find some way to make fights consistent. Each fight will be marketed individually, not "as a series, like a *Twin Peaks*," said King. "We're looking for a level of continuity though, and the Kingvision name provides that."

In the other corner of the ring, Time Warner Sports is getting ready for the launch of its TVKO boxing series with the April 19 match between Evander Holyfield and George Foreman. That is to be the first of what TVKO plans to be two mega-fights each year, according to Time Warner Sports president Seth Abraham. TVKO seems to be dealing more heavily through Viewer's Choice and Request, in working with them to reach cable operators, except those with standalone systems. "We don't expect any clearance problems," said Mark Taffet, Time Warner Sports, senior vice president, programming operations.

Like Kingvision, TVKO is expecting its fight to beat the 7.3% buy rate the Holyfield/Buster Douglas bout got in

October, and maybe even cross the 10% buy rate line. According to Taffet, most operators, confident that the fight will perform well, are going for the 50-50 split, for which they pay a \$1 guarantee. For \$.75 cents, operators get 40% of the revenue; they get 30% for no guarantee. About \$8 million to \$10 million will be spent on marketing and advertising, although about \$5 million of that is through barter arrangements for print, TV, and radio time, said Taffet. And TVKO has available the hefty resources of its parent company, everything from editorial coverage and ads in *Sports Illustrated* to using Bugs Bunny in TV spots, to promoting the fight at its Six Flags amusement parks.

Time Warner Sport is heralding its April mega-fight as the launch of TVKO. "We have to come through every month. It's the whole premise of our business," said Taffet. TVKO has year commitments with Viewer's Choice and Request, as well as its major sponsor, Budweiser. The price will be slightly

below \$20, and TVKO will test price lower points by offering subscription packages. "We have to be consistent because we're telling cable operators to reallocate time and promote us. If we miss a month, those guys will fall off their marketing schedules," said Taffet, who added he believes the stable of boxers represented by TVKO partners and boxing promoters Bob Arum and Dan Duva will make sure plenty of fights are available.

Taffet said "it won't take much for us to make money" on those fights. If TVKO does less than a 1% buy rate, it can still break even, he said.

The next fight scheduled is a May 10 card, headlined by Michael Nunn and Michael Carbajal, and TVKO is currently working on its May and June cards.

Whether there is room for both Kingvision and TVKO is a question that remains unanswered. King, though, still bitter about his fallout with HBO, said he does not think he's got anything to worry about. -SDM

## CABLECASTINGS

### PUCK STARTS HERE

Trying to widen distribution of its National Hockey League package and maybe even score some points with the NHL, SportsChannel America will make its 1991 Stanley Cup Championship coverage available to cable operators not affiliated with SCA. SCA, which is currently in negotiations to try to hold onto all or part of the NHL package, will offer cable operators the opportunity to purchase two months of playoff coverage. The price will be higher than SCA's discounted rates and will require that operators carry the programming as a basic service to give SCA the highest distribution possible. Operators can either take SCA's full programming lineup, or choose only the hockey coverage. The Stanley Cup playoffs begin Wednesday, April 3, and go through late May. Last year, SCA televised 73 Stanley Cup games. SCA hopes to get 4 million to 5 million new households with this offer.

### PCS FOR CABLEVISION

Cablevision Systems has joined Continental and Cox Cable in gaining FCC approval to experiment with personal communications services

technology. Cablevision gained PCS approval for New York, Boston, Chicago and Cleveland, in licenses that run until Jan. 1, 1993.

Wilt Hildenbrand, Cablevision vice president, engineering, said the company will concentrate on acquiring equipment and conducting technical propagation tests in the

early months of the test. Companies are required to submit progress reports to the FCC every 90 days. Although PCS capability would allow cable operators to provide some types of telephone service, Cablevision is also looking at using PCS to enhance cable system functions.

## WASHINGTON VIEWERS



Several senators attended a Washington premiere screening of Lifetime's "Danger: Kids at Work," documentary examining child labor practices, which was hosted by actress Amy Irving. On hand were (l-r): Pat Fili, senior vice president, programming and production, Lifetime; Thomas Burchill, president and chief executive officer, Lifetime; Senator Howard Metzenbaum (D-Ohio); Irving, and Senators James Jeffords (R-Vt.) and Christopher Dodd (D-Conn.). "Danger" was Lifetime's seventh *Your Family Matters* special.

# JOURNALISM

## CONUS ADDING NORTHEAST TO ITS REGIONAL MAP

*That section of country is latest co-op to be set up toward goal of nine spread across nation by this summer*

**C**onus Communications plans later this month to kick off its Northeast regional cooperative, bringing the satellite news gathering system closer to its goal of establishing nine regional co-ops nationally by summer. According to the Conus plan, by July 1 co-op members will have access to more than a half-dozen additional stories from their region on a daily basis.

Under the new co-op system, regional editorial decisions will revert to the stations within that particular region. The system will differ from the current process, whereby the Conus editorial board in Minneapolis each day calls about a dozen stations in an area to decide which one or two stories will represent that particular region on the national feeds.

The new system calls for station assignment editors in a particular region to participate in a brief morning conference call during which they select several regional stories for exchange that day. A full-time Conus regional coordinator based in the region then arranges to transmit more than a half-dozen of those stories during an afternoon satellite feed.

About 105 television stations currently participate in the Conus Satellite News Cooperatives, whereby stations exchange news coverage, taped and live, on a daily basis and collaborate on custom coverage of breaking and planned news events. Conus distributes to its members' eight daily national feeds, each 15-45 minutes long. The nine regional feeds, which will be available to all Conus members, will be added to that daily distribution.

The first of the regional Conus co-ops, the Austin-based Southwest regional co-op, began full operations last month with the linking of nine member stations in Oklahoma and Texas. Participating stations include KTUL-TV Tulsa, KXAS-TV Fort Worth, KPRC-TV Houston, KWTX-TV Waco, KWTW(TV) Oklahoma City, KTPX(TV) Odessa, KBTX-TV Bryan, KVIA-TV El Paso and regional hub KXAN-TV Austin.

The jury is still out on how well the



regional co-op system will work among the participating stations in the Southwest. Assignment editors at stations involved in the project said the Conus Southwest regional co-op is somewhat redundant because of particularly strong existing news cooperatives in the region.

KWTX-TV Waco and other CBS affiliates in the region already participate in CBS Southwest, a well-established regional cooperative organized by the network, said station assignment editor Rick Bradfield. NBC affiliates have Texnet, a similar regional feed established by their own network.

"This isn't a good time to step back and look at it," said Bradfield, particularly because the Southwest Conus co-op is just one month old and stations are concentrating on Persian Gulf coverage. "Frankly, it's a little bit early to tell."

Early experience with the Southwest co-op has proven valuable in getting story ideas from other stations in the region, said Denis King, executive producer of KTUL-TV Tulsa. But the impact of the new co-op plan is limited, he said, because KTUL already had a good exchange system in place with Oklahoma co-op member KWTW, and the station does not regularly need reports from Texas.

"A lot of stations have done this on

their own over the years, but we're going to be able to develop a more close-knit group among the stations," said Steve Johnson, Conus managing editor, special projects and product development. The full-time Conus coordinator who will be based in each region will serve as a primary unifying factor and will look for opportunities to establish several live interacts among the stations.

Johnson said future regional co-op plans by Conus call for a late March start for its Northeast co-op, which will be based at WWOR-TV Secaucus, N.J. (New York). Other regional co-ops to be established by Conus in upcoming weeks will include the Ohio-based Great Lakes region; the Upper Midwest and Lower Midwest regions, both likely to be based in Minneapolis; the Rocky Mountain region, to be based at KOB-TV Albuquerque; the Atlantic Coast region, and the West Coast region, with the last possibly based at KCAL(TV) Los Angeles.

Conus also plans to formalize its regional service in Florida, where stations have traded several daily stories through Conus for more than three years. Conus, which has traditionally organized Florida exchanges through its Minneapolis base, plans to establish a Florida hub and place a full-time coordinator in the region.

-RB



# BUSINESS

## PARAMOUNT ACQUIRES TVX GROUP

*\$9.50-per-share offer accepted, giving studio six stations and almost 10% national reach; proxy statement reveals bullish outlook for station group.*

**P**aramount Communications is set to acquire the remaining 17% of TVX Broadcast Group that the entertainment company does not already own, giving it a station group that reaches almost 10% of the nation's television viewers and an outlet for its syndicated programming.

Approval by TVX shareholders, which came last week, cleared the way for Paramount to close on its \$9.50-per-share offer on the group owner of six independent stations—four of which are in top-10 markets. The merger price, including consulting fees and expenses, comes to about \$60 million and was expected to close by last Friday (March 1).

In TVX, Paramount acquires the following: Fox affiliates WTXF-TV Philadelphia; WLFL-TV Raleigh; KRRT(TV) San Antonio, Tex., and independent stations WDCA-TV Washington, KTXA(TV) Dallas and KTXH(TV) Houston. Paramount chairman and chief executive officer Martin Davis said the acquisition provides Paramount with "a strategic entree to broadcasting and an outstanding fit with our programming and syndication expertise."

Like Davis, industry analysts see the acquisition as a way for Paramount to gain broadcast experience, while at the same time insuring distribution of Paramount programming in crucial markets. Chris Dixon, securities analyst, Kidder, Peabody & Co., said in a recent report that TVX "appears well positioned to gain market share as the television universe continues to fractionalize." Whether the fact that three of the stations are Fox affiliates will interfere with Paramount plans remains to be seen. In the proxy statement outlining the merger, Paramount states that it "does not intend to sell or otherwise dispose of all or any part of the company or its assets." Davis also said Paramount looks forward to "...broadening our broadcast operations as opportunities appear."

With regard to purchasing other broadcast properties, Paramount would not elaborate beyond what Davis said in

the TVX announcement. The property that would appear to be most appealing to Paramount is Pineland Inc.'s WWOR-TV New York, the independent station that MCA had to spin off to complete its merger with Matsushita. Paramount is one of three companies thought to be ideal suitors for the station, the others being Disney and Chris-Craft.

Also included in the proxy are business projections and "non-public" financial information on TVX. The most recent of these projections was done last December for the year ending December

31, 1991. Operating revenue for the station group without agency compensation is projected to be \$159,058,261, with operating profit estimated at \$37,597,703 and net cash projected to be \$31,370,336; net profit is estimated to be \$5,213,709. Operating expenses are projected at \$66,810,740, and film amortization costs are put at \$54,649,818.

A five-year forecast is also provided in the proxy. Those projections are par-

*Continues on page 61.*

## AT&T Commercial Finance Had Money Available In 1990

KICU, Inc. • \$18.0 MM  
Ingstad Broadcasting, Inc. • \$2.4 MM  
Albany Broadcasting Company, Inc. • \$4.8 MM  
Galaxy Broadcasting Limited Partnership • \$1.85 MM  
Columbia Empire Broadcasting Corporation • \$6.9 MM  
New Century Broadcasting Company/N.P.I. Partners • \$2.3 MM  
WBA Corporation, WBA Partnership and Linda D. and William N. Cate • \$1.1 MM  
Pittsburgh Partners, L.P. & Nashville Partners, L.P. • \$6.16 MM  
Pilot Communications of Syracuse, Inc. • \$1.75 MM  
Wintersrun Communications, Inc. • \$2.5 MM  
Tate Communications, Inc. • \$1.7 MM

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# NTA SPREADS GOOD WORD ON NETWORKS

*Association backed by ABC, CBS and NBC is still defining its mission*

**A**lthough it may be one of the smallest trade associations in terms of staff and membership and has only been around for 11 months, the Network Television Association (NTA), which represents ABC, CBS and NBC, is one of the more closely watched associations both because of its mission and its clientele.

That mission, to "build greater awareness of network television's attributes as an advertising medium," is no small task considering the assault the networks' audience and advertising revenue has been under from the growth of cable, syndication, Fox and others. To lead this charge, Fox tapped Peter Chrisanthopoulos, president and chief operating officer of RJR Nabisco Broadcast, to be president and chief executive officer of the NTA. Prior to joining RJR Nabisco Inc., Chrisanthopoulos was prime time supervisor of broadcast programming and purchasing for Young &



**NTA President-CEO Chrisanthopoulos**

Rubicam. In choosing his staff, he hired seven people from the advertiser/agency sector. Said Chrisanthopoulos on his hiring strategy: "[NTA] speaks the same language as the advertisers and has a sales mentality." A 10-person board made up of Chrisanthopoulos and three

people each from ABC, CBS and NBC oversees the association.

Shortly after the NTA's formation and the hiring of Chrisanthopoulos was announced (BROADCASTING April 9, 1990), a flashy print campaign was launched emphasizing the reach of network television. The campaign was short-lived, and since then the association has chosen to operate more on the inside—releasing studies showing the value of network versus cable and making presentations to advertisers and agencies.

Early on, the association became involved in a mini-war with the Cabletelevision Advertising Bureau (CAB) over research methodology, prompting one agency executive later to comment that the association "needs to identify real issues, not just react to others."

Reaction to the association from advertisers and agencies has been mixed. Most agree that the networks need a trade association, and many wondered why such an association was not launched years earlier, when audience erosion first became apparent. However, they also wonder how effective the association can be, since it is made up of three companies who spend most of their time and energy competing against each other. One media buyer described it as a United Nations where agencies can air out problems. "None of us," the media buyer added, "expected innovation."

What media buyers want (and what NTA plans to give them) is more research. Betsy Frank, senior vice president, Saatchi & Saatchi, said she hopes to see the association address, among other things, the clutter issue.

Aaron Cohen, a senior vice president at NW Ayer and the chairman of the American Association of Advertising Agencies broadcast network and programming committee, agreed that more studies may be the way for the association to go. "The studies are given consideration, and the recent study [on advertising during war coverage] gives credence to the other studies...too often we operate from ignorance and gut reaction."

The association is a non-profit organization financed by the three networks. The networks have not said how much they are spending on NTA, but industry sources estimate each will put in be-

*Continues on page 61.*



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# CHANGING HANDS

## PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$1,270,000 □ 5  
 FM's □ \$15,000 □ 3  
 AM-FM's □ \$53,450,000 □ 7  
 TV's □ \$4,606,000 □ 2  
 Total □ \$59,341,000 □ 17

Year to Date:

AM's □ \$9,966,539 □ 37  
 FM's □ \$38,384,103 □ 43  
 AM-FM's □ \$86,092,617 □ 34  
 TV's □ \$86,474,000 □ 15  
 Total □ \$220,917,250 □ 129

For 1990 total see Jan. 7, 1991 BROADCASTING.

**WRVA(AM)-WRVQ(FM) Richmond and WWDE-FM Hampton (Norfolk), all Virginia** □ Sold by Edens Broadcasting to Force II Communications for approximately \$28 million. **Seller** is headed by Gary Edens, who also owns WRBQ(AM) St. Petersburg, WRBQ-FM Tampa, both Florida; KQY-AM-FM Phoenix and KKLQ-AM-FM San Diego. **Buyer** is company formed by Robert F.X. Sillerman and Norm Feuer. Sillerman owns equity interests in Legacy Communications. Capstar Communications, Legacy Broadcasting Partners and Metropolitan Broadcasting Corp. WRVA is fulltimer with adult contemporary format on 1140 khz and 50 kw. WRVQ has CHR format on 94.5 khz and antenna 455 feet above average terrain. WWDE-FM has adult contemporary format on 101.3 mhz with antenna 505 feet above average terrain. **Broker: Blackburn & Co. Inc.**

**KMEO-AM-FM Phoenix** □ Sold by Group W Broadcasting to Bonneville International for \$12 million cash. Stations were purchased in 1985 for \$11 million. **Seller** is headed by Jim Thompson, and owns nine AM's, nine FM's, and five VHF affiliates in Philadelphia, San Francisco, Boston, Baltimore and Pittsburgh. **Buyer** is headed by Rodney H. Brady, and owns five AM's, seven FM's, and CBS affiliates in Salt Lake City and Seattle. KMEO has adult contemporary format on 740 khz with 1 kw day and 292 w night. KMEO-FM has adult contemporary format on 96.9 mhz with 100 kw and antenna 1,560 feet. **Broker: Star Media Group.**

**KDBN(AM) Dallas and KMEZ-FM Fort Worth** □ Sold by Gilmore Broadcasting

Corp. to Granum Communications for \$9 million cash. KMEZ-FM was sold in 1988 for \$11 million. **Seller** is headed by James Gilmore and also owns WLVE(FM) Miami Beach and CBS affiliate WEHT(TV) Evansville, Ind. **Buyer** is headed by Herb McCord and has no other broadcast interests. KDBN has news format on 1489 khz with 5 kw day and 1000 w night. KMEZ-FM has adult contemporary format on 107.5 mhz with 25 kw and antenna 1,647 feet. **Broker: Blackburn & Co. Inc.**

**KLJB-TV Davenport, Iowa** Sold by Davenport Communications Ltd., debtor-in-possession, to Quad Cities Television Acquisition for \$3.706 million cash at closing. **Seller** is headed by Gary Brandt and Richard Greenblatt and has no other broadcast interests. **Buyer** is headed by Milton Grant, John H. Markley, William D. Towe, Gregory B. Maffei and Huntsville Television Holdings Corp. (100% VS). Huntsville Television Holdings owns 100% of voting stock of Huntsville Television Acquisition Corp., licensee of WZDX(TV) Huntsville, Ala. Grant is president of and holds 53.1583% interest in Grant Broadcasting Corp. of Little Rock, which has 25% limited partnership in Little Rock Communications Associates, licensee of KLRT(TV) Little Rock, AR. KLJB is Fox affiliate on ch. 18 with 3000 kw vis., 300 kw aur. and antenna 1,010 feet. **Broker: The Ted Hepburn Co.**

**WUSQ-AM-FM Winchester, Va.** □ Sold by The Holt Corp. of Virginia to Benchmark Communications for \$3.65 million. **Seller** is headed by Arthur Holt, who owns WTKX-AM-FM Pensacola, Fla.; WKAP(AM) Allentown and WZZO(FM) Bethlehem, both Pennsylvania, and WOAD(AM)-WJMI(FM) Jackson, Miss. Holt also heads Holt Corp. Appraisal and Consulting. **Buyer** is headed by Joe Mathias and Phillip Rainwater, who also own WDOV(AM)-WDSD(FM) Dover, Del., and cable operations in Virginia and California. WUSQ(AM) is fulltimer with adult contemporary format on 610 khz with 500 w. WUSQ-FM has C&W format on 102.5 mhz with 32 kw and antenna 630 feet above average terrain. **Broker: Brian Cobb and Charles Giddens of Media Venture Partners.**

**KYEL-TV Yuma, Ariz** □ Sold by Beacon Broadcasters Ltd. to Southwest Triangle Television Co. for \$900,000 cash at closing. **Seller** is headed by Robert C. Gilbertson and Duncan Fraser, and is subsidiary of Beacon Communications Corp. Beacon Broadcasters is licensee of WCFT-TV Tuscaloosa, Ala., which is being sold to Federal

Continues on page 61.

# SOLD!

KTQQ-FM, Lake Charles, Louisiana has been sold by KSIG Broadcasting Company, Inc., Louis M. Basso, Jr., President to 21st Century Communications, Inc., Keith Baine Martin, President for \$808,760.

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# FOCUS ON FINANCE

**M**ost cable and broadcast stocks posted a slight retreat, going against the broader market which was slightly higher according to indices for the week ending last Wednesday (Feb. 27). Some of the more highly leveraged stocks, however, posted gains, including News Corp., up 9.4%; Cablevision Systems, up 18%, and Adelphia, up 12%. A possible "short squeeze" may have accounted for some of the gains; recently released short interest figures through Feb. 15 show little change in the short position in News Corp., while that of Cablevision Systems was up 18%, to 68 times the

average daily trading volume. Short positions in several other MSO stocks also increased, including Tele-Communications Inc., up 12%; Jones Intercable, up 38%; Comcast, up 14%, and Century Communications, up 29%.

Shares of Financial News Network rose, to 13/32, possibly on the higher bid for the company made by NBC. Interpublic Group stock was up 5%, coincident with an improved earnings report, while shares of A.C. Nielsen's parent company, Dun & Bradstreet, fell 4% coincident with the company's projection of a drop in its first-quarter earnings.

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 Feb 27	Closing Wed Feb 20	Net Change	Percent Change	P/E Ratio (000,000)	Market Capitalization
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## BROADCASTING

A (BHC) BHC Comm.	51 1/2	53 1/4	- 1 3/4	- 03.28	12	1,508
N (CCB) Cap. Cities/ABC	484 1/2	490	- 5 1/2	- 01.12	16	8,397
N (CBS) CBS Inc.	168	165 1/2	2 1/2	01.51	13	3,977
A (CCU) Clear Channel	11	11 1/8	- 1/8	- 01.12	-122	63
O (JCOR) Jacor Commun.	2 5/8	2 3/8	1/4	10.52	-2	26
O (OSBN) Osborn Commun.	7 3/4	7 5/8	1/8	01.63	-11	54
O (OCOMA) Outlet Comm.	10 1/2	11	- 1/2	- 04.54	12	68
N (PL) Pinelands	15 3/4	16 3/8	- 5/8	- 03.81		266
A (PR) Price Commun.	5/8	3/4	- 1/8	- 16.70	133	7
O (SAGB) Sage Bcsg.	7/8	7/8		00.00		3
O (SCRIP) Scripps Howard	50	47	3	06.38	18	516
O (SUNNC) SunGroup Inc.	3/4	3/4		00.00	-1	5
O (TLMD) Telemundo	5	5		00.00	-2	114
O (TVXGC) TVX Group	9 7/16	9 3/8	1/16	00.66		68
O (UTVI) United Television	31	30 5/8	3/8	01.22	3	336

## PROGRAMING

O (LATV) ACTV Inc.	2 5/8	2 5/8		00.00		2
O (ALLT) All American TV	3 5/8	3 5/8		00.00		7
N (CRC) Caroleo Pictures	9 1/4	9 1/8	1/8	01.36	14	279
O (DCPI) Dick Clark prod.	3 3/4	3	3/4	25.00	23	30
N (DIS) Disney	124	117 1/4	6 3/4	05.75	21	16,490
O (FNNIC) FNN	1332	5/32	- 1/4	160.0		2
A (FE) Fries Entertain.	5/8	9/16	1/16	11.10		3
A (HHH) Heritage Ent.	5/8	5/8		00.00	-1	5
N (HSN) Home Shop. Net.	4 5/8	4 3/4	- 1/8	- 02.63	13	417
O (IBTVA) IBS	1 5/8	1 5/8		00.00	20	5
N (KWP) King World	30 7/8	29 1/2	1 3/8	04.66	14	1,173
O (KREN) Kings Road Ent.	1/8	1/8		00.00		0
N (MC) Matsushita	137 1/2	140 3/4	- 3 1/4	- 02.30	18	286,032
A (NNH) Nelson Holdings	1 3/8	1 1/2	- 1/8	- 08.33		5
O (NNET) Nostalgia Net.	5/8	5/8		00.00		3
N (OPC) Orion Pictures	9 5/8	10 3/8	- 3/4	- 07.22	24	216
N (PCI) Paramount Comm.	41 1/4	42 7/8	- 1 5/8	- 03.80	29	5,084
N (PLA) Playboy Ent.	5 3/8	5 1/2	- 1/8	- 02.27	28	100
O (QNTXQ) Quintex Ent.	1/8	1/8		00.00		26
O (QVCN) QVC Network	8 1/8	8	1/8	01.56	-21	140
O (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-16	85
O (RPIA) Republic Pic.'A'	7 1/4	7 3/4	- 1/2	- 06.45	40	31
A (SP) Spelling Ent.	5 1/4	4 1/2	3/4	16.66	35	173
O (JUKE) Video Jukebox	4 3/4	4 7/8	- 1/8	- 02.56	-36	45
O (WONE) Westwood One	2 1/2	2 1/8	3/8	17.64	-1	36

	Closing Wed Feb 27	Closing Wed Feb 20	Net Change	Percent Change	P/E Ratio (000,000)	Market Capitalization
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## BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	30 1/8	31 1/2	- 1 3/8	- 04.36	23	562
A (AK) Ackerly Comm.	3 1/2	3 1/8	3/8	12.00	-4	53
N (AFL) American Family	23 1/2	24 1/2	- 1	- 04.08	17	1,912
O (ACOMA) Assoc. Comm.	28 1/4	28 1/2	- 1/4	- 00.87	72	527
N (CCN) Chris-Craft	29 7/8	29	7/8	03.01	2	761
O (DUCO) Durham Corp.	27 3/8	26 1/2	7/8	03.30	13	231
N (GCI) Gannett Co.	39 1/2	40 5/8	- 1 1/8	- 02.76	16	6,241
N (GE) General Electric	69 3/8	68 3/8	1	01.46	14	61,647
O (GACC) Great American	2 7/8	3	- 1/8	- 04.16	-1	101
A (HTG) Heritage Media	3 3/4	3 5/8	1/8	03.44	-5	169
N (JP) Jefferson-Pilot	40 1/2	40 1/2		00.00	10	1,447
N (LEE) Lee Enterprises	29 1/8	29 1/2	- 3/8	- 01.27	16	679
N (LC) Liberty	44 1/4	46 1/2	- 2 1/4	- 04.83	10	346
O (LINB) LIN	63	62 3/4	1/4	00.39	-17	3,236
N (MHP) McGraw-Hill	57 1/4	57 3/4	- 1/2	- 00.86	121	2,786
A (MEGA) Media General	21 1/2	21 1/2		00.00	26	544
N (MDP) Meredith Corp.	27 3/8	27 1/4	1/8	00.45	-22	493
O (MMEDC) Multimedia	71	71 3/4	- 3/4	- 01.04	18	803
A (NYTA) New York Times	22 5/8	23	- 3/8	- 01.63	50	1,723
N (NWS) News Corp. Ltd.	13 1/8	12 3/8	3/4	06.06	8	3,523
O (PARC) Park Commun.	15 1/2	15	1/2	03.33	17	320
O (PLTZ) Pulitzer Pub.	23 1/2	23 1/2		00.00	9	246
O (STAUF) Stauffer Comm.	117	118	- 1	- 00.90	48	144
N (TMC) Times Mirror	29 1/8	31	- 1 7/8	- 06.04	17	3,743
N (TRB) Tribune Co.	42 1/2	43 5/8	- 1 1/8	- 02.57	16	2,799
A (TBSA) Turner Bcstg.'A'	14 7/8	14 3/4	1/8	00.84	-99	2,218
N (WPO) Washington Post	227	242	-15	- 06.20	-98	2,200
N (WX) Westinghouse	27	29 3/4	- 2 3/4	- 09.24	8	7,859

## CABLE

A (ATN) Acton Corp.	5 1/2	5 3/4	- 1/4	- 04.34	-4	8
O (ATCMA) ATC	40	41	- 1	- 02.43	38	4,362
A (CVC) Cablevision Sys.'A'	23 7/8	20 1/4	3 5/8	17.90	-2	530
A (CTV) Century Comm.	8 1/8	8 1/2	- 3/8	- 04.41	8	530
O (CMCSA) Comcast	14	14 3/4	- 3/4	- 05.08	-9	1,580
A (FAL) Falcon Cable	8 1/4	8 1/2	- 1/4	- 02.94	-6	52
O (JOIN) Jones Intercable	8 3/4	9	- 1/4	- 02.77	-5	109
N (KRI) Knight-Ridder	48 1/2	49 3/8	- 7/8	- 01.77	14	2,433
T (RCLA) Rogers'A'	9 3/4	10 1/4	- 1/2	- 04.90	-17	349
O (TCAT) TCA Cable TV	15 1/2	16	- 1/2	- 03.12	67	375
O (TCOMA) TCI	14 1/2	15	- 1/2	- 03.33	-21	5,161
N (TWX) Time Warner	108	110	- 2	- 01.90	-6	5,761
O (UAECA) United Art.'A'	12 3/4	13	- 1/4	- 01.92	-18	1,790
A (VIA) Viacom	25 1/4	24 7/8	3/8	01.50	-84	2,694

# STOCK INDEX (CONT.)

Closing Wed Feb 27    Closing Wed Feb 20    Net Change    Percent Change    P/E Ratio    Market Capitalization (000,000)

Closing Wed Feb 27    Closing Wed Feb 20    Net Change    Percent Change    P/E Ratio    Market Capitalization (000,000)

## EQUIPMENT & MANUFACTURING

N	MMM) 3M	88	3/4	88	1/4	1/2	00.56	15	19,699
N	ARV) Arvin Industries	21	1/4	21	1/4		00.00	19	399
O	CCBL) C-Cor Electronics	5		5	1/8	- 1/8	-02.43	5	21
O	CTEX) C-Tec Corp.	16	3/4	16	3/4		00.00	-32	275
N	CHY) Chyron		7/8	1		- 1/8	-12.50	2	10
A	COH) Cohu	12	1/8	11	1/2	5/8	05.43	9	23
N	EK) Eastman Kodak	43	5/8	45	3/4	- 2 1/8	-04.64	44	14,153
N	HRS) Harris Corp.	24	1/4	24	1/2	- 1/4	-01.02	7	972
N	IV) Mark IV Indus.	11		11	3/8	- 3/8	-03.29	2	149
O	MATT) Matthews Equip.	1	7/8	1	7/8		00.00	93	11
O	MCDY) Microdyne	613/16	5	1/8	1 11/16		32.92	97	28
O	MCOM) Midwest Comm.		3/4	7/8	- 1/8		-14.28	2	2
N	MOT) Motorola	61	1/8	62	3/4	- 1 5/8	-02.58	15	8,039
A	PPD) Pico Products	1	1/8		- 1 5/8		-02.58		4
N	SFA) Sci-Atlanta	15	1/2	15	1/4	1/4	01.63	8	348
N	SNE) Sony Corp.	52	1/8	53	3/4	- 1 5/8	-03.02	28	17,301
N	TEK) Tektronix	20	1/8	21	1/2	- 1 3/8	-06.39	-7	585
N	VAR) Varian Assoc.	40		41	1/4	- 1 1/4	-03.03	-190	765
O	WGNR) Wegener		5/8	5/8			00.00	-3	4
N	ZE) Zenith	7	1/2	7	1/4	1/4	03.44	3	200

## SERVICE

O	AFTI) Am. Film Tech.	4	1/2	4	5/8	- 1/8	-02.70	15	45
O	BSIM) Burnup & Sims	10		9	3/4	1/4	02.56	111	125
A	CLR) Color Systems	4		4			00.00	-4	37
N	CQ) Comsat	26	1/8	26	3/4	- 5/8	-02.35	8	488
N	CDA) Control Data	12	1/8	12	3/8	- 1/4	-02.02	-3	515
N	DNB) Dun & Bradstreet	44	3/4	46	1/2	- 1 3/4	-03.76	16	8,165
N	FCB) Foote Cone & B.	24	1/2	23	3/4	3/4	03.15	12	264
O	GREY) Grey Adv.	135		135			00.00	12	152
O	IDBX) IDB Commun.	8	3/4	8	7/8	- 1/8	-01.40	97	55
N	IPG) Interpublic Group	41		38	7/8	2 1/8	05.46	18	1,402
N	OMC) Omnicom	23	7/8	26	7/8	- 3	-11.20	12	655
O	RTRS) Reuters	45	3/8	45	1/8	1/4	00.55	21	19,560
N	SAA) Saatchi & Saatchi	1	1/8	1	5/8	- 1/2	-30.76	-1	178
O	TLMT) Telemation		1/4		1/8	1/8	00.00		1
O	TMCI) TM Commun.		1/4		9/32	- 1/32	-11.11	-1	5
A	UNV) Unitel Video	7	5/8	7	5/8		00.00	-13	11
O	WPPGY) WPP Group	2	1/2	2	7/8	- 3/8	-13.04		102

Standard & Poor's 400    436.00    432.01    +3.99    +0.9%

## Changing Hands

Continued from page 59.

Broadcasting Co. for \$7.5 million (see "Changing Hands," Jan. 28). Buyer is headed by Osvaldo A. Moran (33.33%) and I. Edward London (66.67%). London is nonvoting shareholder in Lamar Communications Inc., applicant for CP for new commercial TV in Miami. KYEL is NBC affiliate on ch. 13 with 316 kw vis., 31.6 kw aur., and antenna 1,700 feet.

**KNUS(AM) Denver** □ Sold by David Corman to Paul Stebbins for \$900,000, including \$400,000 cash. Neither party has other broadcast interests. KNUS is fulltimer with news and talk format on 710 khz with 5000 kw. Broker: Questcom Radio Brokerage.

**KQXK(AM)-KCIZ(FM) Springdale, Ark.** □ Sold by 5555 Broadcasting Inc. to Westark Broadcasting Co. for \$400,000 cash at closing. Seller is headed by James C. McCrudden and Eleanor H. McCrudden, husband and wife, and J. Shawn McCrudden, son, and has interests in Kelly Communications Inc., licensee of WXCL(AM) Peoria and WKQA-FM Pekin, both Illinois. Buyer is headed by Eldon F. Coffman and Sandra Coffman, husband and wife, and L.E. Tate and Lorraine Tate, husband and wife, who have interests in Booneville Broadcasting Co., licensee of KEZU(FM) Booneville, Ark. KQXK has oldies format on 1590 khz with 2.5 kw day and 100 w night. KCIZ has CHR format on 104.9 mhz with 3 kw and antenna 496 feet.

## TVX

Continued from page 57.

ticularly bullish, with net revenue anticipated to grow from \$153,230,000 in 1990, to \$235,876,000 in 1995, a 9% compound annual rate. Considering the current state of the broadcasting industry and the exact numbers in the projection, Paramount is very optimistic about the growth of these stations.

Operating profit for the same time period is also expected to grow solidly, \$34,948,000 in 1990 to \$100,281,000 in 1995, a 23.4% compound annual growth rate. Net profit is projected to grow from \$6,639,000 in 1990 to \$81,011,000 in 1995, a compound annual growth rate of 65%. Net cashflow for 1990-1995 is projected to grow from \$31,125,000 in 1990 to \$86,407,000 in 1995, a compound annual growth rate of almost 22%.

Current TVX management, the proxy said, will remain in place, with the exception of Gene Loving's position as TVX chairman, which will be eliminated. Loving's future with the company is unknown. Paramount will rework the TVX board so that only Paramount employees are members.

Paramount first became involved with TVX in 1989, when it paid \$110 million in cash and \$30 million in notes to Salomon Brothers to buy 79% of the company at about \$5 per-share. -JF

## NTA

Continued from page 58.

tween \$1 million and \$5 million annually.

Going into the association's second year, Chrisanthopoulos is planning on more presentations and studies, including one forthcoming that deals with the clutter issue in network versus other media.

One might think that network affiliates would react negatively to an association that promotes the networks over other media, including spot television. However, Chrisanthopoulos has met three times with the Television Affiliate Group—an association of network affiliates—and may work with the group in the future. He was also well-received last week in Washington when he made a presentation before the meeting of NBC affiliates.

Although media buyers are not heaping praise on the association, they are, for the most part, confident that in time it could become a force. Said Bart McHugh, senior vice president, director of national TV and radio, DDB Needham: "Something like this get going in a minute. These three have too many years behind them as competitors...it will take time. What was the CAB [Cabletelevision Advertising Bureau] 10 years ago?" -JF

# WASHINGTON

## FCC GIVES USER FEE PLAN TO HILL

*Broadcasters would have to pony up \$4.9 million, cable, \$9.3 million; congressmen take opportunity to air fin-syn concerns*

The FCC expects to collect up to \$4.9 million in annual "user fees" from radio and TV broadcasters (see chart, right), according to a proposal unveiled last week by FCC Chairman Alfred Sikes. Under the same proposal, cable's contribution would be \$9.3 million.

Sikes discussed the fees with members of a House Appropriations Subcommittee panel last week. The FCC estimates it can raise \$70 million annually from the fees, which would be levied against those doing business with the commission. For example, the agency hopes to collect up to \$25.3 million from mobile radio, cellular radio, satellite operators, long distance and local phone companies.

Additionally, some subcommittee members used the hearing as an opportunity to express an interest in the FCC's proposed fin-syn rulemaking (see "Top of the Week").

The user fees would be in addition to the \$41 million the agency says it will collect this year from filing and processing charges. President Bush's proposed fiscal 1992 budget called for a new user fee as a means of fighting the federal deficit (BROADCASTING, Feb. 11). The FCC would keep \$65 million to cover the cost of doing business with the remainder going to the Treasury Department. It is up to Congress to authorize the user fee in legislation.

Sikes also appeared before the subcommittee to discuss the agency's request of \$133.4 million for its fiscal 1992 budget, \$17.6 million more than the commission received in its FY '91 appropriation. The additional funds would be used to hire 38 new employees in the common carrier bureau. The commission also plans to use the resources to devote more attention to high definition television and toward the development of other new high-technology communications services. Sikes said the commission needs to upgrade its computer system. Subcommittee Chairman Neal Smith (D-Iowa), however, was not opti-

### FCC'S PROPOSED ANNUAL USER FEES

Category	No. of users	Annual fee	FCC's est. revenue
AM (Class-II, daytime)	835	\$150	\$125,250
AM (Class-III, daytime)	491	\$100	\$49,100
AM (Class I, fulltime)	77	\$500	\$38,500
AM (Class-II, fulltime)	773	\$300	\$231,900
AM (Class-III, fulltime)	1,742	\$200	\$348,400
AM (Class-IV, fulltime)	1,017	\$100	\$101,700
FM (Noncommercial)	1,351	\$100	\$135,100
FM (Classes C, C1, C2, and B)	2,206	\$500	\$1,103,000
FM (Classes A, B1, C3, and D)	2,262	\$300	\$678,600
TV (noncommercial)	350	\$100	\$35,000
TV (UHF)	554	\$1,000	\$554,000
TV (VHF)	554	\$3,000	\$1,662,000
LPTV	7,721	\$100	\$772,100
Auxiliaries	50,000	\$100	\$5,000,000
ITFS	859	\$100	\$85,900
International shortwave	25	\$100	\$2,500
CARS	2,165	\$150	\$324,750
CATV franchises	29,964	\$300	\$8,989,200

mistic about the chances that Congress will meet that request.

Moreover, Smith and Carr foresee other problems associated with enactment of a user fee. Carr said the House Ways and Means Committee may view it as a tax and feel the appropriation committee's action in this area is an invasion of its jurisdiction. The FCC's authorizing committee, Energy and Commerce, is also likely to take an interest in the proposal. "I don't know how we can work it out," said Smith. "We want to work it out," he added.

Under the proposed fee schedule, AM and FM radio operators would account for \$2.7 million, and TV \$2.2 million. For example, an FM station (class C, C1, C2, or B) would have to pay an annual fee of \$500, a VHF TV \$3,000 and a UHF \$1,000. Noncommercial radio and TV stations would pay \$100 dollars apiece, making their contribution to the kitty \$135,100 and \$35,000.

Cable systems would have to pay \$150 for the cable antenna relay service (CARS) plus \$300 for each cable franchise. The FCC expects to collect a total of \$324,750 from cable operators for

their CARS license and about \$9 million from a cable franchise charge.

The fee schedule did not go over well with the National Association of Broadcasters. NAB spokesman Walt Wurfel said broadcasters already spend "considerable resources to serve the public interest." The user fee proposal, he said, is "inconsistent" with broadcasters public service role. Moreover, the fees place a "fiscal burden on the many stations which already operate at a loss."

The National Cable Television Association also was not pleased. An NCTA spokesman said: "On first blush it's hard to see why we should be paying licensing fees to the federal government when we already pay more than \$800 million per year to our local franchising authorities."

"We are obviously concerned," said David Donovan, vice president, legal and legislative affairs, Association of Independent Television Stations. "the user fee moves us toward a payment-for-spectrum-system—something that was never envisioned by the framers of the Communications Act." —KM

# LAW FIRM LOOKS TO GIVE LENDERS PIECE OF BROADCAST ACTION

*Hogan & Hartson asks FCC to allow lenders to take security interest in FCC license*

**A**s the financial drought for broadcasters drags on, even a small drop of relief would be welcome. Whether or not Hogan & Hartson's petition asking the FCC to make it possible for lenders to take a "security" third-party interest in an FCC license ("In Brief," Feb. 25) will have any impact in this dry lending season remains to be seen. Many believe the measure, if adopted, would do little more than increase a lender's perceived comfort zone, but that alone might mean, as communications consultant Susan Harrison of Harrison, Bond and Pecaro put it, "that the perfectly good and economically sound deal that should have been made last year will get done this year."

Others, however, caution that the FCC may react to the petition in a way that perceptually undermines the intricate system of broadcast lending that is dependent on assumptions, good faith and confidence.

Lenders often require collateral in addition to a station's assets because loans are made based on a percentage of the station's market value, essentially its FCC license, but no lien can be put on that license, which under FCC policy is not considered an asset and cannot be attached.

A recent bankruptcy proceeding, however, has cast some doubt on whether lenders are entitled to security based on the market value (which implies the transferability of an FCC license) or only on the station's assets. In *re Oklahoma City Broadcasting Co., dba KGMC-TV*, the station, in Chapter 11, had two offers for the assets (would-be purchasers intended to buy other Oklahoma City independents, consolidate them and return the left-over licenses to the FCC). In 1988, prior to the bankruptcy filing, Pappas Telecasting made a similar offer to purchase KGMC. Oklahoma is said by some, including the bankruptcy judge, to be overserved by independent stations. Because the offers (including Pappas') did not intend to keep KGMC as "a going concern," the court said that the lenders' claims were worth no more than the liquidation value of the station's assets. Incidentally, KGMC, three independents and a Fox affiliate are still on the air in Oklahoma

City.

Stephen Meredith, of Boston-based Edwards & Angell said "if [lenders] find themselves in bankruptcy, *Oklahoma City* [might] be thrown into their faces." Security in the license, he said, "changes the game quite a bit...banks could foreclose without a court order."

Lawyers, bankers and analysts seem to agree on at least one thing: *Oklahoma City* is not likely to become "the law of the land," as communications attorney Erwin Krasnow put it; the unique situation of the case and the "poorly reasoned and internally inconsistent" decision of the bankruptcy judge made it unlikely to be used in other jurisdictions.

But the ruling has nevertheless made many broadcasters, bankers and lawyers uncomfortable. Hogan & Hartson's petition seeks to codify what lenders have always taken for granted.

Susan Wing, partner at Hogan & Hartson and one of the petition's authors, admitted that the petition is a "response to a dry capital market... When station prices were rising, lenders weren't concerned about liquidation, but with the market for resale tighter, liquidation is a potential reality...I'm not suggesting that banks will make loans they otherwise would not...but this

gives them an additional comfort zone."

Blackburn and Co.'s investment banking specialist, Susan Byer, said a ruling might "protect lender[s] a little more [and] make them a little bit more comfortable." She added that if the FCC inadvertently damaged the existing system, "it could have serious ramifications for broadcasters."

Conversely, Byer doubted that a favorable ruling would substantially improve the lending environment. She said: "Loans are based on performance...most lenders are cautious enough that they feel fairly well protected."

Harrison said that, "assuming other lending community restrictions were relaxed, such as HLT's (highly leveraged transactions), the ability to take security in a license could add substantially to a borrower's collateral, which, in theory, would increase the availability of capital." But she said, and others agreed, that collateral has little to do with performance, projections or abilities. Broadcasters having difficulty paying off existing debt (based on less collateral) probably cannot manage any more.

The dust raised by the petition might, however, be much ado about nothing. As Harrison put it: "It runs against what the FCC has done for 50 years." **-PJS**

## NO SPECTRUM FEE SAYS HOLLINGS

**N**BC affiliates attending last week's mid-season meeting in Washington heard good news from Senator Ernest Hollings (D-S.C.), chairman of the Commerce Committee. Hollings assured the group that there would be "no spectrum fee."

The chairman also said he hoped to move a cable reregulation bill this year. Hollings urged the broadcasters to sit down with cable industry officials and "work out" an agreement on must carry and a retransmission consent fee. He told them that if they came to Congress with a deal, the Hill would approve it. Congress, he said, would not put broadcasters "out of business."

He later told BROADCASTING that he knows broadcasters are divided over how to approach the must-carry issue. Some stations would rather extract a retransmission consent fee from cable operators instead of obtaining guaranteed carriage. But the smaller stations, Hollings said, want must carry.

Hollings admitted that the White House is opposed to cable reregulation, which might change how the Republicans will vote on the measure. Still, he thinks the votes are in the committee to pass legislation. Furthermore, he believes there is a need for a bill even if the FCC redefines effective competition. The senator also expressed confidence in the FCC. "I think we've got a good FCC," he told the NBC affiliates.

# TECHNOLOGY

**ON THE  
ROAD  
TO  
NAB**



## CCD: THE LAST WORD IN TV CAMERAS

*Manufacturers to offer refinements, including improved light sensitivity; other technologies on display include new automation systems*

**E**ach year since the early 1980's, when charge-coupled device (CCD) cameras were introduced as broadcast products, manufacturers have effected some small or large enhancement in the technology. Gradually, they have overtaken sales of tube cameras both for the field and, more recently, the studio.

Sony Corp., for example, only began selling studio CCD cameras at last year's National Association of Broadcasters equipment exhibition in Atlanta. In less than 12 months, it has sold more than 100 of them. "It has been extremely successful to the point where we have gotten to the best of my knowledge, no inquiries since then for studio tube cameras. That market has basically dropped out," said Dave Doherty, vice president, marketing, Sony camera products.

Entering the Las Vegas Convention Center, April 15-18, the most significant CCD enhancement will be the introduction of Sony's Hyper-HAD chips to its entire CCD camera line.

Last year's Sony NAB camera display featured cameras with its HAD (hole accumulated diode) sensors, designed to increase the horizontal resolution and color imaging of its CCD camera. By

last fall, Sony had unveiled its next-generation sensor, Hyper HAD, designed to increase light sensitivity. The sensors were installed in all Sony high-end studio and field FIT (frame-interline transfer) cameras. By NAB, Hyper HAD will be integrated into the lower-cost IT (interline transfer) CCD cameras as well.

Hyper HAD increases sensitivity through OCL (on-chip lens) technology, a new Sony-developed feature. OCL is "an array of microscopic lenses actually built into a layer of the CCD imager itself that focuses virtually all of the light into active sensors," Doherty said. "In a typical CCD imager, only about 35% of the light goes on to active pixel sensors. The other 65% dissipates on the chip." Almost all of that light is saved with OCL. CCD camera sensitivity is increased the equivalent of one film camera f-stop.

Automation is another technology affecting camera sales and studio applications. There will again be three major manufacturers of remote camera control and robotic camera pedestal systems showing enhancements to their products at NAB. One of those players, Bob Gonnelli, president, Total Spectrum Manu-

facturing (TSM), Valley Cottage, N.Y., has been complaining about the lack of adequate interfaces between cameras, robotic camera systems and other forms of remote-control equipment in the studio. Customers are often disappointed when their new robotic camera systems, studio cameras, newsroom computers and other systems do not interface as well in their stations as they did on the NAB exhibit floor, he said.

Gonnelli attracted some attention to the problem during the Society of Motion Picture and Television Engineers equipment exhibition in a joint announcement with Broadcast Television Systems (BTS), Salt Lake City, of an interface between the BTS cameras and an eight-camera TSM system (BROADCASTING, Oct. 29, 1990). "If that engineer decides that TSM makes a very fine automation system and is undecided about cameras," TSM will be able to guarantee a smooth interface with BTS.

Since the TSM-BTS announcement, he said, there have been signs other manufacturers are beginning to treat the problem, but much remains to be done. "We went through a phase back in the 70's when automation was interfacing products. It was a hot concept every-



body pitched. But they let the market down. The stuff that was available didn't do what it promised to do," Gonnelli said: "Then we went through a stage in the 80's where nobody wanted to believe in it any more." Another phase of over-promising threatens to damage confidence in robotic and automated systems again, he said.

All equipment enhancements shown in the TSM NAB booth will be fully tested and operable, Gonnelli promised. Several new products will be introduced, he said, although he was ready to announce only one now, the ACP-4000S, an outdoor portable 4-camera, touch-screen controlled system developed by TSM at the request of ABC Sports. The system will be ideal for coverage of many sports and video program production applications, he said.

One of TSM's rivals, A.F. Associates, Northvale, N.J., U.S. marketer of British-manufactured Radamec EPO robotic camera equipment, will introduce a new software package for its RoboPed robotic pedestal. The new "On-Air" package is designed to "teach" the robotic camera systems the specific pans, tilts, zooms, focuses and floor positions it should automatically adjust to during a typical newscast. "The system then links all of the shots together giving a smooth on-air look to complex moves that could not have been previously obtained by a camera operator."

Matsushita's Panasonic Broadcast Systems Co., Secaucus, N.J., announced only that it will again be showing its AJ-D310, the first all-digital camcorder. The camera, which has been available for delivery since late last year, uses all-digital processing and records in Matsushita's half-inch digital tape format. In addition, co-owned Panasonic Communications & Systems Co., specializing in lower-cost professional and industrial video systems, will introduce its first digital processing camera, the WV-F700. The camera will image 750 lines of resolution, Panasonic says.

France's Thomson Broadcast Inc. will introduce its first FIT versions of its TTV 1542 studio camera and TTV 1647 field camera for the U.S. market. "The first introduction was at IBC [International Broadcasting Convention in England last fall] in a 625-line version. This will be the first time in 525," Thomson's Alan Pecot said. Both cameras will be available for delivery about a month after NAB. Prices will be announced at the show.

JVC Professional Products Co., Elmwood, N.J., will demonstrate production versions of its KY-90U FIT and KY-35U IT CCD cameras, both shown as



Demonstration of TSM robotics and BTS cameras at fall SMPTE exhibition

prototypes at NAB 1990. Shipments of the cameras are scheduled to begin this spring. JVC will also spotlight the earlier-introduced GY-X1 TCU, "the first 3-CCD S-VHS-C (8 mm format) camcorder," according to JVC's Elin Everson. The GY-X1 sells for \$7,195 and will also begin shipment this spring.

Ampex Corp., Redwood City, Calif., which licenses the rights to manufacture and market Sony's Betacam SP camera systems, could not announce its camera introductions last week. It did say, however, that it will again demonstrate lighting systems manufactured by Videssence, San Francisco, at its camera

display. Ampex is handling marketing of the Videssence ionic lighting systems, which radiate almost no heat and, according to the Videssence, radically reduce power consumption compared to conventional fluorescent systems. Videssence and Ampex announced the sale of two ionic systems last week, a news studio set for KGET(TV) Bakersfield, Calif., and several sets to TV Ontario for its news and public affairs coverage. Portable Videssence systems will be displayed by Ultimatte Corp. at NAB.

-RMS

NEXT WEEK: GRAPHICS & EFFECTS

## HDTV SUBJECTIVE TEST DELAY FEARED

The systems subcommittee of the FCC's advisory committee on advanced television service learned scheduled subjective testing could be delayed by a month because of delays in deliveries of a key piece of equipment, the Advanced Television Test Center's (ATTC) format converter. The Advanced Television Evaluation Laboratory (ATEL) in Canada, which is to perform subjective tests on the proposed HDTV transmission systems in a parallel schedule with ATTC lab tests, needs the device to begin its task.

ATEL had originally planned to complete the subjective tests by July 1992, barely in time for the data to be included in the advisory committee's final report. A delay in the subjective tests could delay completion of the final report. The final report, scheduled for submission in September 1992, will give the FCC the advisory committee's recommendation for a high-definition standard.

ATTC contracted Tektronix Inc. to build the format converter, which allows for specially encoded video test materials taped in the 1,126/60 format to be played back in other formats better suited for each individual system. ATTC Executive Director Peter Fannon said a prototype of the format converter has been delivered by Tektronix to Captain, the New York high-definition studio that is using the device to produce video test materials for ATTC. The prototype format converter is operating smoothly, Fannon said.

# AMPEX HEAD SAYS COMPANY IS BACK ON TRACK

*In rare interview, Edward Bramson says layoffs are over and company's R&D teams are working on new products*

**A**mpex Corp., Redwood City, Calif., the first company to market a practical videotape recorder back in the 1950's which became the last American-owned videotape equipment manufacturer in the 1980's, is financially sound, according to Edward J. Bramson, owner, president and chief operating officer. In a rare interview with *BROADCASTING* last week, Bramson denied rumors that Ampex is about to be sold to either domestic or foreign interests. The hundreds of layoffs within the company over the past year have ended, he said.

"We've talked about perceptions.... We've talked about the reality of what we're doing, which is our products," Bramson said. "What you really want to have happen is the perceptions and the reality to come together so that the warm feelings people have about the company become justified."

The perceptions surrounding Ampex in recent years have often been negative. The company laid off about 700 employees, representing 10% of its work force, between December 1989 and January 1991. Revenues in recent years have been flat at about \$700 million, affected in part by the current recession and cuts in government spending on some Ampex systems. Bramson is constantly dogged by rumors he is planning to sell or fold Ampex due to heavy debt. His three chief goals for the next several months, he said, are to quell the uneasiness about the layoffs, implement a more decentralized management style "in which you essentially set a direction and trust the people who have done it before to go and get it done," and redirect product development teams.

Bramson, 39, was born and educated in Britain and emigrated to the U.S. in 1975 to accept an accountancy job in New York. The following year he bought a small company. "In the process of organizing the financing for it, I got really involved in the thing...and shortly after began running it," he said. His later financial successes grew from there. Bramson now owns four companies in industries ranging from broadcast equipment to chemical manufacturing. One of those companies, Lanesborough Corp. (later renamed Sherbourne Corp.), acquired Ampex in April 1987 for \$479 million plus assumption of



Ampex's Ed Bramson

debt, financed in large part with loans and securities. Until this year, Bramson has rarely spoken to the press on Ampex matters and has left business and technology decisions to Ampex management.

With the recent resignation of Ronald J. Ritchie as Ampex president and chief executive officer, Bramson decided to move from the East Coast to Redwood City to take personal control of Ampex (*BROADCASTING*, Jan. 21). "I wanted to be more involved. I've been associated with Ampex for four years, and over time I've come to feel more comfortable in judging what we ought to do," Bramson said. "What we do is quite complex. It takes quite a long time to put things in perspective. I've gone out and talked to a lot of customers." What Bramson found was a deep respect for Ampex's traditional image as a technology leader, but that fitting the technology to the business needs of the customers has become key.

Ritchie's departure was not a firing, but a matter of mutual agreement, he said. "I think the issue is that when you have two people with a fair amount of business experience, it makes sense for one of them to [run the company], so it turns out I'm going to do it," Bramson said.

As Ritchie left, Ampex announced the completion of the final 150 layoffs in a round of 350 begun last November. At the same time, a letter was sent to all the company's remaining employees to promise the layoffs had ended.

New product development will receive greater attention in 1991. The level of research and development funding in recent years—10% of sales—will remain the same. "Now that we've finished some very big projects, we've got the people and resources to put into new things," Bramson said. The teams that developed and perfected the D-2 (composite digital) videotape format, for example, are now free to apply digital technology to other areas. Three new product development teams have been formed. Bramson declined to give details on those teams' missions. "We've got some non-television products that we're working on, but everything that will be launched will be television-related," he said.

One project already announced involves boxes designed to ease the transition cost of today's composite analog TV studios to the coming component digital studios. One of the links in the transition is the ADAPT digital layering system (to be introduced at the National Association of Broadcasters convention in April), which will produce multigenerational effects equivalent to component digital systems while interfacing with conventional composite analog production switchers (*BROADCASTING*, Jan. 28). The ultimate goal of that project is the development of an affordable component digital switcher in the mid-1990's.

The "non-television" but "television-related" projects Bramson mentioned could involve some of the strategic alliances Ampex has been attempting to form over the past year. The aim is to find ways to blend Ampex's digital television technology expertise with other high-tech industries. "Digital recording has a very high data rate, higher than you really need it for computing. As computers get faster, you have more need for high-speed storage when you just have more data to store. When TV recorders became digital, it created a business opportunity," Bramson said.

Bramson's goal is for product announcements stemming from the three new development teams some time in 1992. His hopes and expectations are that they will attract a significant increase in business. That is when he predicts currently negative perceptions will meet positive reality. —RMS

## Network radio special report

Continued from page 43.

viding programming that appeals to a broad spectrum of the Hispanic population. "Within the collection of Spanish-language stations there's a range of formats, based on music or talk or other programming. Some formats are more popular in certain geographical areas of

the country than in others. A station in McAllen, Tex., is going to sound very different from one in Miami. We're a national service, so we have to adapt our programming to appeal to a wide range of audience."

Kiernan said this broad range is the main reason CBS has focused on baseball and football and Christmas music, "event programs that Hispanics would respond to no matter where their heritage lies." He said that, while sub-

groups among the Hispanic audience are very real, "the perception of those differences might be greater than the reality."

Judging from the network's acceptance with both stations and advertisers, Kiernan observed that "Hispanic is a very rewarding market. It has great opportunities for growth over and above what you might find in the general market, because it's expanding so quickly." -REB

## BRN OUTLASTS 24-HOUR BUSINESS COMPETITION

In a highly competitive marketplace that in the last year has seen two 24-hour business-oriented radio networks fold their cards, Colorado Springs-based Business Radio Network has the high hand. Next July the network will celebrate its third anniversary, and as it gears up for its fourth broadcast year, indications are that BRN is here to stay.

BRN President and Chief Executive Officer Lou Mellini credits the network's aggressive affiliation policy for the company's continued expansion. "We knew that the winning combination was to get affiliates in as many of the top 100 markets as possible so that we could expand our services and attract advertisers," he said. At present, BRN has affiliates in nine of the top 10 markets, 17 of the top 20 and 40 of the top 50, Mellini said.

Also important: BRN's strategy for international expansion, which has been vital for the network's extensive coverage of the Gulf War. Mellini admitted he was skeptical when the company last year developed a business relationship with Saudi Arabia: "We thought with oil prices being down we wouldn't need a reporter over there, but thanks to that far-reaching thinking, and the fact that our people had the ability to make contacts, we have been able to carry out our vision of making BRN a national and international network."

BRN Executive Vice President Karen Faulkner said an overall marketing strategy she characterized as "being our own best competition" allowed the network to develop programming and services independent of what the other business networks were doing.

With 83 affiliates covering roughly two-thirds of U.S. markets, BRN provides a news/talk format that Chief Operating Officer Dave Rose said is "flexible enough that the local broadcaster to some extent can set his own local identity." This provides affiliates a variety of

options to "either be identified as the news-talk-information station in the market, or if that station already exists, they can take a more narrow view and become known as the business news source." Rose said most affiliates carry BRN's business and financial news programming elements, as well as talk shows featuring personal finance investment advice. "All told, the average affiliate carries 60% of our programming, and 40% local programming," Rose said.

Mellini claimed that BRN exemplifies increasing advertiser interest in niche formatting. "Instead of taking the shotgun approach, advertisers are learning that if they match the right product with the right niche format they can rifle their message—and therefore improve their return on invested advertising dollars," he said.

"Because advertisers can target our demo, we feel we're the electronic business magazine of the 21st century."

BRN's average listener is a 48-year-old male college grad with a household income of \$70,000, Mellini said. "Our goal is to create an editorial environment that virtually guarantees an audience of people who are interested in a certain kind of product or service. Advertisers for our finance-oriented talk shows not only are going to get a group of consumers who are demographically right but who also are interested in the topic of personal investing."

What's ahead? "Our three greatest challenges of this decade are to continue our international expansion, strengthen the bonds we have with our current affiliates and roll out new programs and services," Rose said. -REB

## RNA UNVEILS TARGETED MARKETING PLAN

The Radio Network Association in New York last Friday (March 1) initiated a marketing plan designed to raise awareness of nonnetwork advertisers to the cost-effectiveness of network radio.

RNA President Bud Heck said the plan, which uses extensive direct mail and one-on-one presentations over the next 12 months, is targeted to decision-makers at an elite group of specific advertised brands, including travel, automotive, computers, insurance and packaged goods. "Many of these products or categories have bypassed the medium for years," Heck said.

The initial strategy is to hit these decision-makers at least twice a month prior to TV's up-front season, which begins next April, Heck said. "We're going to position the medium on two fronts: as a primary medium and as a mix with TV." He said the intent is to take advantage of the decline of the network TV audience and the lack of loyalty of that dwindling audience. "The TV viewers are disappearing, and the advertiser today really doesn't know where to look," Heck said. "Additionally, those who do watch TV often have no idea what they're going to watch tonight—but they know their favorite radio stations."

Heck said loyalty is "the single most important factor that an advertiser should look for. He added that "94% of every product and service in this country is purchased by a radio listener. This medium has that kind of in-depth penetration, and these are the concepts we want these people to understand and accept."

# INTERNATIONAL

## 'DIVERSIFICATION, NOT UNIFORMITY' KEY TO SUCCESSFUL INTERNATIONAL TV

*That's opinion of MTV's Tom Freston, who says that apart from war coverage, there's nothing that can command worldwide audiences*

**W**ith CNN's worldwide coverage of the Persian Gulf war as a backdrop, Tom Freston, chairman and chief executive officer, MTV Networks, spoke of the globalization of television and told a Los Angeles luncheon crowd that the growing international television marketplace holds both "tremendous potential" and warning signals for American television suppliers. Speaking before a crowd of more than 500 at a luncheon sponsored by the Academy of Television Arts & Sciences in Los Angeles, Freston said the recent breakdown of General Agreement On Tariffs and Trade (GATT) talks may bring about a system in which individual or groups of countries might establish their own rules regarding the importing and exporting of programming.

Drawing from Marshall McLuhan's view of a "global village," Freston said that while CNN's coverage of the war has shown that "the television industry can provide simultaneous worldwide programming on a sustained basis.... Truly global television works only when you have a topic of truly global interest. And while there is nothing more serious than war, no topic that is less serious can command that kind of attention."

Freston said CNN's success in providing global coverage of the Persian Gulf war has masked the potential dangers faced by domestic program suppliers in a changing international marketplace. "CNN's global success in covering a shooting war may blind us to the global dangers producers may face in a non-shooting war in the years ahead...namely, the very real possibility of a trade war that could victimize television producers and other exporters of American culture," he said.

The most recent round of GATT talks, called the Uruguay Round, broke down in December and were significant because the organization, for the first time in its 40-year history, began considering services as an import-export

item, a category under which television programming would fall. Freston said if GATT is unable to come to a general agreement on the trade of services, U.S. program suppliers may in the future face strict quotas from individual countries or blocks of countries. "Already, the nations of the European Common Market have issued a directive saying that, in the future, European broadcasters should reserve a majority proportion of their transmission time to programming of European origin," he said.

With those dangers in mind, Freston said MTV Networks' main strategy is "think globally, act locally. It means not only thinking of the entire globe as our market, but also in developing programming that is global in its universal appeal, but local in expressing that appeal to different cultures."

He used the launch of MTV Europe three years ago as an example of their approach. "Though rock 'n' roll may be a universal language, it is one with many different dialects. While youth everywhere...have the same enthusiasm for Madonna, Michael Jackson, Phil Collins and the other so-called international superstars, they also root for the home

team. They support artists who reflect their own distinct cultural heritage. These considerations certainly shaped our thinking...when we made our first major move outside the U.S. market with the launch of MTV Europe.

Our most basic strategic decision was that this joint venture with the United Kingdom's Maxwell Entertainment Group should live up to its name, that is, that it should be a truly European version of MTV."

He said the company uses the same philosophy in programming Nickelodeon. "We find many similarities of interest among children on a global basis with regard to what they want to see on television."

As a result of the globalization of television, Freston said many countries are adopting a protectionist standpoint, and restrictions could become worse as governments fear the loss of their individual cultures under a barrage of U.S. programming. "With more choice there are more opportunities for producers and more chances for people around the world to better understand each other. The world does become smaller, but it won't become homogenous," he said. -SC

### DISTANT SIGNALS

**I**n a blow to European satellite sports service Eurosport, the European Commission has ruled the channel is anticompetitive. The commission took up the issue after sports channel rival Screensport complained that the joint venture channel between members of the European Broadcasting Union and Rupert Murdoch's Sky Television unfairly tied up European TV rights to sports coverage produced by EBU members.

The commission agreed the effect of the channel was "to limit and distort free competition...[bringing] together two potential competitors for sports programs so they cooperated instead of competing, while at the same time denying access to programs for other satellite or cable services." The decision follows Murdoch's decision to sell his 50% stake in Eurosport in favor of the more United Kingdom-centered sports channel of former direct broadcast satellite rival British Satellite Broadcasting, which merged with Sky TV late last year.

# FOR THE RECORD

As compiled by BROADCASTING from Feb. 21 through Feb. 28 and based on filings, authorizations and other FCC actions.

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

## OWNERSHIP CHANGES

### Applications

- **KYEL-TV Yuma, AZ** (BALCT910214KI; ch. 13; 316 kw-V; 31.6 kw-A; ant. 1,700 ft.)—Seeks assignment of license from Beacon Broadcasters Ltd. to Southwest Triangle Television Co. for \$900,000. Seller is headed by Robert C. Gilbertson and Duncan Fraser and is subsidiary of Beacon Communications Corp. Beacon Broadcasters is licensee of WCFT-TV Tuscaloosa, AL, which has application on file for transfer to Federal Broadcasting Co. Buyer is headed by Osvaldo A. Moran (33.33%) and I. Edward London (66.67%). London is nonvoting shareholder in Lamar Communications Inc., applicant for CP for new commercial TV in Miami. Filed Feb. 14.
- **KQXK(AM)-KCIZ(FM) Springdale, AR** (AM: BAL910211EE; 1590 khz; 2.5 kw-D; 100 w-N; FM: BALH910211EF; 104.9 mhz; 3 kw; ant. 496 ft.)—Seeks assignment of license from 5555 Broadcasting Inc. to Westark Broadcasting Co. for \$400,000. Seller is headed by James C. McCrudden and Eleanor H. McCrudden, husband and wife, and son J. Shawn McCrudden, and has interests in Kelly Communications Inc., licensee of WXCL(AM) Peoria and WKQA-FM Pekin, Ill. Buyer is headed by Eldon F. Coffman, Sandra Coffman, L.E. Tate and Lorraine Tate, and has interests in Booneville Broadcasting Co., licensee of KEZU(FM) Booneville, AR. Filed Feb. 11.
- **KSNN(FM) Los Banos, CA** (BALH910211HL; 104.7; 50 kw; ant. 495 ft.)—Seeks assignment of license from Sunshine Valley Broadcasting Co. Inc. to Exelor Communications Inc. for \$700,000. Seller is headed by Lin Neumann and has no other broadcast interests. Buyer is headed by Jimmy Lee Wilkinson (50%) and Kristen Jean McMurray (50%) and has no other broadcast interests. Filed Feb. 11.
- **KSIR(AM) Estes Park, CO** (BAL910214EB; 1470 khz; 1 kw-D)—Seeks assignment of license from Estes Park Broadcasting Co. Inc. to Trail Broadcasting Co. Inc. for \$180,000. Seller is headed by Stanley J. Pratt and has no other broadcast interests. Buyer is headed by Terence K. Licence (50%) and J. Alan Cramer (50%), and has no other broadcast interests. Filed Feb. 14.
- **WFYR-FM Chicago** (BALH910211HM; 103.5 mhz; 4.3 kw; ant. 1,548 ft.)—Seeks assignment of license from Summit-Chicago Broadcasting Corp. to Major Broadcasting Inc. for \$1.9 million. Seller is headed by James Wesley, Owen Weber and Adrian Cox, and also owns five AM's and six FM's in New York, Baltimore, Dallas, Atlanta, Denver and Dayton, OH, and cable systems in Georgia (including Atlanta) and North Carolina. Buyer is headed by Major Broadcasting Inc. (100%). Luke Allen, James Brewer, Ian Falconer and Anna Clemente, C. Robert Allen III is a trustee of owner of nonvoting preferred stock of Major Media Inc., parent corporation of assignee, which is 75% owner of C. Devine Media Corp., licensee of KBER(FM) Ogden, UT. C. Devine Media also holds 100% of stock of KXBR Inc., licensee of KXBR(FM) Greenfield, MO, and 96% of KKBR Inc., licensee of KRBL(FM) Los Alamos, NM. Filed Feb. 11.
- **WKXX(FM) Jerseyville, IL** (BALH910211HK; 104.1 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from Don Cavaleri, receiver, to Ronin Broadcast Group Inc. for \$3.176 million. Cavaleri owns approximately 60% of stock and is president of Empire Broadcasting System Inc., licensee of WCZR(AM) Charleston and WLZT(FM) Miami, both West Virginia. Buyer is headed by George W. Halstead III (Lee Michaels) and Edward Hayes Jr., and has no other broadcast interests. Filed Feb. 11.
- **KLJB-TV Davenport, IA** (BALCT910212KE; CH. 18; 3000 kw-V; ant. 1,010 ft.)—Seeks assignment of license from Davenport Comm. Ltd. to Quad Cities Television Acquisition for \$3.706 million. Seller is headed by Gary Brandt and Richard Greenblatt and has no other broadcast interests. Buyer is headed by Milton Grant, John H. Markley, William D. Towe, Gregory B. Maffei and Huntsville Television Holdings Corp. (100%). Huntsville Television Holdings owns 100% of voting stock of Huntsville Television Acquisition Corp., licensee of WZDX(TV) Huntsville, AL. Grant is president of and holds 53.1583% interest in Grant Broadcasting Corp. of Little Rock, which has 25% limited partnership in Little Rock Communications Associates, licensee of KLRT(TV) Little Rock, AR. Filed Feb. 12.
- **KFUN(AM)-KLVF(FM) Las Vegas, NM** (AM: BTC910212EB; 1230 khz; 1 kw-U; FM: BTCH910212EC; 100.9 mhz; 3 kw; ant. -77 ft.)—Seeks transfer of control from KFUN-KLVF Inc. to Dennis D. Mitchell for \$400,000. Transferor is S. Carl Mark. Transferee is Mitchell (100%). Principals have no other broadcast interests. Filed Feb. 12.
- **WYCL(FM) Boyertown, PA** (BTCH910211HN; 107.5 mhz; 29.9 kw; ant. 611 ft.)—Seeks transfer of control from James H. Wallace Jr., John C. Quale and Stuart F. Carville to W. Lawrence Patrick. Transferors are transferring 90% voting stock and 100% limited partnership interest. Licensee is Legend Communications of Pennsylvania Ltd., headed by Patrick and Fred F. Fielding, Wallace, Patrick, Quale and Carville are sole holders of voting stock of licensee of WSOM(AM)-WQXX(FM) Salem, OH, and KMNS(AM)-KSEZ(FM) Sioux City, IA. Fielding has interests in Gilmore Broadcasting Corp., licensee of WLVE(FM) Miami Beach, KDBN(AM) Dallas and KMEZ(FM) Ft. Worth (stations have been sold, see "Changing Hands"), and WEHT(TV) Evansville, IN. Filed Feb. 11.
- **WJOT(AM) Lake City, SC** (BAL910213EA; 1260 khz; 1 kw-D; 65 w-N) Seeks assignment of license from Florence County Broadcasting Co. to Wiggins Broadcasting for \$40,000. Seller is headed by William R. Rollins and Robert R. Hilker and has interests in WJJI(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia; WABZ(FM) Albermarle, WE-GO(AM) Concord and WFX(TV) Morehead City, all North Carolina, and WPIQ(AM)-WHJX(FM) Brunswick GA. Hilker has 10% interest in Lakeside Cable TV Inc., which operates cable systems throughout North Carolina. Rollins has 60% nonvoting stockholder interest in applications for new FM in Lenoir, NC. Buyer is headed by John H. Wiggins (75%), son of Peggy Ann Wiggins (25%), licensee of WWFN(FM) Florence, SC. John Wiggins is also president and 100% stockholder of Queen City Broadcasting System Inc., licensee of WULF(AM)-WKXH-FM Alma, GA. Filed Feb. 13.
- **WBVD(FM) Huntingdon, TN** (BAPH910204HQ; 93.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from WJPJ Inc. to Big Tenn Communications Co. Inc. for \$15,000. Seller is headed by David Jordan and has interests in Virginia Kentucky Broadcasting Co., licensee of WDTM(AM) Selmer, TN. Buyer is headed by Bill Haney (35%), Charles H. Graves (51%) and Tony D. Reeves (14%) and has no other broadcast interests. Filed Feb. 4.
- **KSWA(AM)-KWKQ(FM) Graham, TX** (AM: BTC910219EA; 1330 khz; 500 w-D; FM: BTCH910219EB; 107.1 mhz; 3 kw; ant. 100 ft.)—Seeks transfer of control from Robert N. Aylin Sr. to Robert N. Aylin Jr. Licensee is KSWA Inc., headed by Aylin Sr. and James M. Jones (10%). Aylin is transferring half of his 90% of company to transferees Aylin Jr., Elizabeth L. Aylin and Martha W. Loranger, his children. Principals have no other broadcast interests. Filed Feb. 19.
- **KLFB(AM) Lubbock, TX** (BAL910214EA; 1420 khz; 500 w-U)—Seeks assignment of license from La Fiesta Broadcasting Co. to Drew Ballard for \$40,000. Seller is headed by Marcelo Tafoya and Ballard, who own 60% and 40% interest, respectively, in Tafoya Broadcasting Inc., licensee of KRGT(FM) Hutto, TX. Ballard also owns Ballard Broadcasting of Oklahoma Inc., licensee of KEOR(AM)-KHKC(FM) Atoka, OK. Filed Feb. 14.
- **WRJQ(AM) Appleton, WI** (BAL910212EA; 1570 khz; 1 kw-D; 331 w-N)—Seeks assignment of license from Gamark Inc. to Winnebago Broadcasting Inc. for \$110,000. Seller is headed by George A. Sattler, Karin Schmidt, Randall J. Miller and Robert J. Weber and has no other broadcast interests. Buyer is headed by Wesley W. Koeffler (33.3%), Robert F. Stroebel (33.3%) and George E. Wood (33.3%), and has no other broadcast interests. Filed Feb. 12.

### Actions

- **KWSS(FM) Gilroy, CA** (BALH901210GK; 94.5 mhz; 1.15 kw; ant. 2,580 ft.)—Granted assignment of license from Nationwide Communications Inc. to Shamrock Broadcasting Inc. for KMGCFM) Dallas in station swap; Shamrock is also to receive \$11 million; station granted license to KOOL Communications (see below). Seller is wholly owned subsidiary of Nationwide Mutual Insurance Co., and is licensee of WATE-TV Knoxville, TN; WBAY-TV Green Bay, WI; WRIC-TV Petersburg, VA; KITNTV) Minneapolis; WPOCFM) Baltimore; WGAR-FM Cleveland and WNCI(FM) Columbus, both Ohio; KLUC(AM) Las Vegas; WOMX-AM-FM Orlando, FL; KZAP(FM) Sacramento, CA; KNST(AM)-KRQQ(FM) Tucson and KZZP-FM Mesa, both Arizona; WKZL(FM) Winston-Salem, NC; KISW(FM) Seattle, and KHMx-FM Houston. Buyer is headed by Roy E. Disney (see below). Action Feb. 13.
- **KWSS(FM) Gilroy, CA** (BALH901213HA; 94.5 mhz; 1.15 kw; ant. 2,580 ft.)—Granted 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; WHBI(AM) Kansas City, MO; KXKL-AM-FM Denver; KXRX(FM) Seat-

tle: KXXV(TV) Waco and KZFX(FM) Lake Jackson, both Texas; WFOX(FM) Gainesville, GA; WWSW-AM-FM Pittsburgh; WCXI(AM)-WVWW(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. Loughman (40%) and Susan Loughman (40%). Latter owns 2.7% of common stock of Shamrock Holdings Inc., which owns 100% of common stock of Shamrock Broadcasting Inc. Action Feb. 13.

■ **KUAM-AM-FM-TV** Agana, GU (AM: BTC900817KK; 610 khz; 10 kw-U; FM: BTCH900817KL; 93.9 mhz; 2 kw; ant. 950 ft.; TV: BTCT900817KJ; ch. 8; 25.1 kw-V; 2.57 kw-A; ant. 140 ft.)—Granted transfer of control within Micronesia Broadcasting Corp.; transfer is consent to long form transfer within Micronesia Broadcasting. Licensee is headed by Manuel A. Tenorio and has no other broadcast interests. Action Feb. 8.

■ **KKND(FM)** Stillwater, OK (BALH901221GF; 105.5 mhz; 463 w; ant. 27 ft.)—Granted assignment of license from Stillwater Radio Group to Shipp Enterprises Inc. for \$270,196. Seller is headed by Larry Smalley and has no other broadcast interests. Buyer is headed by Jackie V. Ship and has no other broadcast interests. Action Feb. 13.

## NEW STATIONS

### Actions

■ **Gould, AR** (BPH901105MW)—Returned app. of B & H Broadcasting Co. for 102.5 mhz; 3 kw; ant. 190 ft. Address: 4004 Clay Dr., Jonesboro, AR 72401. Principal is headed by O.L. Bayless and Earl N. Hodges, and has no other broadcast interests. Action Feb. 1.

■ **Lafayette Township, IN** (BPE900215MC)—Returned app. of Southwest Allen County Schools for 91.1 mhz; 1 kw; ant. 213 ft. Address: 4510 Homestead Rd., Fort Wayne, IN 46804. Principal is headed by Henry Fischer, Roger Myers, John Popp, Alan Gilbert and Becky Wolford, and has no other broadcast interests. Action Feb. 8.

■ **Duluth, MN** (BPH890425MA)—Granted app. of AABG Inc. for 101.7 mhz; 3 kw; ant. 328 ft. Address: 2424 Centre Village 431 S. 7th St., Minneapolis, MN 55415. Principal is headed by Robert J. Schroeder, Gary L. Clark, Jack Seifer and John D. Gotrley, and has no other broadcast interests. Action Feb. 8.

■ **Duluth, MN** (BPH851217MB)—Dismissed app. of Finlaplander Broadcasting for 101.7 mhz; 3 kw; ant. 328 ft. Address: 7349 Lullwater Rd., Columbus, GA 31904. Principal is headed by Linda Hein McCarter, and has no other broadcast interests. Action Feb. 8.

■ **Roswell, NM** (BPH880616MC)—Granted app. of Mary Moran for 104.7 mhz; 50 kw; H&V; ant. 492 ft. Address: 4012 88th Place, Lubbock, TX 79413. Principal has no other broadcast interests. Action Feb. 12.

■ **Alva, OK** (BPH891204MI)—Granted app. of Lucille Ann Lacy for 104.7 mhz; 100 kw; ant. 981 ft. Address: 1210 Belford, Oklahoma City, OK 73116. Principal's husband, William R. Lacy, is president, chairman and 83% stockholder of Zumma Broadcasting Co., licensee of KZBS(FM) Oklahoma City, OK. Action Feb. 8.

■ **Loris, SC** (BPH870918MA)—Granted app. of Robert Lee Rabon for 105.9 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 437, Conway, SC 29526. Principal has no other broadcast interests. Action Feb. 13.

## FACILITIES CHANGES

### Applications

#### FM's

■ **Lowell, AR** 101.9 mhz—Feb. 7 application for mod. of CP (BPH871105MC) to change ERP: 25.5 kw H&V; change ant.: 692 ft.; TL: .35 km W of Ventris Rd. and 2.0 km SE of Posy Mtn., AR.

■ **Delano, CA** KDNO(FM) 98.5 mhz—Feb. 8-Construction permit is hereby forfeited.

■ **Fremont, CA** KOHL(FM) 89.3 mhz—Feb. 5 application for CP to change ERP: .145 m H&V; ant.: 407 ft.; change TL: 670 m bearing 50 degrees (T) from existing antenna site.

■ **Fresno, CA** KNAX(FM) 97.9 mhz—Feb. 5 application for CP to change antenna supporting-structure height.

■ **Rio Vista, CA** KR VH(FM) 101.5 mhz—Feb. 14-Construction permit is hereby forfeited.

■ **Turlock, CA** KCSS(FM) 91.9 mhz—Feb. 8-Construction permit is hereby forfeited.

■ **Alamosa, CO** KASF(FM) 90.9 mhz—Feb. 8-Construction permit is hereby forfeited.

■ **Homosassa Springs, FL** WXC(FM) 95.3 mhz—Feb. 8-Construction permit is hereby forfeited.

■ **Riviera Beach, FL** WOLL(FM) 94.3 mhz—Feb. 5 application for CP to change ERP: 11.9 kw H&V; ant.: 472 ft.; class: C3 (pursuant to docket #89-4231).

■ **Alma, GA** WKXH-FM 95.9 mhz—Feb. 8 application for CP to change ERP: 2.1 kw H&V; ant.: 387 ft.

■ **Boise, ID** KQCF(FM) 97.9 mhz—Feb. 14-Construction permit is hereby forfeited.

■ **Corydon, IN** WGZB-FM 96.5 mhz—Feb. 8 application for CP to change ERP: 2.348 kw H&V; ant.: 518 ft.; change TL: Doolittle Hill Rd. at Lotticks corner Rd., Elizabeth, IN.

■ **Oskaloosa, IA** KIGC(FM) 88.7 mhz—Feb. 1 application for CP to change channel to 204A, change type and length of transmission line used.

■ **Concordia, KS** KCKS(FM) 95.3 mhz—Feb. 8-Construction permit is hereby forfeited.

■ **Bardstown, KY** WOKH(FM) 96.7 mhz—Feb. 8 application for CP to change ERP: 3 D.A. kw H&V; ant.: 492 ft.; change TL: approximately .15 km due E of State Rd. no. 49, 6.1 km at 314 degrees to Balltown, KY.

■ **Columbia, LA** KCTO-FM 103.1 mhz—Feb. 11 application for CP to change ERP: 25 kw H&V; change to channel 276C3 (per docket #89-399).

■ **Leesville, LA** KJAE(FM) 92.7 mhz—Feb. 8-Construction permit is hereby forfeited.

■ **Frostburg, MD** WFRB-FM 105.3 mhz—Feb. 8-Construction permit is hereby forfeited.

■ **Birch Tree, MO** KBMV-FM 107.1 mhz—Feb. 8-Construction permit is hereby forfeited.

■ **St. Louis Park, MN** KDXL(FM) 106.7 mhz—Feb. 8-Construction permit is hereby forfeited.

■ **Indianola, MS** WNLA-FM 105.5 mhz—Feb. 8-Construction permit is hereby forfeited.

■ **Parkville, MO** KGSP(FM) 90.3 mhz—Feb. 8-Construction permit is hereby forfeited.

■ **Dillon, MT** KDBM-FM 98.3 mhz—Jan. 22 application for CP to increase to class C3 facilities; ERP: 10.5 kw H&V; ant.: 495 ft. (pursuant to docket #89-207).

■ **Missoula, MT** KUFM(FM) 89.1 mhz—Feb. 8-Construction permit is hereby forfeited.

■ **Crookston, NE** KINI(FM) 96.1 mhz—Feb. 11-Construction permit is hereby forfeited.

■ **Utica, NY** WPNR-FM 90.7 mhz—Feb. 8-Construction permit is hereby forfeited.

■ **Durham, NC** WXDU(FM) 88.7 mhz—Feb. 8-Construction permit is hereby forfeited.

■ **Salisbury, NC** WNDN-FM 102.5 mhz—Feb. 14-Construction permit is hereby forfeited.

■ **Dayton, OH** WWSN(FM) 107.7 mhz—Feb. 14-Construction permit is hereby forfeited.

■ **Ironton, OH** WMLV(FM) 107.1 mhz—Feb. 14-Construction permit is hereby forfeited.

■ **Westerville, OH** WBBY(FM) 103.9 mhz—Feb. 14-Construction permit is hereby forfeited.

■ **Bishopville, SC** (no call letters) 93.7 mhz—Feb. 8 application for mod. of CP (BPH880519ND) to change ant.: 492 ft.; change TL: 1.4 mi NE of Elliot, SC.

■ **Columbia, SC** WMHK(FM) 89.7 mhz—Feb. 8 application for CP to change ant.: 1,397 ft.; change TL: WLTX-TV site, Screaming Eagle Rd., 17 km NE of Columbia, Richland SO., SC; change to channel 209C.

■ **Arlington, TX** KHYI(FM) 94.9 mhz—Feb. 5 application for mod. of CP (BPH901119ID) to change ant.: 1,509 ft.; TL: 1455 W Beltline Rd., Cedar Hill, TX.

■ **Brenham, TX** KWHI-FM 106.3 mhz—Feb. 1 application for CP to change ERP: 50 kw H&V; ant.: 492 ft.; change freq: 106.1; class: C2; TL: 3 mi W NW of Somerville, TX.

■ **Lyndonville, VT** WWLRFM) 91.5 mhz—Feb. 8-Construction permit is hereby forfeited.

■ **Blacksburg, VA** WVVV(FM) 104.9 mhz—Feb. 8-Construction permit is hereby forfeited.

■ **Princeton, WV** WKMY(FM) 100.9 mhz—Feb. 8-Construction permit is hereby forfeited.

■ **Racine, WI** WHKQ(FM) 92.1 mhz—Feb. 4 application for CP to change ERP: 2.7 kw H&V; change ant.: 495 ft.; change TL: .32 km N of Two Mile Rd., .88 km W of I-94/U.S. 41 Raymond Township, WI.

■ **Suring, WI** WRVM(FM) 102.7 mhz—Feb. 11 application for CP to change ant.: 981 ft.; TL: Hwy. 32 N, .3 km SW of Suring, WI.

### TV

■ **Columbus, OH** WSYX(TV) ch. 6—Feb. 11 application for CP to change ERP: 79 kw (vis); ant.: 1,056 ft. antenna: Dielectric TDM-5A6(BT); TL: Frank Rd. and I-71, Columbus, OH 39 54 46N 83 00 48W.

### Actions

#### FM's

■ **Fort Smith, AR** KBBQ-FM 100.9 mhz—Feb. 11 application (BPH9001311D) granted for CP to change ERP: 25 kw H&V; change ant.: 699 ft.; TL: Backbone Mtn., 2 km SW of Old Jenny Lind, AR. 35 13 32 94 20 29W; freq: 100.7 mhz; class: C2 (per docket #89-32). Amended: 103090 to change ERP: 50 kw; ant.: 459 ft.

■ **Gilroy, CA** KWSS(FM) 94.5 mhz—Feb. 5 application (BPH9011211B) granted for CP to change ERP: 1.23 kw H&V; change ant.: 2,535 ft.; TL: Loma Prieta Peak Electronics site, 17.7 km W of Morgan Hill, CA. Correction of geographic coordinates & antenna radiation center.

■ **Ventura, CA** KBBY(FM) 95.1 mhz—Feb. 11 application (BPH9001181D) granted for CP to change ERP: 10.8 kw H&V; change ant.: 925 ft.; TL: located atop Laguna Peak near Point Mugu 30 km SE of Ventura at 135 degree (T).

■ **Washington** WRQX(FM) 107.3 mhz—Feb. 11 application (BPH9010011A) granted for CP to change ERP: 34 kw H&V; change ant.: ant. 602 ft.

■ **Many, LA** KWLV(FM) 107.1 mhz—Feb. 13 application (BPH9006291C) granted for CP to change ERP: 25 kw H&V; change ant.: 253 ft.; change to class C3; correct site coordinates 31 36 27N 93 24 05W (per docket #89-276).

■ **Portage, MI** WUBU(FM) 96.5 mhz—Feb. 8 application (BPH9006201C) granted for CP to change ant.: 216 ft.

■ **Nashua, NH** WHOB(FM) 106.3 mhz—Feb. 13 application (BPH9011071B) granted for CP to change ERP: .95 kw H&V; ant.: 541 ft.

■ **Ocean Acres, NJ** WQNJ(FM) 98.5 mhz—Feb. 11 application (BPH9010101C) granted for mod. of CP (BPH870430NM) to change ERP: 6 kw H&V; TL: 61 m E of Harpoon Drive, Ocean Acres, NJ.

■ **High Point, NC** WMAG(FM) 99.5 mhz—Feb. 11 application (BMLH900404KC) granted for mod. of license (BLH840820BY) for installment of new antenna.

■ **Florence, SC** WYNN-FM 106.3 mhz—Feb. 7 application (BMLH900405KA) granted for mod. of license to increase ERP: 1.7 kw (H&V) (pursuant to docket #88-375).

■ **Front Royal, VA** WFTR-FM 95.3 mhz—Feb. 12 application (BMLH900507KE) granted for mod. of license to increase ERP: 4 kw H&V (pursuant to docket #88-375).

## ACTIONS

### Actions

■ **Montecito, CA** Commission has dismissed interlocutory appeal by Claudia Bratton following Review Board's denial of her motion to reuse Board Chairman Marino and Board Member Blumenthal from this proceeding for new FM at Montecito, CA. (MM docket 87-426 by MO&O [FCC 91-46] adopted February 7 by Commission.)

■ **Topeka, KS** Granted application of Margaret Escriba for new FM on channel 223A (92.5 mhz) at Topeka; denied competing application of SpaceCom, Inc. (MM docket 89-293 by Initial Decision [FCC 91D-6] issued February 7 by ALJ Joseph Chachkin.)

■ **Hawesville, KY** Affirmed decision of presiding Administrative Law Judge and granted application of Joe L. Aldridge for new FM on channel 289A (105.7 mhz) at Hawesville; and denied competing application of Tower Communications, Inc. (MM docket 89-112 by Decision [FCC 91R-15] adopted February 8 by Review Board.)

■ **Bay Shore, NY** Denied Long Island Music Broadcasting Corporation's request to supplement petition for reconsideration in Bay Shore, NY, FM proceeding. (MM docket 87-246 by MO&O [FCC 91-45] adopted February 7 by Commission.)

■ **Naguabo, PR** Affirmed decision of administrative law judge and granted application of Efrain Archilla-Diez for new FM on channel 225A (92.9 mhz) at Naguabo; and denied competing applications of Naguabo Broadcasting Company, Jorge G. Blanco Galdo, Reyes Ruiz Rivera, and Hector Negrón Cartagena. (MM docket 88-343 by Decision [FCC 91R-10] adopted January 29 by Review Board.)

## CALL LETTERS

### Grants

#### Existing FM's

- KZPL(FM) Voice of Inter. Christ. Evang. Inc.: Yuma, AZ
- WDHM(FM) Rebecca L. Coomer; Salem, IN
- WJUS(FM) Juanina, Inc.; Fort Walton Beach, FL
- WKED-FM Allan Communications Inc.; Frankfort, KY
- WLMB(FM) American Christian Radio Service Inc.; Lima, OH
- WMYJ(FM) Transmedia, Inc.; Pocomoke City, MD
- WWTa(FM) Tabor Academy; Marion, MA
- WXFJ(FM) Crossroads Communications Inc.; Flora, MS
- WYDA(FM) Lina M. Parish; Graceville, FL
- WYDB(FM) Johnny W. Shaw and Opal J. Shaw; Bolivar, TN
- WYDF(FM) Lake Cities Broadcasting Corp.; Montpelier, OH
- WYDG(FM) Vector Broadcasting Inc.; Lexington, MI
- WYDH(FM) Alabama Native American Broadcasting Co.; Atmore, AL
- WYDR(FM) St. WIEdCommun. Bd.; Eau Claire, WI
- WYDS(FM) Howard G. Bill; Decatur, IL

#### New TV

- KLSB-TV Radnor Broadcasting Co. Inc.; Nacogdoches, TX

#### Existing AM's

- KHCB(AM) KTUS Houston Christian Broadcasters Inc.; Galveston, TX
- KKFH(AM) KWIC Modern World Media Inc.; Beaumont, TX
- WMDH(AM) WCTW WTL Indiana Inc.; New

- WNTJ(AM) Castle, IN  
WKQS Pennsylvania Broadcasting Associates II; Johnstown, PA
- WOCC(AM) WGZB Radio Corydon Inc.; Corydon, IN
- WRPT(AM) WMDK Peterborough Broadcasting Company Inc.; Peterborough, NH
- WTME(AM) WXGL Christian Family Radio; Lewiston, ME

#### Existing FM's

- KFAN(FM) KBKK Jason and Janice Fritz; Johnson City, TX
- KHCB(FH) KTUS Houston Christian Broadcasters Inc.; Galveston, TX
- KHOW-FM KSYY KHOWKSYY Inc.; Denver
- KIOX-FM KXGC-FM North Star Communications Inc.; El Campo, TX
- KJOJ-FM KJOJ US Radio Ltd.; Freeport, TX
- KONO-FM KFAN Gillespie Broadcasting Company; Fredericksburg, TX
- KRGY(FM) KRIX Sunbelt Radio Acquisition Inc.;

- Brownsville, TX  
KTCM(FM) KAPH Alpha Broadcasting Inc.; Kingman, KS
- KTHX(FM) KSXY Lobster Communications Corporation; Reno, NV
- KUII(FM) KYII KLIF Company; Dallas
- KXYL-FM KISJ-FM Central Texas Communications Inc.; Brownwood, TX
- KZZD(FM) KGAM New Life Fellowship Inc.; Wichita, KS
- WGKL-FM WZZG Tenore Broadcasting Company; Charlotte, NC
- WJZE(FM) WDJY United Broadcasting Company Inc.; Washington
- WKRH(FM) WIGY Kaleidoscope Inc.; Bath, ME
- WLKC(FM) WXJE Jefferson Broadcasting Inc.; Henderson, NY
- WMDH-FM WMDH WTL Indiana Inc.; New Castle, IN
- WMOG-FM WPFI WBA Partnership; St. Simons Island, GA

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL <sup>*</sup>
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
<b>Total Radio</b>	<b>10,830</b>	<b>1,495</b>	<b>12,325</b>
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

### CABLE

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

<sup>\*</sup> Includes off-air licenses. <sup>†</sup> Penetration percentages are of TV household universe of 92.1 million. <sup>1</sup> Construction permit. <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

## Datebook

Continued from page 16.

nalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

**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 11**—55th annual Ohio State Awards banquet and ceremony, sponsored by *Institute for Education by Radio-Television*. Columbus, Ohio. National Press Club, Washington. Information: (614) 292-0185.

**April 11**—Forum on digital audio broadcasting, sponsored by *Annenberg Washington Program*. Annenberg office, Willard Office Building, Washington. Information: (202) 393-7100.

**April 12**—Deadline for entries in Vanguard Awards, sponsored by *Women in Communications*, for "companies and organizations that have taken actions and instituted programs to advance women to positions of equality within that company or organization." Information: (703) 528-4200.

■ **April 12**—"Radio Advertising: A Journey Through Sound," seminar sponsored by *Center for Communication*. Speaker: Bud Heck, president, Radio Network Association. Center for Communication, New York. Information: (212) 836-3050.

■ **April 12**—"On Location at WINS Radio: News Around the Clock," seminar sponsored by *Center for Communication*. WINS, Center for Communication, New York. Information: (212) 836-3050.

**April 12-13**—*Society of Professional Journalists*

and *Radio-Television News Directors Association* "super regional" conference (Oregon, Washington, Montana, Idaho, Alaska). Marriott Hotel, Portland, Ore. Information: Carol Riha, (503) 228-2169 or (503) 645-6386.

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

**April 12-14**—*National Association of Black Owned Broadcasters* 15th annual spring Broadcast Management Conference. Las Vegas Hilton, Las Vegas. Information: (202) 463-8970.

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

■ **April 14-16**—25th annual convention of *Virginia Cable Television Association*. Williamsburg Lodge, Williamsburg, Va. Information: (804) 780-1776.

**April 15-18**—HDTV World Conference and Ex-

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

■ **April 17**—"High Performance Account Management." seminar sponsored by the *American Association of Advertising Agencies*. Ritz-Carlton, Washington. Information: (212) 682-2500.

**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 18-19**—40th annual Broadcast Industry Conference sponsored by *San Francisco State University, Broadcast Communications Arts Department*. Knuth Hall, San Francisco State University, San Francisco. Information: (415) 338-7083.

**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 19-20**—*Texas AP Broadcasters* annual convention. Capitol Marriott, Austin, Tex. Information: Diana Jensen, (214) 991-2100.

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

■ **April 19-28**—Worldfest/Houston International Film and Video Festival. Festival theaters: Greenway Plaza, AMC Greenway III Theaters, Museum of Fine Arts and Rice Media Center. Festival hotel: Wyndham Warwick, Houston. Information: (713) 965-9955.

**April 21-23**—*Broadcast Cable Financial Management Association*, and subsidiary *Broadcast Cable Credit Association*, 31st annual conference. Theme: "Breakthrough Performance: Lights! Camera! Innovation!" Century Plaza, Los Angeles. Information: (708) 296-0200.

**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 24**—*International Radio and Television Society* Gold Medal Award dinner. Recipient: Frank Bennack Jr., president-CEO, Hearst Corp. Waldorf-Astoria, New York. Information: (212) 867-6650.

**April 25-26**—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 737-3220.

**April 26**—Deadline for entries in Daytime Emmy Awards, sponsored by *National Academy*

*of Television Arts and Sciences* and *Academy of Television Arts and Sciences*. Information: (212) 586-8424 or (818) 953-7575.

■ **April 29**—"New Technologies: The Video Journalist of the Future." seminar sponsored by *Center for Communication*. Center for Communication, New York. Information: (212) 836-3050.

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

## MAY

■ **May 5-8**—*Association of National Advertisers* advertising financial management conference. "Advertising and Accountability." Walt Disney World Dolphin, Orlando, Fla.

**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 Natnan, (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, 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 14**—*American Women in Radio and Television*. New York City chapter, lunch. "People Finders." Marriott Hotel, New York. Information: (212) 572-9832.

**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 16-17**—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 737-3220.

**May 16-19**—*American Women in Radio and Television* 40th annual convention, featuring presentation of new awards, AWRT Star Awards, for commitment and sensitivity to the issues and concerns of women. Omni, Atlanta. Information: (202) 429-5102.

**May 18**—Presentation of 43rd annual Los Angeles area Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Pasadena

Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

**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 20-21**—*Illinois Broadcasters Association* congressional visits. Washington. Information: (217) 753-2636.

**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

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

**June 2-5**—*Women in Cable* national cable management conference. Sheraton Denver Tech Center, Denver. Information: Shirley Moses, (904) 932-2800.

**June 2-6**—*Radio Advertising Bureau* graduate management program. Wharton School, Philadelphia. Information: (212) 254-4800.

**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 5**—Broadcasting/Cable Interface V, telecommunications policy seminar sponsored by *BROADCASTING* magazine and *Federal Communications Bar Association*. ANA Hotel, operated by Westin Hotels and Resorts, Washington. Information: Patricia Vance, (202) 659-2340.

**June 5**—*Illinois Broadcasters Association/Wisconsin Broadcasters Association* joint TV sales conference. Clocktower Inn, Rockford, Ill. Information: (217) 753-2636.

# CLASSIFIED

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

## RADIO

### HELP WANTED MANAGEMENT

**WKIK, Leonardtown, Maryland.** Looking for general manager with strong sales background. Will handle major house accounts; recruit, train and supervise sales people; and assume many other responsibilities. Owner will offer equity opportunity based on performance. Call Robert E. Johnson, 301-475-8937. EOE.

**Wanted:** Sales reps who know how to close - have a desire to earn excellent income - have radio station management or national rep experience to sell sales promotions to radio station managers. Phone International Broadcast Services at 615-646-8461 or fax your resume. 615-646-3628. EOE.

**Small market class A FM** with giant signal in central Indiana seeks community minded general manager. We are looking for a strong leader focused on sales. You will carry a list. Salary, monthly percentage of profit and equity in station over time. Great opportunity for someone that wants to work. Send resume in confidence to President, PO Box 502, Roanoke, IN 46783-0502. Equal opportunity employer.

**General sales manager wanted** for WILS/WKPP Lansing. We need an energetic hard working leader who is streetwise. Resumes to Box 25008, Lansing, MI 48909. EOE.

**Sales oriented G.M. needed.** Energetic, community active, promotionally minded. Resume to Box 381, Mt. Sterling, KY 40353. Include compensation expectations. EOE.

**Creative self-motivated sales manager** for new A/C FM in Saginaw/Bay City/Midland, Michigan Metro Hire and train sales team. Base plus performance comp package. Immediate opening. PO Box 2150, Southfield, MI 48037. Fax 313-358-5514. EOE.

**Sales oriented station manager** for group's profitable small market Vermont FM. Responsible for training sales staff, promoting, packaging, and carrying established list. Successful track record desired. Resume to Box E-1. EOE.

**Washington's leading All-News radio station** has an immediate opening for an operations manager. Applicants should have prior news and/or program management experience, well developed people skills and demonstrated leadership ability. No calls. EEO/M-F. Send letter and resume to: Michael L. Douglass, Vice President/General Manager, WTOP Newsradio 15, 3400 Idaho Avenue, N.W., Washington, DC 20016.

**Come home to Long Island.** WBAZ, 101.7FM, Eastern Long Island's market leader, seeks a mature, experienced station manager/general sales manager. Intelligence, innovation, integrity and hands-on sales leadership are mandatory. Call Jana, 516-765-1017 today. M/F. EOE.

**Station manager:** Powerhouse FM/AM in competitive small northern Michigan market. Great sales, promotions and community involvement are requisites. EOE. Reply: Box E-2.

**So, CA sm. mkt FM** seeks GM w/strong sales ability. Equity available. EOE. M/F. Box E-3.

**Sales manager:** Currently or recently employed sales manager wanted for a Chicagoland AM station. This is an exceptional and lucrative opportunity for a creative, conscientious and ambitious person. Please send evidence of your ability to develop, maintain and motivate a six person sales team, and a history of your sales results, along with your resume and compensation history. All replies will remain confidential. to Box E-4. EOE.

**Sales manager:** Local sales manager wanted for WPLR New Haven, CT. Number one station and legendary AOR has an opportunity for an organized, energetic leader. Experienced tenacious staff already in place. All replies to, WPLR, Personnel Director, 1191 Dixwell Avenue, Hamden, CT 06514. EEO.

### HELP WANTED SALES

**Philadelphia's number one AM/FM combination** has sales opening for a motivated salesperson with proven track record. Great opportunity for goal oriented, self starting team player who loves to sell. Must have three to five years experience. Send resume to: Ed McCusker, General Sales Manager, WPEN/WMGK, 1 Bala Plaza, Bala Cynwyd, PA 19004. No phone calls please. Affirmative action employer. EOE.

**Georgia/sm market:** Exciting AM/FM combo near Macon will soon go to city grade signal. Need aggressive sales manager who is not afraid to make sales calls. Young, eager staff needs peer who can give guidance and leadership as well. Candidate selected will work a list. Salary + commission + benefits, negotiable. Call Mr. Price 1-800-833-7742. EOE.

**Midwest dominant AM station** seeking professional salesperson. Minimum 5 years selling experience preferred, proven track record required. Excellent station, people, benefits, income. Applications held in strictest confidence. EOE. Reply to Box E-5.

**Florida killer closer:** New hot FM, Central Florida. County population over 200,000. Big bucks! Call owner direct. 904-622-9550. EOE.

**Account executive:** Top-rated Santa Barbara AOR seeks energetic, motivated AE for established list. Consultant selling, promotional skills and desire to make lots of money essential. Contact Mark Duncan, KCOR-FM 805-964-7670. EOE.

**WEFX/WNLK, CT** seeks dynamic sales manager to motivate, train and lead ambitious, goal-oriented sales team. This will be your toughest challenge. Send resume to GM, PO Box 1350, Norwalk, CT 06851. EOE.

### HELP WANTED TECHNICAL

**Experienced chief engineer** needed at 100,000 FM and 4 tower directional AM. Successful applicants should possess a knowledge of directional AMS and studio trouble shooting. Send work history and related materials to: Tom Thies, KLIK/KTXV, PO Box 414, Jefferson City, MO 65102. EOE.

### SITUATIONS WANTED MANAGEMENT

**Available now!** General manager/sales manager. Prefer southeast. Top 100 markets. CRMC. Make it happen for you in 1991 and beyond! Fred J. Webb 615-855-3930. Call now!

**14 years management sales** and on-air experience. Great motivator and leader. Great people skills with knowledge of budgets and expense control. Prefer turnaround in Oregon or Southern Washington state. Reply to Box B-32.

**Successful well experienced** general manager looking for a new rewarding challenge. Strong on sales training and revenue production. Reply Box B-48.

**After 10 years** sold station. Seeking GM position with growth potential. Need challenge. Understand bottom line and budget. Over all management background. 22 years broadcasting, 17 management. Call 906-226-8748 or write GM, Box 211, Marquette, MI 49855.

**General sales manager:** 9 year successful account executive is ready to take what I've learned to build sales and a sales team preferably at a medium size market radio station. Box E-7.

**Leader available** for station or group. 25+ years including major market & ownership. Let me control your bottom line, improve your profits and make you #1. Let's talk now or at NAB. Reply Box E-6.

### SITUATIONS WANTED ANNOUNCERS

**Announcer, 17 years** experience, seeks DJ or program director position at adult contemporary station. All shifts. Mike, 904-255-6950.

### SITUATIONS WANTED TECHNICAL

**Veteran engineer available,** temporary or permanent. Very experienced: studio, satellite, automation, RF facilities from translators through 50 KW AM-DA; construction, budgeting. Also management, on-air, news, computers, and television. Reply to Box E-8.

### SITUATIONS WANTED NEWS

**News director, anchor, talk host** with proven track record in medium to major markets. A professional with many national and state awards attesting to that. Honest commitment, stability and loyalty as important as salary. Will relocate. Family, vet no reserve obligation. Reply to Box E-9.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Four years experience** Hot A/C PD. With winning team now. Seeking medium market. Jim Ayers, 912-729-7644 evenings Eastern.

**21 year radio veteran** seeking long term country programming position in Midwest or South. Mike 419-243-0043.

**Versatile and mature broadcaster** with a professional attitude seeks programming/operations position. Experienced enough to lead, and still eager to learn. Reply to Box E-10.

**Responsible, stable production director/air talent** available March 1. Satellite experience. AOR, AC, Southeast preferred Bill Golden 602-299-6777

**Jack Doodle** for mid-days or afternoons at an AOR, light rock, or top 40 station. 8 years experience at top Dayton Ohio stations. Call 614-792-6705.

#### 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.

**Jerusalem live radio call-in** available immediately. #1 market, experienced, American Broadcast Journalist in Israel, accepting reasonable offers for hosting/producing telephone call-in with studio guests. Fax: Sheila Zucker 011-972-2-250457 or write PO Box 4485, Jerusalem, Israel.

**Disc jockeys needed:** We have jobs in all markets. Earn what you're worth. All formats. Call Radio Placement Services now. 516-367-6273.

#### TELEVISION

##### HELP WANTED MANAGEMENT

**General manager:** A challenging position at a mid sized, Midwest Fox affiliate. Requires hands-on results orientation. Sales management background required. Call in confidence 1-800-733-2065. EOE.

**General manager** wanted for major market South-west teleproduction operation. Facility is largest in Phoenix with production, post, audio, computer graphics and animation. Seeking individual to provide business and personnel management. Job requires minimum of five years production company experience, three years management. Excellent growth potential and benefits. M/F. EOE. Send salary requirements and resume to Box B-50.

**Promotion manager:** Houston, TX independent is seeking a unique individual to manage and lead the promotion department. Knowledge of sports promotion is desirable. Please send resume and reel to Jim Boaz, GM KTXH-TV, 8950 Kirby Drive, Houston, TX 77054. EOE.

**Career opportunity to become national sales manager** for highly respected broadcast group in top 20 television market. Successful candidate must be highly motivated/overachieving professional and will likely be a NSM ready to move up from current market or company. Essential to have proven track record of performance and ability to command respect of both national reps and buyers. Confidential replies to Box E-15

**Sales manager,** Southeastern group-owned affiliate needs aggressive creative sales manager with strong organizational, communication, and leadership skills. Please reply with complete resume to Box E-16. EOE.

**Director, office of television.** Archdiocese of Detroit seeks a director for the office of television: responsible for the planning, organization, budgeting and management of the Archdiocese of Detroit Television Network. Masters degree or equivalent combination of education and experience in broadcast television, production and administration. Fifteen years in commercial/broadcast television including directing, producing, training, program development and management. Must have high level production and management skills. Send resume and salary expectations to: Human Resources, 1234 Washington Blvd., Detroit, MI 48226 EOE.

**Marketing/promotion manager** for Midwest top 50 affiliate. Creative, take-charge professional must understand difference between advertising and promotion. Experienced candidates only. Box E-17. EOE

**Assistant GM** for KMBH-TV/FM, the PBS affiliate for the Lower Rio Grande Valley of Texas. Bachelor's degree in Communications, Business Administration, Marketing, or related field required. Three years experience in a public broadcasting management position, preferably with senior management level experience in both noncommercial radio and television. Working knowledge of PBS, NPR, CPB, and NTIA a plus. Person should be strong fiscal manager and willing to work in revenue production as well. Person will assist GM/CEO in all phases of management with major emphasis on financial management, radio operations, development, and team building. Send resume and salary history to: Assistant GM Search Committee, KMBH-TV/FM, PO Box 2147, Harlingen, TX 78551. Closes March 15, 1991. EOE.

**Immediate opening** with television syndicator. Seeking person with station clearance experience. Send resume to Box E-11.

##### HELP WANTED SALES

**Local sales manager** wanted by Southeast network V.H.F. Applicant must have experience working with local direct accounts and agencies. Minimum of 5 years local experience. Candidate must have the ability to lead and the desire to succeed. Send resume to Box B-35. EOE.

**Local sales executive position** open. One or more years TV sales experience desired. Must have good selling and developmental business skills. Established list with great potential for person with high energy and creativity. Send resume and samples of successful presentations to: Sales Mgr., WSAV-TV, 1430 E. Victory Dr., Savannah, GA 31404. EOE.

**Director of marketing** to organize and lead sales and marketing effort of major teleproduction company. Position requires minimum of three years experience in both selling and management with a teleproduction facility/company. Excellent benefits. EOE. M/F. Send resume and salary requirements to Box B-49.

**General sales manager:** Candidates must have a minimum of 2-3 years station sales management experience. Candidates demonstrating proven success with Stowell Data, sales promotions and vendor programs a plus. Individual must possess good inter-personal and presentation skills. A Bachelor's degree in Marketing or Business is helpful. Resume to: General Manager, WJAR(NBC), 111 Dorrance Street, Providence, RI 02903. WJAR is an equal opportunity employer.

**WKEF-TV,** Dayton, Ohio, is seeking a local sales manager. Send resume with salary history to James D. Graham, General Manager, 1731 Soldiers Home Road, Dayton, OH 45418. No phone calls please. EEO/M/F

**Account executive** needed for strong NBC station. Send resume to Stan Kaye, GSM, KTPX-TV, PO Box 60150, Midland, TX 79701. EOE

**Sales specialist/Fairfield County:** Responsible for generating sales in Fairfield County for WTNH-TV. Minimum of 3 years broadcast experience required. Must be self-motivated individual. Send resume to Marty Kinkad, WTNH, 8 Elm Street, New Haven, CT 06510. EOE

**General sales manager** wanted for 100 plus Southwestern Network Affiliate. Successful candidate will have local and national experience with strong emphasis on local sales management and should have knowledge of marketing, research and traffic operations. Must be a people motivator with good communication skills and an idea person who is goal oriented. If you've been waiting for the opportunity to move up to a GSM position, this could be it. Please send a letter of introduction and resume to Box E-12. EEO M/F.

##### HELP WANTED TECHNICAL

**On-line editor.** Immediate opening. Nationally recognized state-of-the-art production facility working with Fortune 500 clients for commercial broadcast. Progressive midwestern community. Experience with Beta and I" computer editing, creative skills required. Salary commensurate with experience. Send resumes, tapes to: John Prechtel, Hawthorne Communications, Inc., 300 North 16th Street, Fairfield, IA 52556. EOE.

**Transmitter vacation relief operator:** WCBS-TV, New York is taking applications for transmitter operators. Individuals should be experienced in the operation of TV transmitters and remote control systems. Applicants with only radio transmitter experience must have a maintenance background. Familiarity with Harris transmitters and TV equipment helpful. General Class Radio-telephone Operator licenses preferred. Send resume to Joe Fedele, Technical Operations Dept., WCBS-TV, 524 W 57 St., NY, NY 10019 or Fax to 212-975-4299. EOE.

**WAGT-TV, the NBC affiliate** in Augusta, Georgia, is now accepting applications for a transmitter maintenance technician. 2-3 years experience on UHF transmitting equipment preferred. Studio maintenance experience helpful. Send resume and work history to: WAGT-TV, Attn: Ron Davis, PO Box 1526, Augusta, GA 30903-1526. No phone calls will be accepted. An equal opportunity employer

**Competent in administrative** and engineering functions, provide expertise in planning and execution of operation and capital budgets; good supervisory skills; excellent technical skills in all areas of broadcast technology. Responsible for the implementation and correct operation of new technologies; consistently improve technical performance of the station; implement technical standards set by chief engineer; provide leadership in the engineering department to various supervisors reporting to that position; coordinate efforts of numerous engineering personnel in an efficient and effective manner; interface with representatives of other departments in an effective and positive manner. Individual will have ability to perform chief engineer's duties during his absence. Require two year degree in electronics technology and ten years broadcast engineering experience, five years as assistant chief engineer or equivalent, S.B.E. senior television certification desired. Need component level repair ability for all broadcast technologies. Applicant finalists will be required to furnish evidence of employment authorization and identification. EOE. Resumes only to Chief Engineer, KHOU-TV, PO Box 11, Houston, TX 77001.

**Florida affiliate** looking for "hands-on" CE with strong repair and maintenance skills. Studio, microwave, and transmitter experience required. Reply in confidence with resume, salary history, and salary requirements to Box E-18. EOE.

**Chief engineer:** Immediate opening at midwest CBS affiliate. Applicants must presently be working as a chief engineer or assistant chief and/or have significant experience with all current TV systems. Must have FCC general class license. Send resume to: Frank Knight, Bus. Mgr., KFVS-TV, Box 100, Cape Girardeau, MO 63702-0100. Phone: 314-335-1212. EOE.

**Maintenance engineer:** Fox Television, KRIV, Houston is seeking a maintenance engineer. Applicants must have at least (5) years minimum television broadcast maintenance experience. Must be familiar with small format videotape and Sony betacam format. Must have FCC license or SBE certification. Interested applicant should contact: Wendell Wyborny, V/P Chief Engineer, KRIV-TV, PO Box 22810, Houston, TX 77227. EOE

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**HELP WANTED NEWS**

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**Host** for national weekly environmental program. Great presence, strong journalism a must. Send resumes to Box B-37 EOE

**News reporter/photographer:** KLST-TV, a CBS affiliate in San Angelo, Texas, has an opening for a News reporter/photographer. Applicants should have a degree in Journalism, be familiar with ENG shooting and video tape editing, and have a good solid background in news writing. Experience preferred. Send tape and resume to: News Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903 EOE.

**Sports director and/or sports anchor** with strong commitment to local sports. College degree. Editing skills and ability to write without using clichés. Market boasts world class fishing and hunting opportunities. Ties with NBA franchise. Non-returnable tapes and resumes to: Keith Frank, ND, KIFI-TV8, PO Box 2148, Idaho Falls, ID 83403. EOE.

**Weekend anchor/weekday reporter:** Leading midwest medium market, network affiliate seeks experienced weekend anchor. Excellent reporting and live shot skills a must. Resume and non-returnable tape to: Les Sachs, News Director, KGAN-TV, 600-2 Old Marion Road NE, Cedar Rapids, IA 52406. EOE.

**Emmy-award winning** best newscast is recruiting the best photographers. WHTM-TV in Harrisburg, Pennsylvania is looking for photographer/editors who are talented, aggressive and want to grow in all areas of news photography and lighting. Tapes & resumes to: Holly Steuart, News Director, WHTM-TV, 3235 Hoffman Street, Harrisburg, PA, 17110. EOE.

**News director:** Experienced news director to handle 1/2 hour news shows loaded with remotes, graphics, state-of-the-art production values. Will work out of the news room to dedicate your time to make our news presentation the best in the market. Resumes only to: KSTP Television, 3415 University Avenue, Minneapolis, MN 55414. Equal opportunity employer. M/F

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**HELP WANTED PROGRAMING  
PRODUCTION & OTHERS**

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**WRIC-TV, the ABC affiliate** in Richmond, is seeking a promotion manager who is a creative marketer and manager. Responsibilities include news and on-air promotion, public service, coordination of the station's advertising and media efforts and management of the promotion staff. The applicant should have at least three years of broadcast experience, strong written and verbal skills and demonstrated creative abilities in the areas of promotion and advertising. Please submit resume and tape to Personnel, WRIC-TV, Arboretum Place, Richmond, VA 23236. No phone calls please. WRIC-TV is an equal opportunity employer; women and minorities encouraged to apply.

**Vice President: Local program production and community development:** WTVS/Channel 56 Detroit PBS affiliate seeks highly motivated and creative individual to oversee local television production and community development activities focusing on youth and urban concerns. Successful applicant must have demonstrated leadership and extensive professional experience in television production management, content development, budget control, personnel management and a working knowledge of state-of-the-art television production facilities. Excellent communication and organizational skills required. Send resume to: Human Resources, WTVS, 7441 Second Blvd., Detroit, MI 48202. An equal opportunity employer. Women and minorities are encouraged to apply.

**Production manager** for New England ABC affiliate. Ideal candidate has 2+ years of experience as a broadcast TV production manager, 3+ years as a director or online editor, and college degree. Looking for people skills and organizational abilities. For immediate consideration, send resume and salary history to Steven M. Davis, Director of Ops & Eng. WPRI-TV, 25 Catamore Blvd., E Providence, RI 02914-1203. No phone calls please. EOE M/F

**WHYY-TV** in Philadelphia seeks creative services assistant to handle the development, writing and editing of all on-air spots, including program promotion, station id's, program underwriting, and program fillers. Requires knowledge of television production and post-production, strong writing, creative and communication skills. Promotional experience preferred. Send resume with salary requirements to: Personnel, WHYY, Inc., 150 North Sixth Street, Philadelphia, PA 19106. EOE M/F.

**Georgia public television/Peach State Public Radio** headquartered in Atlanta, has an immediate vacancy for a dynamic and innovative development director. The metropolitan Atlanta market is the twelfth largest television market in the nation. Oversees development marketing programs for the acquisition and maintenance of members, corporate sponsors, special events and grants. Develops and implements new fundraising programs. BS/BA in appropriate field. Five years non-profit marketing/development experience. Public broadcasting experience preferred. Three years experience in the management of development/fundraising programs and in the successful management of staff required. Salary competitive, excellent benefits. To apply, send cover letter, resume and salary requirements by March 29, 1991 to: Linda Jolly, HR Coordinator, GPTC, 1540 Stewart Ave., SW, Atlanta, GA 30310. EEO AA

**Creative editor needed** for commercial and industrial production with local ABC affiliate. Experienced in ACE editing, ADO, ESS still storer, plus studio lighting. Send resume and tape to John Cannon, Production Manager, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE.

**WSVN-TV Miami** is seeking a senior promotion producer. Minimum 3 years experience in television station promotion necessary. Also knowledge of all types of editing including Beta, 3/4" and 1". Heavy emphasis on news promotion for a news intensive TV station. Send tapes and resumes to: Stacey Marks-Bronner c/o WSVN-TV, 1401 79th Street Causeway, Miami, FL 33141. EOE. No phone calls.

**Senior production technician:** WNYC Communications Group seeks a senior production technician - TV to work in the television production department. Responsibilities include setting up basic lighting, audio, floor manager, generator, field camera, editing, studio staging functions and all other elements of the studio, location and post production operations. Requirements include a BA degree in Communications or satisfactory equivalent, and a minimum of two years recent operational experience in TV production. Applicants must have a motor vehicle driver's license valid for operation in the state of New York. Previous directing experience required and the ability to supervise. Salary: \$27,783 including 3 weeks vacation + benefits. If interested, please send resume to WNYC Personnel, 1 Centre Street, 26th floor, New York, NY 10007. EOE.

**Leading ad agency** seeks immediate hire. Top-flight producer/writer/director with 5-10 years experience in documentary, spot advertising and DR TV. Informal experience a plus. Small town, midwest location. Send resume and demo tape to T. Prechtel, HCl, Box 1366, Fairfield, IA 52556. EOE

**On-air promotion producer/director.** WXII-TV in Greensboro/Winston-Salem/High Point, North Carolina is seeking an "out of the box" thinker with hand-on television production/promotion experience and an eye toward quality. Send tape, references, and resume to Jim Hart, WXII-TV, 700 Coliseum Drive, Winston-Salem, NC 27116. EOE.

**Staff director:** Fox 5, New York has an immediate opening in the production department for a staff director. Primary duties include directing local and national news shows. Other assignments may include program and commercial production. We are looking for a person who gets involved in all aspects of production and who can motivate individuals to perform at 110% while under intense pressure. Candidates should have a minimum of 5 years broadcast directing in a major market. Experience must include news production. Familiarity with pre and post production is a must. If you think you're the person, send your tape and resume to Penny Hageanon, Production Manager, Fox 5, 205 East 67th Street, New York, NY 10021. An equal opportunity employer.

**Promotion producer:** WRIC-TV8, the ABC affiliate in Richmond, has an opportunity in the Promotions department for a producer. Responsibilities include coordinating and supervising promotional activities and projects, serving as part of a creative team to support station and news promotions and contributing to the day-to-day operation of the department. The qualified applicant should have broadcasting experience, strong written and verbal skills and demonstrated creative abilities. Please submit resume and tape to Personnel, WRIC-TV, Arboretum Place, Richmond, VA 23236. No phone calls please. WRIC-TV is an equal opportunity employer, women and minorities encouraged to apply.

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**SITUATIONS WANTED MANAGEMENT**

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**GM ready to lead.** Motivator, trainer, producer, twenty year sales pro, programming, production, organization and turnaround expert. Costs down profits up. Ready now. Reply to Box B-40.

**Television CFO/Controller.** Experienced TV financial manager seeking new challenge. I can help your organization with cost control, system implementation and other aspects of TV finance. Willing to relocate. Please reply to Box B-41.

**Does anyone out there** want a good, honest, hardworking, experienced, cost conscious, profit minded, employe caring, community involved, motivational general manager? If you have an interest in acquiring, I know one who is currently serving as overseer of several network affiliates, as well as general manager of one. I'm ready to narrow my interests to one station and move ahead. If you'd like to discuss your area of need, please write to: Box B-52.

**Operations/production manager** with extensive experience in the development and direction of local programming and special projects and their impact and benefit to local sales, seeks a challenging position with a growing and aggressive company. Strong background in station operations, news, production and employee relations. Troubleshooter and innovator who knows how to get the job done. Excellent references. Will relocate anywhere for the right opportunity. Call William Martin at 603-623-7016 and leave message. I will return your call.

**Seeking general manager position** in small or medium market. Over 30 years experience in TV sales, promotion & programming management. I come with three guarantees, bigger ratings, bigger revenues, bigger bottom line. Please reply to Box E-19

**Let my 25+ years** in all areas of broadcasting including major market TV. Radio ownership. Let me control your bottom line, improve your profits and lead your station's community involvement. Let's talk now or at NAB. Reply Box E-14.

#### SITUATIONS WANTED TECHNICAL

**Experienced master control operator**, 15 years in all phases of master control and tape operations, including supervisory positions. Network and affiliate operations experience. Excellent references. 612-432-6430.

#### SITUATIONS WANTED NEWS

**Excellent, experienced sportscaster** looking for a fine station in which to work, also knowledgeable newperson. 216-929-0131.

**News directors:** Freelance news photographer/editor available in Pittsburgh PA and surrounding area. Betacam SP or 3/4" Ron Bruno 412-276-0497.

**Attractive Black female** with cable reporting/anchoring experience seeks first television news reporting job. Assignment desk experience with KTTV. Will relocate anywhere. Call 213-257-0572.

**Meteorologist:** BS, MS, AMS, NWA, NABJ. Knows doppler, Liveline, WSI. Savoir-faire and acumen in entertaining, original presentations. Community person with reporting and live programming experience desires move from weekend upper 20's up the ladder. Alan 414-962-5123.

**Meteorologist:** BS, MS, AMS, NWA, NABJ. Genuine, amiable, versatile, experienced and community-oriented. Seeks rise from weekends in 20's. Alan 414-962-5123.

**Experienced, energetic sportscaster**, 11 years same top 35 network affiliate. Can relocate immediately 614-481-9493.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Recent Newhouse graduate**, Degrees in Television Production and International Relations. Some news and production experience. PA, AD, editor, writer, single and multi-camera director. Speak Russian. Willing to relocate/travel. Albert Bangs, Box 222, Nanuet, NY 10977 914-623-3443

**Award winning director/cameraman** seeks full-time production position. Ronald Howard 203-633-5540/Fax 203-633-3968.

**Production facility general manager**, looking for a new challenge. Twenty years of production management experience: broadcast, agency and teleproduction. Bottom line oriented, strong technically, good people skills, prefer hands-on operations. If your operation's out-of-pocket expenses cost are out of control write Box E-20

**Energetic female director** who thrives on teamwork and deadline pressure seeking production position. 5 years studio work 4 years directing talk, news, and sports. Recent graduate with B.S. in Business and Television. Want to work with people who believe fun is an integral part of quality television. Will relocate worldwide. Contact Heather. 315-478-8788.

#### MISCELLANEOUS

**Career videos**. Let our broadcast professionals prepare your personalized video resume tape. Unique format, excellent rates, proven success. 708-272-2917

**Bill Statter and Associates** gets you that better TV job. Coaching and placement help for reporters, anchors, weather, sports. Help with audition tape. 601-446-6347

**Immediate openings!** News, sports, weather, public relations. From major-market to entry-level. Register for FREE referral nationwide. Media Marketing/THE HOT SHEET, PO Box 1476--NMB, Palm Harbor, FL 34682-1476. 813-786-3603. EOE

**Exciting opportunities!** Management, production, promotion, sales. Broadcast and corporate. Sign up for FREE referral from coast-to-coast. Media Marketing/THE HOT SHEET, PO Box 1476--PMB, Palm Harbor, FL 34682-1476. 813-786-3603

#### ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Instructor/assistant professor** full time position in radio-television to teach audio production and other broadcast courses and serve as faculty advisor of student-operated FM radio station. M.A. required; Ph.D. preferred. New radio facilities. Salary \$23,000+ with additional summer teaching possible. Start September 1, 1991. Application review begins March 15, 1991. Send application letter, resume, transcripts and 3 reference letters to: Dr. Joe Oliver, Search Committee Chairman, Department of Communication, PO Box 13048, Stephen F. Austin State University, Nacogdoches, TX 75962. 409-568-4001. An affirmative action/equal opportunity employer

**Graduate assistantships** available September 1991. Each position requires 20 hours per week. Work will be in research and in radio, TV and news labs. Assistants may receive a partial-to-full tuition waiver, plus up to \$500 per month stipend. Inquire with Graduate Committee Chair, Communication Division, Pepperdine University, Malibu, CA 90263. Deadline: March 15.

**Head, Department of Telecommunications:** The University of Georgia. The department head reports to the Dean of the College of Journalism and Mass Communication and is responsible for supervising faculty, teaching undergraduate and graduate courses, maintaining the department's relationships with the professional community and conducting original research. An earned doctorate and a distinguished scholarly record are required. Administrative teaching, fund-raising and media experience are desirable. Candidates should possess the qualifications necessary for appointment at the rank of professor. The College of Journalism and Mass Communication is composed of three departments: Journalism, Advertising/Public Relations, and Telecommunications. Approximately 750 undergraduates and 80 graduate students are enrolled in bachelor's, master's, and doctoral programs. The Department of Telecommunications offers majors in telecommunications and broadcast news. The Department also administers the prestigious Peabody Awards for excellence in radio and television. Candidates should submit a letter of application, a vita, and the names of four persons who could be contacted for letters of reference to Dr. Joseph Dominick, Chair, Search Committee, Graduate Studies Office, College of Journalism and Mass Communication, University of Georgia, Athens, GA 30602. Closing date: April 1, 1991. The University of Georgia is an affirmative action, equal opportunity employer and invites and encourages applications from women and minorities.

**Graduate assistantships:** Assignments for qualified candidates for MA in Radio/TV/Film include: new public radio station and established student operated radio station; involvement in programming, news, marketing, audio production; TV/Film production; production, performance, and news labs. Tuition waiver plus stipend up to \$5,000 per academic year. Begins Fall 1991. Contact - Dr. William R. Ramin, School of Communication, Northeast Louisiana University, Monroe, LA 71209. 318-342-1390.

#### MISCELLANEOUS

**Government seized vehicles** from \$100. Fords, Mercedes, Corvettes, Chevys. Surplus. Buyers Guide. 1-805-962-8000 Ext. S-7833.

**Government homes** from \$1 (U repair). Delinquent tax property. Repossessions. Your area 1-805-962-8000 Ext. GH-7833 for current repo list.

**Leading country music television and radio** personality has 50 TV, radio shows with national C&W celebrities plus other types of country music shows already produced. Looking for nationwide TV network, cable system and/or radio network to air shows. Demo and other info available upon request. Write to S.C.V., PO Box 766, Bound Brook, NJ 08805 or call 908-271-8244.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**News, video & teleconference producer** for Purdue University's Agricultural Communication Department. Responsible for news, teleconference and instructional production. BA/BS required plus three to six years experience. Purdue is an equal opportunity/affirmative action employer. Send resume, production history and letter of application to: Mike Kerper, ACS Visual Media Center, Purdue University, B-31 Stewart Center, West Lafayette, IN 47907.

#### EMPLOYMENT SERVICES

**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) 805-962-8000 Ext. K-7833.

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

**Looking for a position** in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$250.00 for 1 year of service. Free information. Write: Bill Elliott, Consultant/Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

#### EDUCATIONAL SERVICES

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

#### WANTED TO BUY EQUIPMENT

**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.

**4KM100LF Klystron wanted.** As spare tube for standby transmitter. Gil Aykroyd/Barry Wittchen 215-867-4677.

**Used Wheatstone console A-32 Ex 12 channel** or equivalent. ITC 3-D stereo cart deck with record amplifier. ITC stereo playback cart deck. Otari 50/50 reel-reel deck. Call Rod Chambers: 916-257-2121.

**100% equipment financing.** New/used \$5,000 to millions. Min. 2 years in business to apply. Apply on phone/fax. Interspan Financial 214-553-9181.

#### 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.

**AM transmitters:** Collins 820E/F, 10KW (1974), Cont. 316F, 10KW (1980), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D, 5KW (1972), McMartin BASK, 5KW (1980), McMartin BA2 5K, 2.5KW (1981), Transcom Corp., 800-441-8454, 215-884-0888. FAX 215-884-0738.

**FM transmitters:** Collins 831G2, 20KW (1975), Harris FM20H3, 20KW (1972), RCA BTA 20E1, 20KW (1973), CCA 2500R, 2.5KW (1978), Harris FM1H3, 1KW (1976), 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 videotape:** Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam \$4.99, 3/4" - 20 minutes \$5.99, 3/4" - 60 minutes \$8.99, 1" - 60 minutes \$24.99 in quantity Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. Free shipping. For more info, call Carpel Video toll free, 1-800-238-4300

**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

**Used television production equipment.** Happy Birthday to us. This month marks our 10th year of service to the television industry. If you have equipment to sell or a particular need, call us Media Concepts 918-252-3600.

**500' utility tower** new, on ground, ready to ship. Call Bill Kitchen, Sunbelt Media, 303-786-8111.

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

**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.

**Save on videotape stock.** We carry 3/4" & 1" evaluated broadcast quality videotape. 3/4 20 min - \$4.59. 60 min - \$7.49. All time lengths available. Try us you'll like us. Call toll free IVC 800-726-0241.

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

**Used towers.** Dismantled, Self-supporting and guyed 502-826-8700, Nationwide Tower Company.

**Satellite teleport** for sale, with two C-band and two Ku-band earth stations. Perfect for cable channel broadcasting. \$825,000 plus lease or purchase of land. Megastar 800-328-2546.

**SA-8005 4.6 meter** satellite antennas \$2,500. SA-414 broadcast quality receivers \$1,975. 702-386-2844.

**Microwave news gathering van.** 1982 Wolf coach, well maintained and updated, with 42' mast, 6.5Kw generator, and all ancillary equipment except electronics. \$15,000, Paul at 703-818-8666.

**Uninterruptable power supply.** Lortec Model 153 CRH, 19KVA, 208 WYE input, 208/120 three phase output. SCR switching with batteries for 20 minutes at full output. Marvin Born, WBNS-TV, Columbus, OH 614-460-3914.

**News gathering van,** 1982 complete except electronics. Rough but ready to work: new generator. \$10,000 Paul at 703-818-8666.

**Utah AM stereo** radio equipment for sale. Harris transmitter, tower and other equipment. Write for full list of equipment. KRFX, PO Box 1406, Price, Utah, 84624

**Sony BVH 2500 VTR** single frame recorder with 16-line memory and BVT 2000 TBC, excellent condition, priced for quick sale 914-533-2442.

**Complete low power studio.** Two years old. Low used prices. Cameras, editing console, PC-based audio ad inserter, 3/4" tapes and players, microwave link, cables, racks, the works. Great value. Call 601-957-1122. As for Wyatt Emmerich Will sell whole or part

**Antennas, FM, television and LPTV:** Outstanding performance with S.W.R.'s FM and television antennas. All S.W.R antennas have a five year warranty Call Jimmie Joynt at 800-279-3326.

**Transmitters, FM and LPTV:** All brand new. Buy new and save on top performing Transmitters. Call Jimmie Joynt at 800-279-3326

## TELEVISION Help Wanted Sales

### TELEVISION SALES/SALES ENGINEER

Position located in South Florida. Candidate should be willing to travel, have at least two years experience in sales to TV stations, dealers and production facilities. A willingness to succeed and a positive attitude is a must. Send detailed resume and salary requirements in confidence to Box B-58. EOE.

## Help Wanted Management

### GENERAL SALES MANAGER WOWT-TV, OMAHA

Chronicle Broadcasting NBC affiliate searching for experienced, high-energy GSM. Must demonstrate skills in...

- \* Sales planning/management
- \* Inventory control/pricing
- \* People development
- \* New business strategies
- \* Effective rep relations

Strong writing, presentation and research skills a must. Experience in small to medium-sizes markets a plus.

**Send letter outlining background to Sturges Dorrance, General Mgr., WOWT-Television, 3501 Farnam St., Omaha, NE 68131.**

**WOWT**  
NEWS & INFORMATION.

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WOWT is an equal opportunity employer

## Help Wanted Programing Promotion & Others

**MORE**  
*If you're creative, organized, energetic and have more art in you than you're able to express in your current situation we've got a job for you!*  
**Art!**

**We're looking for an Art Director at WLVI-TV 56 in Boston**

We're looking for a creative type who knows how to manage and knows how independent television stations work. Preferably this creative type (known hereafter as CT) has been an Art Director in a smaller market or an assistant in a medium market. The ideal CT knows design and can create compelling, innovative design in print and on-air for promotion, programming, news and sales. A working knowledge of the Aurora paint system and the Itak typesetter and stat camera is helpful, but BFA or equivalent experience is required.

If you fit this description and like to work hard with really creative people, then stick your resume and reel in a box and send it to Julie Miglietta, WLVI-TV 56, 75 Morrissey Blvd., Boston, MA 02140

**GANNETT**  
BROADCASTING GROUP

WLVI offers a "smoke-free" working environment and is an Equal Opportunity Employer.

## Help Wanted News

### FIELD NEWS REPORTER/PRODUCER

E! Entertainment Television is looking for a Field News Reporter/ Producer to self produce in the field, write stories and communicate well with crews. Knowledge of entertainment a must, as well as being able to work under pressure including live shots. Minimum of 3 years experience and willing to work a 40 hour week with flexible hours and days. Minorities encouraged to apply. Please submit resume, tape and photo to:

E! ENTERTAINMENT TELEVISION  
1800 North Vine Street, 3rd Floor  
Hollywood, CA 90028  
ATTN: FNR

### INTERVIEWER

E! Entertainment Television is seeking a talented individual to interview celebrities for a weekly interview show. Background in Journalism is preferred and knowledge of entertainment industry is essential. Prior interview experience and research skills helpful. Minorities encouraged to apply. Please submit resume, tape and photo to:

E! ENTERTAINMENT TELEVISION  
1800 North Vine Street, 3rd Floor  
Hollywood, CA 90028  
ATTN: INT



EOE

No phone calls, please

## CABLE

### Help Wanted Management

#### INTERNATIONAL DIRECTOR OF DEVELOPMENT

One of the U.S.'s top 25 MSO's is searching for an individual with a minimum of five years broad-based management experience in the cable industry. Position will be responsible for assessing and developing this MSO's interests in cable and cable programming in Czechoslovakia and will report to a senior manager. Candidate must speak fluent Czechoslovakian, be familiar with the Slavik culture and be willing to relocate to Czechoslovakia. Salary commensurate with experience and qualifications. We are an equal opportunity employer.

Send Resume to Box E-22

## RADIO

### Help Wanted Programing, Promotion & Others

#### RADIO POSITIONS OPEN AT MONITOR RADIO IN BOSTON

As a result of growth in its domestic and worldwide radio operations, Monitor Radio is seeking candidates for seven open positions. All are based in Boston.

- 1). **Host/Senior Editor, Early Edition.** Serves as anchor for Monitor Radio's Early Edition. Acts as senior editor. Conducts interviews, produces material, writes and delivery copy on air. Hours approximately 3am-noon. Requires significant news experience including international issues.
- 2). **Senior Producer, Daily Edition.** Oversees production of Daily Edition, heard on about 90 public radio stations in the U.S. via American Public Radio and worldwide on the Monitor's shortwave network. Requires significant radio management experience. International experience and insights are required.
- 3). **Senior Producer/Editor, News Unit.** Manages the news unit, responsible for 24-hour, 7-day domestic and worldwide newscast service. Develops relationships with freelance reporters worldwide. Acts as shift editor for day shift, delivers some newscasts. Requires management and news editing experience. International experience helpful.
- 4). **Editor, News Unit.** Ensures the quality of domestic and worldwide newscasts written and delivered by others. Assists with gathering of sound for newscasts, delivers some newscasts. Requires experience as a news editor. International experience helpful.
- 5). **Co-Associate Producer, Early Edition.** (This is a half-time, job-share position, with hours approximately 2pm-10pm on alternating days Sun-Thurs.) Assigns stories, edits reporters' scripts, edits audio tape, ensures continuity through the evening for Early Edition. Requires news production experience. International experience helpful.
- 6). **Television Editor.** Responsible for coordinating assignment of freelance and other material designed for radio and television use. Re-edits, re-writes, and re-mixes feature pieces for radio use. Requires experience in television and radio news production.
- 7). **Spanish Language Newscaster.** Requires native-quality or extremely skilled news writing and broadcast announcing skills in Spanish. International experience helpful.

Applicants should send resume, names and numbers of four professional references, and a non-returnable cassette of recent work at once to: Dave Creagh, Executive Producer, Monitor Radio, One Norway Street, Box C-30, Boston, Massachusetts, 02115. No phone calls please. The Christian Science Publishing Society, producer of Monitor Radio, is an equal opportunity/affirmative action employer.

### Help Wanted Management

WTHI Radio seeks an aggressive, energetic, dedicated, creative, eager sales manager. Prior sales management preferred. Great opportunity for person able to train and motivate. Competitive compensation plus incentives. EOE, M/F.

Resumes to:

David Liston, WTHI Radio,  
P.O. Box 1486, Terre Haute, IN 47808

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#### Lum and Abner Are Back

...piling-up profits  
for sponsors and stations.  
15-minute programs from  
the golden age of radio.

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Jonesboro, Arkansas 72403 ■ 501/972-5884

### Public Notice

#### PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Friday, March 8, beginning at 10:00 a.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda includes: Chair's Report, President's Report, FY 1992 Budget, Dues Assessment Options, and Committee Reports. The Committees will meet on Thursday, March 7, in the same location.

The National Program Policy Committee of the Public Broadcasting Service is scheduled to meet at 10:00 a.m. on March 15, 1991 at the PBS offices, 1320 Braddock Place, Alexandria, Virginia, to discuss PBS's National Program Service activities.



## ALLIED FIELDS

### Situations Wanted Management

#### HIGH PROFILE MEDIA DUDE

With experience in management, sales management, promotion, construction, FCC, federal, state, local regulatory agencies, dealmaking, financing, international opportunities, wants to build your overseas presence. Can open your European operations and be fully staffed within 24 hours of making a deal (Or can run from U.S., depending on location of HQ). Will consider radio, television, networks, distribution, publishing, advertising, film, music, related companies. Must be willing to make at least a two year commitment. State position/concept in initial inquiry. Due to the competitive strategic nature of the position, all replies held in strictest confidence. All inquiries answered.

Reply to Box E-21.

#### Miscellaneous

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Balloons

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Accept my students to observe radio station operations. Hundreds of markets already participating. Will pay you \$600.00 for each you accept. No Gimmick call.

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CAPITAL AVAILABLE for ANY viable Business related project!

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California

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**1-900-726-JOBS**  
\$1.99 per min (5 6 2 7)

#### JOB HUNTING?

During an average week over the last year MediaLine subscribers heard 69 NEW, CONFIRMED TELEVISION OPENINGS in the following job categories: Reporter/Anchor (21), Sports (3), Weather (4), Producer/Desktop (15), Photo/Edit (12) and Production/Promotion (14).

No rumors — no outdated listings — fast forward, rewind and pause functions — an office staff to answer questions.

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Used 1" 3M videotape 30,60,90.  
Majority One Pass Others Used  
2-3 times

1000 Avail.

Also 3/4 Cassettes 30,60.  
Call Madalyn, 213/465-7877

#### For Sale Stations

#### FCC ORDER

The Commission has ordered us to change frequency and increase power to 25 000 watts from our Class A FM. This upgrade will provide city grade service to a large Midwestern city within ARB's top 125. Our problem is we don't have the money to build it. We would like to entertain offers from investors or a complete buy out if desired. Serious inquiries should be sent to Box B-53. Please include phone #.

## W. John Grandy

BROADCASTING BROKER  
1150 Osos St., Suite 206  
San Luis Obispo, CA 93401  
Phone: (805) 541-1900  
Fax: (805) 543-7885

## CASHDOLLAR INCORPORATED

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#### For Sale Stations Continued

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CHARLIE HARGRAVE  
713-531-8745 Fax 713-496-7769

CA-OR-WA  
F.T. AM'S \$200,000  
FM'S FROM \$350,000  
TERMS IF QUALIFIED  
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#### FOR SALE

25kw FM License  
Exmore, (Eastern Shore) Virginia  
Site, Tower Available  
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(301) 825-4211

FOR SALE  
CLASS C FM  
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BILLINGS, MT 100K FM LARGEST  
COVERAGE ANY STATION \$599,000

BILLINGS, MT 1000 KW AM  
FULLY AUTOMATED  
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MONTH TIL PAID - 4% INTEREST  
1-800-677-9776 LV MESSAGE

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MAJOR STATION IN HIGH GROWTH MARKET  
TOP 10 RATED. LOW OVERHEAD.

Principals Only  
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DODGE CITY, KANSAS  
1KW Fulltime AM

For Sale  
Excellent Studio Facility  
4.5 Acres Two Towers  
Dark..But Ready For New Life  
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Contact: Stu Melchert  
Box 3125 Liberal, KS 67905-3125  
316-624-3891

#### ADOPT A DOG

Do you know of a stray radio station looking for a home? Feed programming, sales and management from a successful station and watch the stray grow profitable. Call Oan Rau at Marti, 817-645-9163 and ask about Plan A.

## For Sale Stations Continued

### FM and AM Radio

6kw FM in Southwest  
5kw AM in S.E. Atlantic  
Owner financing possible  
Respond

### Radio

600 N. Cockrell Hill,  
Desoto, Texas, 75115  
FAX (214) 230-0052

## PENNSYLVANIA

Dominant small market combo in high growth area had cash flow of more than \$300,000 in 1990. Strong sales history. Limited competition. Owned studio/office and AM transmission site. A great buy for first time owner with cash to invest. Asking 7 x cash flow in cash deal. Contact:

Glenn Serafin,  
Communications Equity Associates  
101 E. Kennedy Blvd., Suite 3300,  
Tampa, FL 33602  
(813) 222-8844

## AUCTION SALE MDS STATIONS AND ITFS EQUIPMENT IN PLACE-SAN FRANCISCO

By Bankruptcy Court Order, a public auction sale of MDS stations and ITFS equipment "as is, where is" at various locations in the San Francisco area (and assumption of related site and airtime lease obligations) owned by Microband Corporation of America and Microband Pacific Corporation is to be held on March 20, 1991 at 2:00 PM at the U.S. Bankruptcy Court located at the Court of International Trade, One Federal Plaza, New York, New York. The terms and conditions of the sale and bidding procedures are available at the office of the Court Clerk, One Bowling Green, New York, N.Y., office of Kensington & Ressler, P.C., 400 Madison Avenue, New York, N.Y., at owner's offices at 286 Eldridge Road, Fairfield, New Jersey, 07004, or by calling Walter Lynn at (201) 808-3778.

## We'll give you all the credit.

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



**FAX (202) 293-FAST**

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

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

## BROADCASTING'S CLASSIFIED RATES

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

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

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

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

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

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

**Rates:** Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Blind Box Service:** (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

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

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

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

Dallas (Fort Worth), named executive producer, TV programming, KRRA-TV Dallas, and KDTN(TV) Denton, Tex.

### NEWS AND PUBLIC AFFAIRS

Calvin M. Thomas II, president, TSD Co., development and marketing consulting firm, joins QED Communications, Pittsburgh, as VP, national marketing and co-production.

Appointments at Prism Entertainment: Tim Landers, from Fries Home Video, named national accounts sales manager, Chicago; Mark Halford, regional sales manager, MGM/UA Home Video, Philadelphia; Bryan Willis, director of sales, East, MGM/UA Home Video, named Eastern sales manager, Philadelphia; Fred Eggink, Northwest regional manager, MGM/UA Home Video, named Western sales manager, San Francisco.

Jack Hayes, morning anchor, XETRA-TV (AM) Tijuana, Mex. (San Diego), named director of management services.

Rob Sellers, management consulting manager, Stanfield & O'Dell, Tulsa, Okla., joins United Video, there as controller.

Jack Hayes, morning anchor, XETRA-TV (AM) Tijuana, Mex. (San Diego), named director of management services.

Richard Thomas, documentary film director of programming, Channel 2, and

Ben J. Harrison, communications strategist and producer, American Association of Retired Persons, Western headquarters, joins Golden American Network (GAN), Los Angeles, as VP, special projects. Bill Toomey, 1968 Olympic decathlon gold medalist, joins GAN, Los Angeles, as board member and adviser, fitness and health-oriented programming.

Christopher Deatherage, manager, programming, Request Television, New York, named director of programming.

Sandra C. Reese, manager, program scheduling, Request Television, New York, named senior manager, programming.

Ted Barajas, director of human resources, Group W Productions, Los Angeles, named VP and general manager, Group W Video Services.

VP, development. Thomas Carter Co., Los Angeles, as Stone Group Entertainment, joins The

Kate McArdle, VP, creative affairs, Shopping Network Inc., St. Petersburg, Fla., as director of affiliate relations.

Mark C. O'Connell, account manager, Showtime Networks Inc., joins Home Group W Video Services.

Murphy Montemayor, acting general manager, National Supervisory Network, Avon, Colo., named director of marketing and national sales manager.

Madeleine Tormey, manager of production finance, Home Box Office, joins MCA Television Entertainment, Universal City, Calif., as production controller.

Debra Lieberman Green, regional VP, Warner Bros. Domestic Television Distribution, Burbank, Calif., named director, off-network research.

Michael Kollinski, manager of research, MCA TV, there as sales executive, Midwestern Media Research, Chicago, joins Kristine Orr, account executive, Nickelodeon, Burbank, Calif., programming and production.

Frank H. Jett, senior VP and executive producer, Nostalgia Television, Los Angeles, named senior VP, programming and production.

Zippor, Arbitr & Heller law firm, joins from Weinberg, Evanne L. Levin, chief financial officer, senior VP and Los Angeles, as Hanna-Barbera Production Inc., Vestron Inc., joins and treasurer, corporate finance owitz, senior VP, Sheldon B. Rabinowitz, senior VP, and chief financial officer.

Philip W. Salas, general sales manager, WCAU-TV Philadelphia, joins Metrobase Cable Advertising, Frazer, Pa., as regional sales manager, Philadelphia.

Barry Katz, account executive, Media Tech, joins The Sportswise Agency, Boston, as marketing promotion executive.

VP, development. Thomas Carter Co., Los Angeles, as Stone Group Entertainment, joins The



**OWNERSHIP OPPORTUNITY**

turning to Turner's class A stock \$15 can be part of it," he said, referring to Turner's class A stock closing price of \$14.50 that day.

Chairman Ted Turner (center) was presented with the National Academy of Television Arts and Sciences Trustees award by John Cannon (l) and Michael Collyer (r), the academy's president and chairman, respectively, at a Feb. 21 dinner in New York. "Nobody works for me," said Turner in correcting his introduction. "They work with me. And anybody with \$15 can be part of it," he said, referring to Turner's class A stock closing price of \$14.50 that day.

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**Rabinowitz**

### PROGRAMMING

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# FINANCIAL & FORTUNES

named business coordinator.

Rash Miller, senior account executive, WNUV-TV Baltimore, joins WJZ-TV Baltimore, as account executive.

Richard A. Feiss III, associate director, office of Development, Yale University, New Haven, Conn., joins WTXN-TV Waterbury, Conn., as marketing director.

Ted Shure, executive director, Shreveport Symphony, and Robin Kinsler, receptionist, finance and administration, WGHF-TV High Point, N.C., named junior account executives, WGHF-TV.

Dede Lyons, account executive, Petty National Television, New York, named sales manager, green team.

Sonya Landry, retail sales manager, WNOL-TV New Orleans, named local sales manager.

Jonathan Lichter, associate media director, Kely Scott and Madison Inc., Chicago, named VP, associate media director.

Appointments at Katz Independent Television: Craig Britman, sales executive, sabers team, named manager, lancers and sabers team, Chicago; Mar Silverman, sales executive, lancers team, Suzanne Gunther, assistant media planner and buyer, Hill Holliday Connors Cosmopolous Advertising, joins Banner Radio, New York, as research analyst; Bill Nienstedt, sales manager, Starboard Industries Inc., joins Christal Radio, Detroit, as account executive.

Randi Goldkranz, account executive, Aurora-4 Video Arts Limited, New York, joins Katz American Television, there as research analyst, white team.

Susan Verling, copywriter, DDB Needham Worldwide, Chicago, named associate creative director. Deanne McLean, director of creative recruitment, DDB Necedham, Chicago, named VP.

Donald D. Felton, general manager, KLDZ(FM) Lincoln, Neb., joins WOWT(FM) Omaha, as account executive.

Julie Orrell Smith, senior media supervisor, DDF&M Inc. advertising, Pittsburgh, named director of media. Ruth Ashcroft, traffic coordinator, DDF&M, named account coordinator.

Camille Crenshaw, associate producer, Lawrence Butner Advertising Inc., New York, named broadcast business manager/associate producer.

Broadcasting, Islworth, Middlesex, UK, as chief financial officer.

Mark A. Roper, traffic manager and systems administrator, WFAA-TV Dallas, joins WOWT(FM) Omaha, in same capacity.

Jim Harris, general manager, WKAP(FM) Allentown, Pa., joins WBPA(FM) WPKS(FM) Beaver Falls, Pa.

## SALES AND MARKETING

Michael Young, sales manager, CBS Radio Representatives, New York, named Eastern regional sales manager.

Steve Nelling, from Select-A-View, Ann Arbor, Mich., and Tony Berget, from KIFI-TV Idaho Falls, Idaho, join KEZX-FM Seattle, as account executives.

Mark McNulty, account executive, WZZ(FM) Nashville, joins WZTV-TV Chicago, in same capacity.

Rick Joppie, VP and general manager, KISS-AM-FM San Antonio, Tex., joins KAPP-TV there, as local sales manager.

Katherine Turner-Pearson, admissions representative, Hallmark Institute of Technology, joins KABR(TV) San Antonio, Tex., as account executive.

Tribune Broadcasting's national network sales operation, TBC Plus, New York, named two account executives, John Hummel, from KWGN-TV Denver, and Karen Volkman, from Michael Krauss Syndication, White Plains, N.Y.

Neil Levin, copywriter, Grant Marketing, joins Gillespie Advertising Inc., Princeton, N.J., in same capacity.

Pam Shetfield, retail sales manager, WYLT(FM) Raleigh, N.C., joins WITN-TV Washington, N.C., as local sales manager.

Appointments at Setel, New York: Joseph Dugan, senior research analyst, rockets team, named research manager; Thomas Shields, research analyst, rockets team, named research manager, rats team; Gall Albertini, recent graduates team; Gall Albertini, recent graduates team, named research manager, rats team; Jim McCallum, named account executive, WYGLAM) Sellings-grove, Pa., named account executive, raiders team; Bob Shaw, from Wallace Computer Services, Hartford, Conn., named account executive, rangers team, and James Dean, research analyst,

## MEDIA

Dave Van Dyke, VP and general manager, WDS (FM) Boston, joins KODI(FM) Los Angeles, in same capacity, succeeded by Bennett A. Zier, VP, director of sales, CBS Radio Representatives.



Bob Van Derheyden, VP, programming, CBS FM Radio Group, joins S&P Broadcasting Co., New Canaan, Conn., owners of three FM's, two AM's, as group program director.

Bill Reed, senior VP, video marketing, Public Broadcasting Service, Alexandria, Va., resigned.

Larry G. Shrum, VP and station manager, WCSC-TV Charleston, S.C., joins KSTP-TV St. Paul, Minn., as assistant general manager.

Will Wyatt, assistant managing director, network television, British Broadcasting Corp., London, named managing director, network television, succeeding Paul Fox, retired.

Linda Weir Sullivan, general sales manager, WJAR(TV) Providence, R.I., named VP and general manager.

Anthony Dean, general manager, WJSU(FM) Jackson, Miss., named general manager and director, radio services, University of Alabama's WUAL-FM Tuscaloosa, WQPR(FM) Muscle Shoals, both Alabama.

Daniel Trevino, production associate, San Antonio Business Journal, joins KABR(TV) San Antonio, Tex., as art director. Joni Sims, media supervisor, planner and buyer, Thompson-Marince Advertising/Hispano Southwest Advertising, joins KABR, as research director.

Paul Boscarino, general sales manager, WOOD-AM-FM Grand Rapids, Mich., joins WNL(FM) Green Bay, Wis., and WKRK(FM) Kaukauna, Wis., as general manager.

Walter Voelke, VP, finance, Occidental International Oil Inc., joins British Sky

New York, named anchor, *World Business Today*.

**Dawn Fratangelo**, weekend co-anchor, WCVB-TV Boston, joins WNBC-TV New York, as 6 p.m. co-anchor.



**Folger**

Retired Army Colonel **Mike Stupka** joins Associated Press Broadcast Services, Washington, as military affairs consultant.

**Marcia Cady**, special assignment reporter, KMTV(TV) Omaha, joins WOWT(TV) there, as assistant news director and assignment editor. **Kevin Westhues**, producer, WJXT(TV) Jacksonville, Fla., joins WOWT, as 6 p.m. producer.

Appointments at KLTU(TV) Tyler, Tex.: **Dana Kaye**, from WVLA(TV) Baton Rouge, La., named 6 p.m. and 10 p.m. anchor; **Alan Hobbs**, formerly from KUTV(TV) Salt Lake City, named executive producer; **Dennis Drummond**, from KALB-TV Alexandria, La., named weekend anchor, Longview, Tex., bureau, and **Angela Goldblatt**, from University of Missouri, Columbia, Mo., named photographer.

**Rosetta Wash**, former unit manager, 1988 summer olympics, NBC Sports, joins WAER(FM) Syracuse, N.Y., as reporter.

**Peter Kiley**, sales supervisor, Cable Satellite Public Affairs Network (C-SPAN), Washington, named regional accounts manager.

**Marci Burdick**, news director, KYTV(TV) Springfield, Mo., named VP.

**Tom Curran**, sports director, KQVR(TV) Stockton, Calif. (Sacramento), joins KRBK-TV Sacramento, Calif., as co-anchor.

**Scott Mulford**, director of programming and production, Conovocom network of public TV stations, Springfield, Ill., named producer, *Illinois Lawmakers*, coverage of Illinois General Assembly.

**Sheila Conlin**, assistant news director, WPTF-TV Durham, N.C., named news director.

**Matt Ellis**, producer, WKBW-TV Buffalo, N.Y., joins WTOG(TV) St. Petersburg, Fla., as 10 p.m. executive producer.

**Bill Wilson**, reporter, WCTI(TV) Greenville, N.C. (New Bern), joins WYFF-TV

**John Folger**, account executive, DDB Needham Worldwide Inc., Washington, joins Associated Press Broadcast Services, Boston, as regional radio executive, Boston, succeeding **Ken Charbat**, who transferred to Detroit in same capacity.

## READERS VOTE CNN AS "BEST NEWS NETWORK"

Cable News Network won 42% of the votes in *Washington Journalism Review's* seventh annual 'Best in the Business' readers poll. Nominations were made last October by a national board of journalists selected by *WJR*. Among other 1991 'Best in the Business' winners are: Public Broadcasting Service, best network for documentaries; Garrick Utley, NBC-TV, best foreign correspondent; Lesley Stahl, CBS-TV, best White House correspondent; Charles Osgood, CBS-TV, best radio reporter, and Al Michaels, ABC-TV, best sportscaster.

Greenville, S.C., as Spartanburg bureau chief.

**Andy Skoogman**, recent graduate, University of Minnesota, Minneapolis, joins KBJR-TV Superior, Wis., as general assignment reporter.

## TECHNOLOGY

**James M. Frische**, president, Digital Audio Disc Corp., Sony Software Corp., New York, named chairman and CEO. **Robert M. Bowlin**, partner, Price Waterhouse, New York, joins Sony Music Entertainment, there as senior VP and chief financial officer.

**Debra Robins**, VP and executive producer, San Francisco Production Group animation and editorial house, San Francisco, named president.

**Thomas Terry Jr.**, operations engineer, WXPB(FM) Philadelphia, named operations coordinator.

**Dave Doherty**, regional manager, broadcast products, Sony Business and Professional Group, Montvale, N.J., named VP, camera products. **Bhaskar Pant**, from Tektronix/Grass Valley Group, joins Sony, Montvale, N.J., as VP and general manager, systems products.

**William B. Peterson**, president and general manager, WPEC(TV) West Palm Beach, Fla. (Boca Raton-Fort Pierce), adds duties as president and chief operating officer, Photo Electronics Corp., parent corp. of WPEC-TV.

**Matthew Weiner**, applications engineer, Martin Audio, New York, joins JVC Professional Products Co., Elmwood Park, N.J., as professional audio sales representative.

Appointments at Atlantic Video Inc., Alexandria, Va.: **Anthony N. Johnson**, head, The Johnson Group, Washington, named director of marketing and sales; **Miriam Machado-Luces**, recent graduate, Howard University, Washington, and **Craig Culp**, from Craig L. Culp Radio Station Brokerage, named account executives.

**Anthony Beswick**, director of engineering, Hospital Satellite Network, Prince-

ton, N.J., joins Audio Plus Video International, Northvale, N.J., as chief engineer.

Appointments at Panasonic Communications & Systems Co., Secaucus, N.J.: **Robert S.J. Mahon**, service center manager, Industrial Video, named marketing manager, VHS-VCR; **Steven Bonica**, VP, special planning, named VP, audio video system group, succeeding **Steven Yuhas**, senior VP, office automation group.

**Donald J. Duncan**, senior technical advisor, Rajawali Citra Televisi Indonesia, joins KQVR(TV) Stockton, Calif. (Sacramento), as chief engineer.

**David Zeigler**, independent producer, Phoenix and Los Angeles, joins Digital Post & Graphics, Seattle, as design producer.

**R. Claude Olier**, from Dynatech Corp., joins Scientific-Atlanta, Paris, as VP, European operations.

**Belinda S. Merritt**, assistant sales manager, The Post Group, joins The Magic Lab graphics design and art firm, Los Angeles, as executive producer.

## PROMOTION AND PR



**Crutchfield**

**Robert Crutchfield**, VP, publicity, promotion and advertising, Universal Television, Universal City, Calif., named senior VP, publicity, promotion and advertising.

**Donald Buckley**, Eastern director, advertising and publicity, Warner Bros. Inc., New York, named VP, East Coast advertising and publicity.

**Michael Houbrick**, director of publicity and promotion, MCA Television Entertainment, Universal City, Calif., resigned.

**Steve Johnson**, promotion manager,

WPRI-TV Providence, R.I., joins KYW-TV Philadelphia, as creative services manager.

**Carole Shander**, VP, national services, American Movie Classics and Bravo, Woodbury, N.Y., named VP, corporate communications, parent company Rainbow Progaming Holdings Inc.

**Maria Velleggia-Tilley**, assistant public relations director, WMAR-TV Baltimore, named public relations director.

Appointments at Pamela Giddon & Co., New York: Account executives **Dina Weinberg-Ligorski** and **Jessica Schwartz**, named account supervisors, and **Jennie Silverstein**, from CBS-TV, named account executive.

**Beth Braen**, director of public relations, The Brogliatti Company, joins Segal Associates Inc., Los Angeles, as senior account executive.

**Mark Stastny**, associate, Coltrin & Associates public relations firm, New York, named senior associate.

## ALLIED FIELDS

**Ruth A. Brumfield**, general manager, Jones Intercable Inc., Western New York operations, joins Walter Kaitz Foundation, Oakland, Calif., as president.

**Joyce Gallagher**, director of planning, Office of Cable Communications, City of Chicago, named administrator.

Appointments at Brad Marks International executive search firm, Los Angeles: **Vicky Destin Goldberg**, associate, named managing associate; **Steven Lee Berman**, associate, executive search, adds duties as director, legal affairs, and **Tammy Booth**, general office manager, named research associate and personnel director.

**Scott C. Marden**, former head, Bankers Trust Merchant Banking Group, joins Wertheim Schroder & Co. investment

bank, New York, as managing director, media and communications practice.

Appointments at Television Bureau of Advertising, New York: **Matthew L. Kreiner**, VP, national sales development, named senior VP, sales development; **Lynn Fairbanks**, VP, regional sales development, named senior VP, station development; **Thomas A. Conway**, manager of regional development, named VP, director of regional sales; **Ronni M. Faust**, communications director, named VP, communications; **Sheryl Santiago**, senior writer, marketing services, named manager, communications, and **Michael Paske**, member services associate, named communications coordinator.

New members of National Associations of Broadcasters Radio Operator's Caucus, Washington: **David Gingold**, Barnstable Broadcasting, Waltham, Mass.; **Scott Ginsburg**, Evergreen Media Corp., Irving, Tex.; **Randy Odeneal**, Sconnix Broadcasting Co., Vienna, Va., and **Wayne Vriesman**, Tribune Broadcasting Co., Chicago.

**Don Blumberg**, from Blumberg Communications Inc., Minneapolis, named president, International Communications Industries Association.

**David H. Cole**, VP, tax appraisal, Broadcast Investment Analysts Inc., Washington, named senior VP.

**Allan Howard**, president and general manager, KHOU-TV Houston, received 1990 Award of Excellence for Local Television Station Management from American Women in Radio and Television.

**Diane Zipursky Goldman**, associate, Wiley, Rein & Fielding, Washington, named partner, specializing in communications law.

**Charles Dolan**, chairman and CEO, Cablevision Systems Corp., New York, and **Pierre Lescure**, general manager, Canal Plus pay-TV channel, Paris, elected to board of directors of The International Council of National Academy of Television Arts and Sciences.

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## DEATHS

**Jack Feldmann**, 69, partner, Hogan-Feldmann Inc. media brokers and consultants, died Feb. 25 in Encino, Calif., of burst aortic aneurysm. Feldmann began broadcasting career in 1941 at KSFO(AM) San Francisco. He later produced television show *You Asked For It* in late 1940's and early 1950's. He had interests in stations, including KIIS(AM)-KFSG(FM) Los Angeles (formerly KRKD-AM-FM); KBN(AM) Henderson, Nev.; KCMX(AM)-KKIC(FM) Ashland, Ore.; and KOFY(AM) San Mateo, KDON(AM) Salinas, KMEN(AM) San Bernardino, and KOWN-AM-FM Escondido, all California. He is survived by his wife, Beatie; daughter, Chris, and two granddaughters.



Gobel in 1958

**George Gobel**, 71, TV comedian, died Feb. 24 in Los Angeles of complications from surgery on leg artery. Gobel made debut at age 11 on WLS(AM) Chicago's *WLS Barn Dance*. After numerous appearances on *Garry Moore Show* and NBC's *Saturday Night Revue*, Gobel starred in *The George Gobel Show* on NBC in 1954. He later appeared regularly on *The Hollywood Squares* and *The Tonight Show*. Surviving him are his wife, Alice; two daughters, Georgia and Leslie; son, Gregg, and three grandchildren.

**John Charles Daly Jr.**, 77, TV host and anchor, died of cardiac arrest Feb. 24 in Chevy Chase, Md. Best known for 18-year tenure as host of CBS's *What's My Line?*, Daly began broadcasting career in 1930's for NBC radio affiliate in Washington and later joined CBS radio to cover White House and World War II. In addition to host *What's My Line*, Daly joined ABC-TV in 1952 as VP, news; and one year later started anchoring evening news until 1960. Daly had stint as director of Voice of America in 1967 and 1968. He is survived by wife, Virginia; two daughters, Nina and Helene; four sons, John Charles Jr., John Warren, John Earl and John Neal and two grandchildren.

**William Wright Bryan**, 85, former World War II correspondent, died of pneumonia Feb. 13 in Clemson, S.C. Bryan is credited with broadcasting first eyewitness account of D-Day when he was war correspondent and NBC radio stringer in 1944. He is survived by his wife, Ellen; two daughters, Newell and Mary Lane, and son, William Jr.

# FIFTH ESTATE

## FRED SEEGAL AND THE ART OF THE MEDIA DEAL

**T**he cover story last month for a major financial publication quotes Salomon Brothers Chairman John Gutfreund as saying he has a special interest in people who are very smart. Knowing that, it is no surprise the New York-based investment banking firm last spring hired Fred Seegal away from Lehman Brothers to become co-head of corporate finance. Clients and financial professionals who know Seegal regularly describe the 43-year-old investment banker as "very smart" or "brilliant."

Seegal continues to work with media and entertainment companies, which he has done now for over fifteen years, despite his wider responsibilities at Salomon, which he said involve helping "make sure that away from media and entertainment, we are calling on the right people with the right products." He is currently involved in finding capital for Orion Pictures and recently helped complete the restructuring of Jacor Communications and the CBS stock buyback.

Seegal said he was forced to specialize when he became a partner in 1982: "I was told you had better figure out what you want to do rather than just work on other people's deals." He might have worked with retailing, in which his father and other family members were active, or insurance, but Lehman already had "pretty good leadership there, so I staked out media and communications, which has worked out much better than I ever would have imagined."

In this case the force of circumstance did not totally depart from earlier interests. Seegal was sports editor of the newspaper in high school; a disk jockey for the Cornell University radio station, and editor of the Law school year book. After starting law school, Seegal expanded his studies to a joint law/business degree, which Harvard packed into a four-year program.

Seegal started his career working for Lehman Brothers partner Peter Solomon, who said, "working with Fred was a semi-hysterical event. He has high energy and enthusiasm, is a wonderful source of ideas and is a real intellectual and emotional challenge."



The firm was retained by railroad company CSX Corp. to sell its Jacksonville, Fla., newspaper, which, said Seegal, became one of the first media properties to be sold by auction. The highest bidder, Billy Morris, flew to the Lehman Brother offices in New York to hand over his sealed bid personally at the last minute. Said Seegal, "He later told me it was the first time he ever had a chance to participate on a level playing field. For me it was my first exposure to how important the entrepreneurial spirit is in the media business. It wasn't just his (Morris's) job...it was his life."

Soon after the newspaper auction, Seegal and Lehman represented H&C Communications in its successful bid to buy two TV stations from Cowles Communications. H&C President James Crowther said of Seegal, "He was well prepared and extraordinarily good at determining the value of that property."

One of the losers in the Cowles TV station bidding, Burnham Broadcasting, later met with Seegal. Said Burnham chairman, Peter Desnoes, "Fred said 'let me put it simply: you hired a com-

peting firm and lost. If you want to win, hire me.'" Seegal arranged for Lehman parent company American Express to financially guarantee the next bid of Burnham, still a small single-station owner, which helped the company win.

Among the media group's early tasks was "the missionary work" of explaining media cash flow, rather than earnings, to institutional investors. That education helped several years later when Lehman was able to syndicate securities to those investors for such broadcasters as American Television & Communications, Malrite, Infinity and Jacor.

Still later were larger merger transactions, including that between Time and Warner, which involved the firm and Seegal for more than a year. The current challenges for Seegal include helping some companies restructure, while encouraging others to take advantage of the current equity market to improve their balance sheets.

Media and entertainment companies he said have changed over the last 10 to 15 years as entrepreneurs have had to adapt, with varying degrees of success, from growing companies to operating them. Overall, he said, management is better now: "It has had to be, there are no more lay-up businesses as TV broadcasting might have been 15 years ago."

Seegal has served as a director of pay-TV operator Spectradyne—in which the firm had an equity investment—but generally he does not get directly involved in his clients' businesses. In fact, said Seegal, it is a "warning signal when they (clients) start asking your opinion about how they should be doing things."

Friends say that the pressure of investment banking, combined with Seegal's acumen, has forced on him a short attention span and occasional impatience. But said a friend, his marriage and a daughter have "softened him substantially." ■

### Frederic Milton Seegal

*Managing director/co-head corporate finance, Salomon Brothers Inc., New York; b. January 3, 1948, Atlanta; BA, Political Science, Cornell University, Ithaca, N.Y., 1970; JDMIBA, Harvard Law School and Harvard Business School, Cambridge, Mass., 1974; associate, Lehman Brothers, New York, 1974; vice president, 1980; managing director, head of Media & Communications Industries Group, 1981; present position since May 1990; m. Robin Neimark, March 23, 1986; child-Hallie, 3.*

# IN BRIEF

**ABC O&O's in top three markets maintained**—in both Arbitron and Nielsen February metered market sweeps races—**dominant market position**, sign-on to sign-off. In New York, WABC-TV, buoyed by winning ratings for 5, 6 and 11 p.m. local newscasts, remained atop station race with 8.4 rating/20 share (NSI). WNBC-TV dropped to third-place with 5.6/16, while WCBS-TV took advantage by finishing with 6.0/14, 7% increase over year ago. Fox O&O WNYW-TV New York, remained top independent with 4.6/11, 11% rating increase. WPIX-TV followed with 4.1/10 (+17%) and WWOR-TV with 3.8/9 (+11%). In Los Angeles, complete Arbitron numbers had KABC-TV dropping 2% from February 1990 with 6/15, followed by KNBC-TV (5.3/14, -7%) and KCBS-TV (4.4/11, +5%). KTLA-TV emerged as top independent in L.A. with 3.5/9 (ARB), but experienced 10% ratings drop against year-ago numbers. KTTV-TV (3.3/8), KCAL-TV (2.9/7) and KCOP-TV (2.8/7) filled out Monday-Friday indie race. Across-board wins for WLS-TV Chicago's 4, 5, 6 and 10 p.m. CT newscasts also helped ABC O&O maintain commanding 10.2/24 (NSI) lead over WMAQ-TV (6.4/15) and WBBM-TV (5.5/13). Among independents, WGN-

TV was tops with 5.2/12, while WFLD-TV inched closer (growing 7%) with 3.2/8 and WPWR-TV remained flat with 2.4/6.

**Broadcast station sales last week totaled \$59.341 million**, tripling average of \$20.197 million for first eight weeks of 1991. Increase was due largely to sales of AM-FM combos in Dallas-Fort Worth, Phoenix and Richmond, Va., markets (including FM standalone) totaling \$49 million. Seventeen stations traded hands, up from weekly average of 14 for year. According to Jim Blackburn of Blackburn & Co., which brokered sale of two of week's combos, it was example of deals "struggling through to the daylight" and not in anticipation of government relaxing bank restrictions, since terms of deals had already been in place for weeks. However, "it is a crack in the dam," said Blackburn, "and the dam is beginning to break, and when people see this, more people with deep pockets will come out and say: 'alright, values have bottomed out, the other guy did it, I'll consider buying now too.'"

**Several bondholders of Gillett Holdings (GHI) last week filed to put group owner, meat packer and resort operator into**

**Chapter 11** bankruptcy. Restructuring talks between company and creditors holding over \$1 billion of notes and secured loans have been taking place for more than half year. Plans to pay off some of debt from proceeds of sale of WMAR-TV Baltimore fell through several weeks ago when proposed purchaser Scripps-Howard backed away from deal; lawsuit seeking to require Scripps-Howard to proceed with purchase has been filed by GHI.

In first major change since he rejoined CBS last October, Peter Lund, executive VP, CBS/Broadcast Group and president, CBS Marketing, named **Joseph Abruzzese, senior VP, CBS Television Network sales**. Abruzzese was previously VP, daytime, children's and late night sales. Jerome Dominus, senior VP, entertainment marketing and sales, was named senior VP, sales and media development. Dominus will develop multimedia opportunities between CBS network, CBS owned TV stations and CBS radio. All executives at CBS Sales will now report to Abruzzese. Both Abruzzese and Dominus will continue to report to Lund.

**House cable reregulation bill may soon emerge.** Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) promised to introduce measure once Gulf War was no longer major distraction for Congress. Moreover, Markey has scheduled hearing on subject for March 20. Another sign bill is on way.

Further confirmation that **credit easing will be encouraged by administration** (BROADCASTING, Dec. 31, 1990) was provided in testimony last week by Treasury Secretary Nicholas Brady before Senate Budget Committee. Brady said that within week new rules would be announced, including those affecting highly-leveraged transactions (HLT's) whose criteria characterize most media loans (BROADCASTING, June 4, 1990). Sources within industry and elsewhere believe changes are most likely to appear in rules for delisting loans from HLT status.

**NBC's 1992 pay-per-view Olympics last week announced carriage agreements with**

## TAGLIABUE'S PPV REMARKS CONCERN MARKEY

**N**FL Commissioner Paul Tagliabue's comments on ESPN, and later in the *New York Times*, concerning the NFL experimenting with pay per view by the end of its present TV contracts, have drawn the wary eye of Representative Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee.

Markey wrote Tagliabue last week, saying: "I am deeply troubled by your statements and ask that you promptly reconsider any plans the NFL may have to charge people on a per-game basis to view televised professional football."

Markey said Tagliabue's comments are "surprising" in light of his testimony to the subcommittee on May 9, 1990. At that time, Tagliabue said there would be no changes in televised carriage that would jeopardize "long-term fan support." Markey said working-class and low-income families would be harmed if per-game charges reached estimates of \$15 to \$20. Additionally, he pointed out that PPV games would not be available to more than 80% of the audience.

Markey asked Tagliabue for a "written representation of the NFL's position concerning NFL games on a pay-per-view basis," and indicated the matter may require further hearings or legislation.

The NFL announced last week that Neil Austrian, one time chairman of Showtime, will become president and chief operating officer of the league. In the newly created post, he will assist in developing the NFL's TV plans, including the use of PPV.



**18 MSO's**, though no top-10 cable operators. Operators are not being asked to give any financial guarantees, but will get 30%-63% of revenue based on performance. Early sign-ons (before June 30) get 2% more revenue, and those who do expected local marketing get additional 5%. Rest of revenue variable depends on buy rate MSO achieves, and is based on how many addressable households cable operator has. For example, operator with 9% buy rate out of 52% addressable households would get to keep 44% of revenue.

**FCC remanded license renewal challenge settlement between WWOR-TV Inc.**, licensee of WWOR(TV) Secaucus, N.J., and **Garden State Broadcasting Ltd. to administrative law judge** to re-investigate "certain troubling aspects" of previous ALJ hearing that found Garden State did not abuse FCC processes. Garden State agreed last September to \$2 million settlement to drop challenge, but FCC wants to determine if Garden State challenged WWOR for "improper purpose of obtaining settlement."

**Top of the Heap**, spinoff from *Married...With Children*, will debut on Fox's

## SUBSTITUTE

The National Press Foundation presented ABC News President **Roone Arledge** its Sol Taishoff Award, its annual recognition of broadcast journalism excellence named for BROADCASTING's founder. ABC's **David Brinkley**



(r), last year's Taishoff Award winner, accepted the trophy for Arledge from NPR Vice Chairman **Gerald E. Udwin** (l) during last Thursday night's (Feb. 28) dinner and ceremonies in Washington. Arledge was unable to attend due to breaking events in the Persian Gulf War.

## NBC, ABC AFFILIATES MEET WITH NETWORKS

**NBC** last week held its mid-season affiliate meeting in Washington to discuss regulatory and business matters. Reports of continuing budget cuts at the network did not receive much attention, said **Eric Bremner**, president of King Broadcasting and chairman of the NBC affiliate board: "Everybody was aware that big expense reduction had been in place at all three networks, so it wasn't a big surprise."

NBC President **Bob Wright** said the proposed cuts are in response to a slow advertising market and the "unprecedented" costs associated with covering the Gulf War. Wright told BROADCASTING he did not consider reducing the network's \$2.6 billion budget by \$50 million to be a serious move.

Also last week, ABC televised a two-hour closed-circuit presentation to all its affiliates following a meeting of top network executives and members of the affiliate board. Among the programming issues discussed were daytime, where **Dennis Swanson**, President ABC sports, daytime and children's programming, said the 11 a.m.-1 p.m. time period was under active review. Swanson reportedly called ABC's *Home Show* a "disaster" and said another daytime show, *Loving*, lost the network money. Concerning late night, network executives said they understood affiliate concerns about obtaining programming more compatible with *Nightline*, although they also noted recent improvements in *Into the Night with Rick Dees*. **George Newi**, senior vice president, affiliate relations, said the network has achieved 92% clearance for World League of American Football telecasts, which begin in two weeks. ABC has told stations they cannot preempt other ABC programming to make room for the game telecasts, which will begin at 1 p.m. ET. That time period currently is used by a number of stations in the central times zones to air *This Week with David Brinkley* or *Business World* on a delayed basis. Such stations, including **KSAT-TV** San Antonio, Tex., and **WBRC-TV** Birmingham, Ala., said it will be difficult for them to find another place for the news shows because earlier in the day they carry religious and other local programming. Said **James Schiavone**, KSAT-TV general manager: "Because of the news nature of the programming, we can't delay *Brinkley* until late in the day." Conversations with those stations, also including **KMOX-TV** St. Louis, are continuing.

**schedule on Sunday, March 31**, in the 9:30-10 slot. Show has *Married* as its lead-in and replaces *Good Grief*, which was canceled. Series stars **Joseph Bologna** and **Matt LeBlanc** as father and son looking to get rich quick.

**NBC's Shannon's Deal** returns to schedule on **Saturday, March 23**, at 10-11 p.m. in special preview telecast. Series has been given seven-episode order, and network will announce regular time slot for show in next two weeks. One of seven episodes is two-hour special that had been scheduled to air on Sunday, March 17, but now will air later.

House Taxation and Revenue Committee of **New Mexico state legislature** tabled measure last week that would have imposed **5% tax on national television advertising in state**. No other ad tax bills are pending in that legislature.

United Artists Entertainment Chief Executive **Stewart Blair** announced formation of **\$60 million-plus British cable TV program venture** in London last week, heightening anticipation of deal in works for months and **potentially involving UAE**,

**USWest, Comcast and others** active in building British cable systems. Sources say plan has yet to be made formal, but according to Blair, funds would go toward development of cable channels for budding UK industry, including one called **UK Today**, mixed sports and entertainment channel with slot for cable operators to place regional programming, and second called **Classic TV**, mix of cult TV programming similar in concept to Viacom's *Nick at Night*.

Late Friday (March 1), **Financial News Network** filed petition for bankruptcy under Chapter 11 in southern district of New York. Earlier in week, asset sale of FNN to **CNBC** was announced (see page 30).

Seattle-based radio format distributor, **Broadcast Programming**, has acquired Albuquerque-based radio format distributor, **Drake-Chenault Enterprises**. Expanded company will serve 850 stations.

**NBC operating income** dropped 21% in 1990, to \$477 million, on **5% revenue decline**, to \$3,326,000,000, according to parent company **General Electric**.

# EDITORIALS

*Committed to the First Amendment and the Fifth Estate*

## ONE-SIDED VICTORY

**A**lthough the war is over, the questions about war coverage and government censorship remain. Is it their "patriotic duty" for the press corps to parrot the government line on the conduct of a war? Is it in the best interests of the country for their news media to be manipulated for military purposes? Our answer is no. The press's "patriotic duty" is to report as accurately and responsibly as possible, to get into tight spots and ask tough questions. To herd them into pools and dole out the "news" is to do a disservice to them and the country.

As Ted Koppel pointed out in an interview with *BROADCASTING* (Feb. 25), pools deprive journalists of their driving force: competition. They can also produce the irony of a reporter scooping himself, said Koppel: "Let's say you've got an NBC reporter out there. He comes back at one in the afternoon, East Coast time; whatever he gives to the pool is shown on CNN for five-and-a-half hours. It's not until 6:30 that it shows up on Brokaw's show. You've got the ludicrous situation where you're going to be beaten by your own reporter." Some journalists have found ways to circumvent the pools, and some, like CBS's Bob Simon and his crew, have paid a price for it.

There is a difference between information that clearly needs to remain classified, such as specific troop strengths or movements, and information that might simply reflect negatively on a nation's conduct of a war. To the extent the government tries to pass the second off as the first is the extent to which it must be taken to task. Banning coverage of coffins returning to Dover, Del., was not an attempt to protect classified information, but to insulate the government from criticism and the war from its real cost. That may be the military's objective, but it will never be the press's.

As RTNDA President David Bartlett points out: "All politicians try to manipulate the media. No military leader likes to be second-guessed by reporters. But news blackouts are an insult to the patriotism of the American press and to the intelligence of the American people. Americans are entitled to more than just the military's side of the story." To fail to protest unnecessary secrecy, said Bartlett, would be to "sacrifice a large part of the very freedom we were fighting for in the first place."

The government's desire for a one-sided victory in the Persian Gulf War is to be applauded. Its desire for a one-sided view of it is not.

## EARLY NEWS

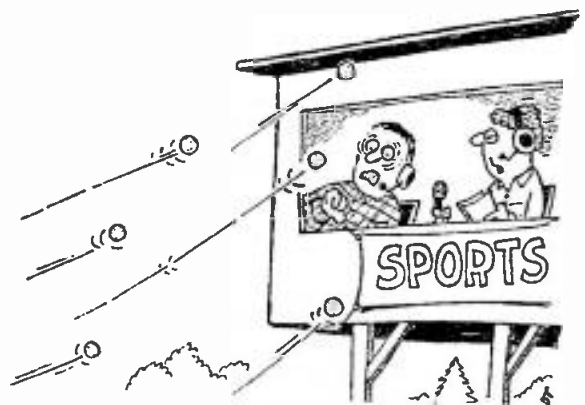
**W**hen former broadcaster Ron Erickson came to Lakeridge High in Oswego, Ore., where he is adviser to the Radio-TV Club, his goal was to "provide quality studios for broadcast vocational education." The dilemma he faced was that there was—and is—no money in the school system to fund such a program. Nevertheless, Lakeridge stu-

dents are currently operating a cable FM station over the Columbia Cable TV system there (and in negotiation for carriage by area TCI and Paragon systems), on which they sell time to help cover expenses. They too are a few pieces of equipment shy of producing a schoolwide closed-circuit TV newscast during lunch break. The story of how they got this far hinges on the generosity of many in the broadcast and cable industry.

Erickson put out a call to friends and acquaintances for donations to the program. The response, he says, was "incredible." From KGW-TV Portland came monitors, switchers, racks and more—including the volunteered technical expertise of former chief engineer, Jess Ortega; from KOMO-TV came a film chain (Chief Engineer Jack Barnes rented a truck and delivered the equipment himself); from California-based cable equipment supplier, Catel Corp., came cable modulation equipment for both the FM and TV; from Prime Image, also of California, came two new time-base correctors and a switcher; from Tektronics, Beaverton, Ore., a waveform monitor/vector scope; from KATU-TV Portland, a news set. The list of benefactors does not end there, but suffice it to say Lakeridge's need was met by an industry eager to pitch in. All totalled, Erickson estimates, a half million dollars worth of equipment has been donated, with more on the way. Not too shabby. (Oh, the school system did pitch in \$100 dollars to pay for cabinets to hold the radio gear.)

There are several points to this story. The first is that it is a shame the school system cannot fund a radio-TV vocational program. "If this were offered as a class," says Erickson, "we could easily fill two periods." The second is that the Fifth Estate has shown both generosity and foresight; clearly the industry has a vested interest in encouraging motivated students to get early hands-on experience.

And finally, according to Erickson, he lacks only studio lights and cameras to put on some action news at the noon lunch break. If there is a station or system with spares of either on its hands, there is a club in Oswego ready to foster its own Ed Murrows—or Bernard Shaws.





Drawn for *BROADCASTING* by Jack Schmidt

"The golfers appear to be responding to Jack's comment on their level of play."

# On the road to NAB, 1991.

- 
- February 18 - Satellites.
  - February 25 - Transmitters.
  - March 4 - Cameras.
  - March 11 - Graphics & Effects.
  - March 18 - Radio.
  - March 25 - High Definition Television.
  - April 1 - Videotape.
  - April 8 - NAB Advance.
  - April 15 - NAB Convention.
  - April 22 - NAB Wrap-up.

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